



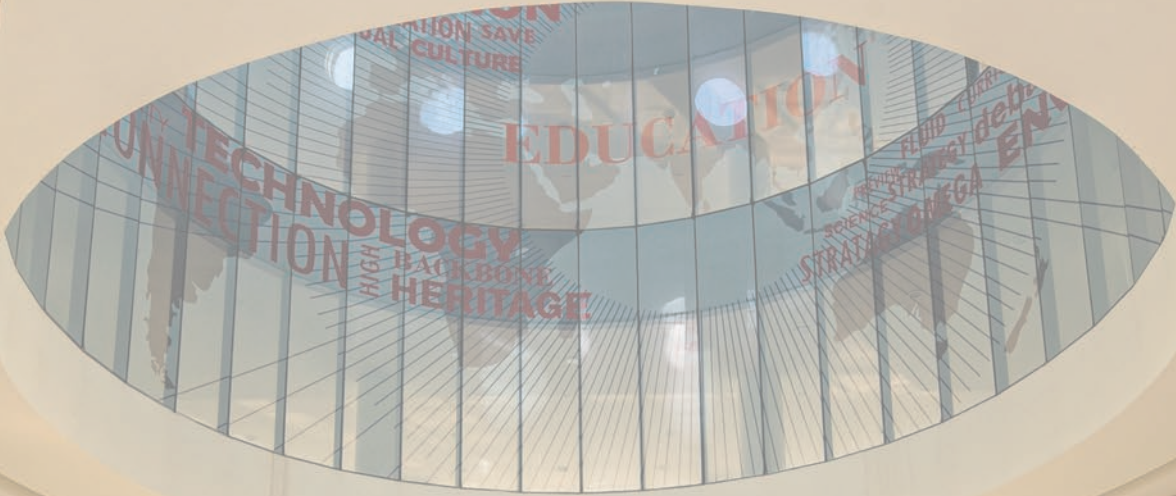
K.R. MANGALAM UNIVERSITY
THE COMPLETE WORLD OF EDUCATION



SCHOOL OF MANAGEMENT AND COMMERCE



SAMEEKSHA
NEWSLETTER
JANUARY – MARCH 2026



K.R. MANGALAM UNIVERSITY

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FROM THE EDITOR'S DESK

EDITORIAL NOTE (JANUARY – MARCH EDITION)

The first quarter of the year often sets the rhythm for what follows, and at the School of Management and Commerce (SOMC), K.R. Mangalam University, it has been a period marked by energy, intent, and meaningful progress. As we step into a new academic cycle, the months from January to March have offered opportunities not just to perform, but to reimagine how we learn, engage, and grow together as an academic community.

This quarter has been defined by a forward-looking approach—where curiosity has driven conversations, and ideas have translated into action. Classrooms have evolved into spaces of dialogue and exploration, where students are encouraged to question assumptions, connect theory with practice, and develop perspectives that extend beyond textbooks. The emphasis has been on creating thinkers who are not only academically sound but also adaptable to the shifting contours of the business world.

What stands out during this period is the seamless integration of academic rigor with experiential learning. From live projects and simulations to industry interactions and expert sessions, students have been exposed to real-world complexities early in their journey. Such engagements are shaping their ability to navigate ambiguity, make informed decisions, and approach challenges with confidence and clarity.

The research landscape at SOMC has also witnessed steady momentum. Faculty members and scholars have continued to contribute to academic discourse through publications, collaborative initiatives, and participation in knowledge forums. More importantly, there is a growing inclination among students to engage with research—not merely as a requirement, but as a means to explore, analyze, and contribute to evolving domains of management and commerce.

Beyond academics, the vibrancy of campus life has been evident through a range of student-led initiatives. Competitions, club activities, and curated events have transformed ideas into experiences, fostering leadership, creativity, and a sense of ownership among learners. These platforms are not just avenues for participation; they are incubators for confidence, collaboration, and innovation.

As we look ahead, this quarter serves as a reminder that progress is not defined by isolated achievements, but by the collective momentum of a community committed to excellence. SOMC continues to build an ecosystem where learning is continuous, engagement is meaningful, and growth is shared.

DR. ANUMEHA MATHUR

**Editor Sameeksha &
Assistant Dean SOMC**

K.R. Mangalam University



WORDS FROM THE LEADERSHIP

Dear Readers,

It is a pleasure to share a few reflections as we continue our academic journey at K.R. Mangalam University. Institutions of higher learning play a critical role in shaping not only professional competence but also the character, curiosity, and vision of future leaders. At KRMU, we remain committed to nurturing an environment where knowledge, innovation, and values come together to create meaningful educational experiences.

The School of Management and Commerce has consistently contributed to this vision by promoting a culture of academic engagement, research exploration, and active student participation. Through dynamic teaching methods, industry interactions, and diverse learning opportunities, the school strives to ensure that students develop a well-rounded understanding of the business and management landscape.

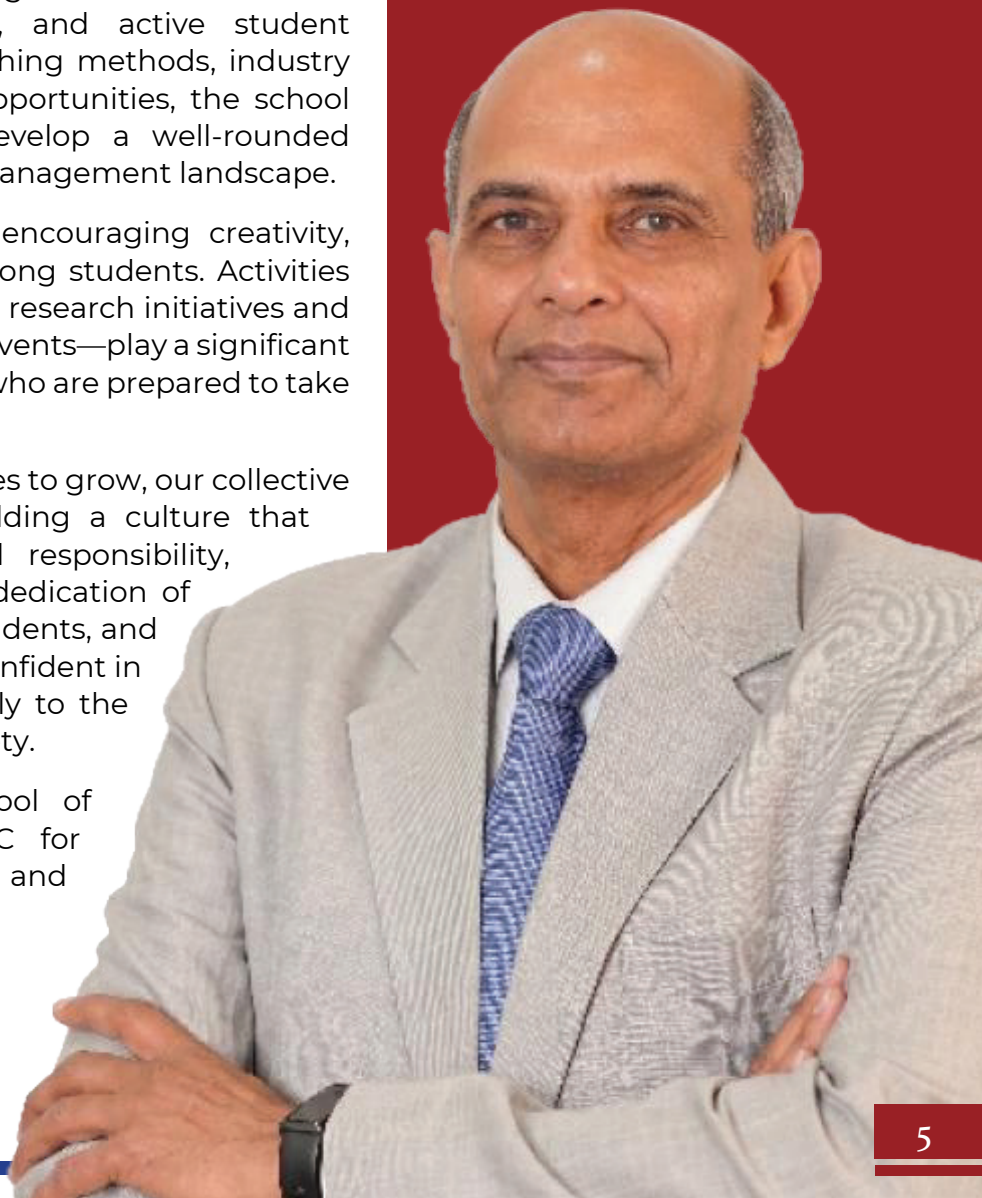
Equally important is our focus on encouraging creativity, leadership, and social awareness among students. Activities beyond the classroom—ranging from research initiatives and collaborative projects to student-led events—play a significant role in shaping confident individuals who are prepared to take on real-world challenges.

As the university community continues to grow, our collective efforts remain directed toward building a culture that values intellectual curiosity, ethical responsibility, and continuous learning. With the dedication of our faculty, the enthusiasm of our students, and the support of our partners, we are confident in our ability to contribute meaningfully to the evolving world of education and society.

I extend my best wishes to School of Management and Commerce SOMC for continued learning, achievement, and progress.

PROF. (DR.) RAGHUVIR SINGH

Vice Chancellor
K.R. Mangalam University



WORDS FROM THE LEADERSHIP

Dear Readers,
Warm greetings!

It is our pleasure to present the January–March 2026 edition of Sameeksha, capturing the continued academic vibrancy and intellectual engagement at the School of Management and Commerce (SOMC), K.R. Mangalam University. The beginning of the year has brought renewed energy, fresh perspectives, and numerous opportunities for our students and faculty to learn, explore, and excel as we further strengthen our commitment to academic excellence and holistic development.

At SOMC, we remain dedicated to fostering a learning environment that promotes inquiry, creativity, and meaningful engagement with contemporary business realities. In a rapidly evolving global landscape shaped by technological advancements and dynamic market forces, it is imperative for students to build strong conceptual foundations while also developing critical thinking, adaptability, and practical problem-solving skills.

Beyond academics, our focus continues to be on nurturing well-rounded individuals. We emphasize personal growth, ethical awareness, and a balanced approach to learning that supports both intellectual and emotional well-being. Through a range of academic initiatives, industry interactions, student-led activities, and collaborative engagements during this quarter, we have worked towards shaping confident, responsible, and socially conscious future professionals.

This edition of Sameeksha highlights key initiatives, accomplishments, and enriching experiences from January to March 2026. It reflects the collective efforts of our students, faculty, and the broader academic community in sustaining a dynamic ecosystem where ideas thrive and learning extends beyond the classroom.

We extend our best wishes to all our readers and students for a productive and inspiring academic journey ahead.

Happy Reading!

**PROF. (DR)
HIMA GUPTA**

**Dean SOMC
K.R. Mangalam University**



FROM THE DESK OF THE IQAC COORDINATOR

The opening quarter of the academic calendar has been a period of consolidation and forward momentum for the School of Management and Commerce. From January to March, the focus has remained on strengthening quality benchmarks while adapting to the evolving expectations of higher education. This phase has not only emphasized maintaining standards but also exploring new pathways to enhance academic delivery and institutional effectiveness.

During these months, the Internal Quality Assurance Cell (IQAC) has actively facilitated structured academic reviews and encouraged alignment with outcome-based education. Continuous monitoring of teaching-learning processes, along with timely feedback mechanisms, has supported a more responsive and adaptive academic environment. Efforts have also been directed toward integrating innovative pedagogical approaches that enhance student engagement and practical understanding.

A notable development this quarter has been the increasing engagement of faculty and students in research-oriented activities. Scholarly contributions, interdisciplinary collaborations, and participation in academic forums have contributed to strengthening the institution's research profile. These initiatives reflect a growing commitment to inquiry-driven learning and knowledge creation within the academic community.

In addition, capacity-building initiatives and professional development programs conducted during this period have supported faculty in refining their teaching practices and staying aligned with emerging academic and industry trends. Such efforts ensure that the quality of instruction remains dynamic, relevant, and impactful.

The collaborative involvement of stakeholders—faculty, students, and external experts—has further strengthened institutional processes. This shared engagement has fostered transparency, accountability, and a collective sense of ownership toward continuous improvement.

As we move beyond the first quarter, IQAC remains committed to reinforcing a culture of quality, innovation, and academic integrity. The progress made from January to March lays a strong foundation for sustained excellence and meaningful learning experiences in the months ahead.

Happy Reading!

**DR. SHIKHA
DUTT SHARMA**

**IQAC Coordinator & Editor
K.R. Mangalam University**



SCHOOL VISION AND MISSION

School of management and Commerce offers a diverse range of programs; our courses are thoughtfully crafted with the industry expertise and the inputs from top academicians of the world, to cater to the dynamic and evolving needs of the industry. Our curriculum is a perfect blend of theoretical foundations with practical applications ensuring that our graduates are well-prepared to navigate the complexities of the modern business world. Our dedicated faculty members bring a wealth of industry experience and insight to the classroom, ensuring that students receive quality education in management, commerce, and business administration. The dedicated faculty team fosters an environment of intellectual curiosity and continuous learning.

We take immense pride in our vibrant and inclusive community where students from diverse backgrounds come together as a team to learn, lead and innovate. Our extensive network of alumni, corporate partners and academic collaborations provide unparalleled opportunities for professional growth and networking

Our Vision

To be a Top Business School in India recognized globally for Excellence and Innovation in Management Education and Research

Our Mission

The mission of the Business School is to

- Nurture, Innovative and Ethical Leaders capable of managing change
- Leverage Technology developing proficiency in students, enabling them to thrive in dynamic business models
- Foster Research to advance the theory and practice of Management
- Develop compassionate and socially responsible business leaders

Our Values

- Integrity
- Compassion
- Inclusivity
- Discipline
- Perseverance
- Patriotism

FACULTY ACHIEVEMENTS

FACULTY REPRESENTATION & RECOGNITION AT GLOBAL FINTECH FORUM



Dr. Deepika Choudhary at Dubai FinTech Week 2026

Dr. Deepika Choudhary from the School of Management and Commerce has been honored with the “FinTech with Exceptional Social Impact” recognition at the 2nd FinTech Week Dubai 2026. The award, presented by People Events, acknowledges her contributions toward advancing fintech with a strong emphasis on innovation, financial inclusion, and meaningful social impact.

This prestigious recognition underscores the growing global footprint of SOMC in emerging areas such as financial technology and highlights the institution’s commitment to fostering research, industry collaboration, and socially responsible innovation.

The School of Management and Commerce congratulates Dr. Choudhary on this notable achievement and wishes her continued success in contributing to the evolving global fintech ecosystem.



Dr. Deepika Choudhary with other guests at Fintech Week Dubai

Dr. Deepika Choudhary, Assistant Professor at the School of Management and Commerce, represented K.R. Mangalam University at the 2nd FinTech Week Dubai 2026, held at Radisson Blu Hotel Dubai Deira Creek. She contributed as a panel moderator, engaging with global leaders, innovators, and policymakers on critical themes such as emerging fintech trends, inclusive leadership, and the future of digital finance.

The forum witnessed participation from leading industry players, including Wio Bank PJSC and Visa Inc., reinforcing the growing importance of academia–industry collaboration in shaping the evolving financial ecosystem.

In addition to her participation, Dr. Choudhary was also honored with the “FinTech with Exceptional Social Impact” recognition at the same event, presented by People Events. This accolade acknowledges her contributions toward advancing fintech with a focus on innovation, financial inclusion, and sustainable social impact.

Her presence and recognition at this global platform highlight SOMC's commitment to academic excellence, industry engagement, and impactful research in emerging domains such as financial technology.

STUDENTS' ACHIEVEMENTS

STUDENT ACHIEVEMENT: VICTORY AT OJAS 3.0 FOOTBALL TOURNAMENT



First place secured: Posing with the trophy after securing first place

Students from the School of Management and Commerce brought laurels to K.R. Mangalam University by securing 1st position in the football tournament at the OJAS 3.0, hosted by UPES from 19th to 22nd March.

Competing against 16 teams from various institutions, the SOMC team demonstrated exceptional teamwork, determination, and consistent performance throughout the tournament. Their victory is a testament to their dedication, discipline, and competitive spirit.

The winning team included Vipin Khatana, Aditya Sharma, and Arnav Sajwan, whose collective efforts led to this commendable achievement.

This accomplishment not only highlights the sporting excellence of SOMC students but also contributes to enhancing the institution's reputation at inter-college platforms.

Celebrating Excellence Beyond Academics: Student Achievements in Fashion and Creative Expression



Dr Hima Gupta, dean of SOMC, presents the award to the winning team





Energetic participation of students during the inter-college Fashion event

The School of Management and Commerce takes immense pride in celebrating the outstanding achievements of its students who have demonstrated exceptional talent, confidence, and creativity across various prestigious inter-college fashion platforms.

OUR STAR	PERFORMERS
Garvit Singh	(BBA-MBA Integrated)
Pratibha	(BBA)
Anuradha	(B.Com)
Dev Thakur	(B.Com Hons.)
Shivani	(B.Com) (BBA)
Mahi	(B.Com) (BBA)

Throughout the academic session, the students have consistently excelled in competitive events, bringing laurels to the institution through their remarkable performances.

The team secured the 2nd Runner-Up position at a prestigious fashion event hosted by Malaviya National Institute of Technology Jaipur on 6 February 2026, where they were recognized for their exceptional stage presence and styling. Building on this success, they achieved yet another 2nd Runner-Up position at a fashion competition held at GD Goenka University on 20 February 2026, competing against participants from leading institutions.

A highlight of the event at GD Goenka University was the recognition of Garvit Singh, who was conferred the Best Male Model Award for his outstanding ramp walk, styling, and overall presentation. Continuing their winning streak, the team secured the 1st Position at a fashion event organized by Echelon Institute of Technology Faridabad on 27 March 2026, marking a significant milestone in their journey of excellence.

Adding to these accomplishments, the students recently delivered stellar performances at the SGT Fashion Show, where Dev Thakur was awarded 1st Position – Mr. Aura 2026, and Pratibha secured 2nd Position – Miss Show Stopper 2026.

These achievements reflect not only the students' creative abilities and confidence but also their capacity to excel in dynamic and competitive environments beyond academics. Their success stands as a testament to the holistic development approach fostered by the School of Management and Commerce.

STUDENT PARTICIPATION IN NATIONAL AI/ML HACKATHON



Participation Certificate: Kaniska Sejwal

Kanishka Sejwal from the School of Management and Commerce successfully participated in the preliminary round of Convoke 4.0, a prestigious pan-IIT AI/ML hackathon. The event was jointly organized by premier institutions including IIT Guwahati, IIT Madras, IIT Kanpur, IIT Bombay, IIT Delhi, IIT Roorkee, IIT Kharagpur, IIT (BHU) Varanasi, and IIT Hyderabad.

Her participation in this highly competitive platform reflects strong analytical aptitude and growing engagement with emerging technologies such as artificial intelligence and machine learning. This achievement highlights SOMC's encouragement of interdisciplinary learning and innovation-driven academic exposure.

STUDENT ACHIEVEMENT: CERTIFICATION IN AI AGENT DEVELOPMENT

The School of Agricultural Sciences (SOAS), K.R. Mangalam University, in collaboration with HAMETI, Jind, organized a three-day Training Programme on Natural Farming from 28-30 January 2026. The programme was conducted under the guidance of Dr. J.S. Yadav, Dean, SOAS, and was organized by Dr. Anjali Tomar and Dr. Ambika Bhandari, Assistant Professors, SOAS.

The programme aimed to create awareness among farmers and students about low-cost, eco-friendly, and sustainable farming practices. Farmers from different villages of Gurugram district and students of SOAS actively participated in the training sessions. The programme included expert lectures, interactive discussions, demonstrations, and a field visit to provide both theoretical and practical exposure to natural farming.



Participation Certificate: Kanishka Sejwal

Kanishka Sejwal from the School of Management and Commerce has successfully completed an AI Agent Bootcamp, earning a Certificate of Merit for demonstrating proficiency in building AI agents. The program focused on hands-on learning, workflow automation, and real-world problem-solving as part of its final evaluation.

This accomplishment reflects the student's growing expertise in emerging technologies and highlights SOMC's emphasis on skill-based learning and industry-relevant competencies in the field of artificial intelligence.

OUR CORPORATE PARTNERS

SOMC STRENGTHENS CORPORATE PARTNERSHIPS FOR FUTURE-READY MANAGEMENT EDUCATION

At the School of Management & Commerce (SOMC), K.R. Mangalam University, we believe in preparing students not only for academic excellence but also for real-world challenges. To achieve this, SOMC has established strong corporate partnerships with leading organizations such as Grant Thornton, EY (Ernst & Young), CollegeDekho, IIDE, GCEC Global Foundation, IIDE, and IBM. These collaborations are designed to bring industry insights directly into the classroom and provide students with hands-on exposure to contemporary business practices.

INDUSTRY-INTEGRATED PROGRAMMES

- Industry-Integrated Programmes
- Our partnerships have enabled us to offer a wide range of specialized courses that combine academic theory with practical learning:
- BBA (International Accounting & Finance) with academic support of Grant Thornton, offering students up to nine ACCA paper exemptions and international career exposure.
- BBA (Logistics & Supply Chain Management) with academic support of Safexpress, focusing on supply chain optimization, logistics operations, and real-time case studies.
- BBA (Entrepreneurship) with academic support from the GCEC Global Foundation, nurturing innovation and start-up culture through mentorship and entrepreneurial projects.
- BBA (Business Analytics) in knowledge partnership with Ernst & Young (EY), equipping students with cutting-edge skills in data analytics and business intelligence.
- BBA (Digital Marketing) with academic support of IIDE, focusing on digital strategies, campaign management, and marketing technologies.
- B.Com (Hons.) International Accounting & Finance with ACCA (UK), with academic support of Grant Thornton. This globally recognised programme allows students to pursue the prestigious ACCA qualification alongside their degree. The curriculum is aligned with international accounting standards and offers professional exemptions, giving students an edge in global careers.

- MBA with academic support of IBM, enabling students to specialise in AI, Business Intelligence, Cloud Computing, and Data Analysis with technology-driven business solutions.
- MBA (Digital Marketing) with academic support of IIDE, focusing on digital strategies, campaign management, and marketing technologies.
- MBA (FinTech) in a knowledge partnership with Ernst & Young (EY).
- Integrated BBA+MBA Programme with academic support of IBM, offering a seamless five-year pathway to managerial leadership and advanced corporate knowledge.

BEYOND THE CLASSROOM

SOMC's corporate collaborations go far beyond curriculum design. Students gain first-hand exposure through:

- **Live industry projects and simulations** that bridge the gap between theory and practice.
- **Corporate mentorship programmes**, where industry leaders guide students in career building.
- **Industrial visits and guest lectures**, offering insights into the latest industry trends and practices.
- **Internships and placement opportunities** with reputed companies, ensuring professional readiness from day one.

BUILDING FUTURE LEADERS

These initiatives are part of SOMC's larger vision to create well-rounded, industry-ready professionals who can adapt to the rapidly evolving global business environment. By integrating academia with corporate expertise, SOMC provides students with the skills of critical thinking, problem-solving, innovation, and leadership.

With its ever-expanding network of industry partners, SOMC continues to stand at the forefront of management education, empowering students to become leaders, entrepreneurs, and change-makers of tomorrow.

Safexpress: Industry Partner for Real-World Learning in Logistics

K.R. Mangalam University proudly collaborates with Safexpress, India's largest logistics and supply chain solutions provider, to enrich its BBA (Logistics and Supply Chain Management) and BBA (Hons./Hons. with Research) programmes with industry-driven insights and experiential learning. Established in 1997, Safexpress operates a nationwide network spanning over 31,000 pin codes, 12,500+ GPS-enabled vehicles, and 19.5 million sq. ft. of state-of-the-art warehousing space. The company is a trusted partner for more than 5,000 corporate clients and is widely recognized for its innovation, reliability, and leadership in logistics.

How This Collaboration Enhances Our Programmes:

- **BBA (LSCM)** students gain practical exposure through live industry projects, plant and warehouse visits, and custom case studies tailored around Safexpress operations.
- This partnership ensures students are not just academically sound but also industry-ready, with direct insight into the complexities of logistics management, real-time decision-making, and national distribution frameworks.
- Safexpress and K.R. Mangalam University together are shaping future-ready professionals equipped to lead in the ever-evolving world of supply chain and business operations.

Grant Thornton Bharat LLP: Empowering Future Finance Professionals

K.R. Mangalam University has partnered with Grant Thornton Bharat LLP, one of India's leading Assurance, Tax, and Advisory firms, to enhance the academic and professional experience of students enrolled in BBA (ACCA) and B.Com (ACCA) programmes.

This strategic collaboration bridges academic learning with real-world financial practices across key sectors such as Automotive, BFSI, Consumer Products, Healthcare, Media, and Real Estate. Students benefit from industry-recognized expertise and access to a global accounting qualification framework through ACCA.

Programme Highlights Under This Collaboration:

- Advanced mentoring by top professionals from Grant Thornton, aligning with ACCA modules and industry standards.
- In-depth learning in Accounting & Finance, Performance Management, Financial Accounting, Taxation, and Business Technology.
- Live sessions, case-based learning, and experiential insights from practicing experts, giving students a competitive edge in global finance.
- This partnership ensures that students are not only well-versed in the ACCA curriculum but are also job-ready with practical exposure, industry connections, and a strong foundation in international accounting practices.
- Together, Grant Thornton Bharat LLP and K.R. Mangalam University are nurturing a new generation of globally competent finance and accounting professionals.

IIDE – Indian Institute of Digital Education

Programme: BBA (Digital Marketing)

K.R. Mangalam University's BBA (Digital Marketing) is powered by IIDE, Asia's most trusted digital marketing institute. This programme equips students with the tools and insights needed to thrive in today's digital-first economy.

Programme Benefits:

- Hands-on training in SEO, PPC, social media, content marketing, and digital analytics.
- Access to live case studies, practical simulations, and tools used by marketing professionals globally.
- Career-focused mentorship and placement support from IIDE's dedicated team.
- The curriculum ensures students are job-ready with a strong portfolio, certifications, and a deep understanding of digital consumer behavior.

IBM – International Business Machines

Programme: MBA (IBM)

The MBA programme with IBM academic support is tailored for students seeking cutting-edge skills in AI, data science, and digital business transformation. Offered at K.R. Mangalam University, this industry-integrated degree combines business fundamentals with the future of tech.

Programme Benefits:

- Regular guest lectures and sessions by IBM-certified experts.
- A curriculum aligned with AI, supervised learning, cloud computing, and data analytics.
- Exposure to live projects, IBM tools, and real-world applications across industries.

This partnership empowers MBA students with a powerful blend of managerial acumen and emerging technology expertise, making them future-ready leaders in tech-driven enterprises.

EVENTS

WORKSHOP ON ENHANCING ACADEMIC QUALITY THROUGH OUTCOME-BASED EDUCATION (OBE)



The School of Management and Commerce (SOMC), K.R. Mangalam University, in collaboration with the Internal Quality Assurance Cell (IQAC), successfully organized an insightful workshop titled “Enhancing Academic Quality Through Outcome-Based Education (OBE)” on 24th January 2026.

The workshop focused on strengthening the foundational understanding of Outcome-Based Education and its pivotal significance in elevating curriculum design, the teaching-learning process, and modern assessment practices in higher education. Participants were provided with practical insights into effectively aligning course outcomes with program outcomes, ensuring that learning remains measurable, meaningful, and industry-relevant.

The session was privileged to host Prof. (Dr.) Tania Gupta, Director of IQAC, as the esteemed resource person. Her expert guidance and comprehensive breakdown of complex OBE frameworks made the session highly informative, interactive, and engaging for all attendees.

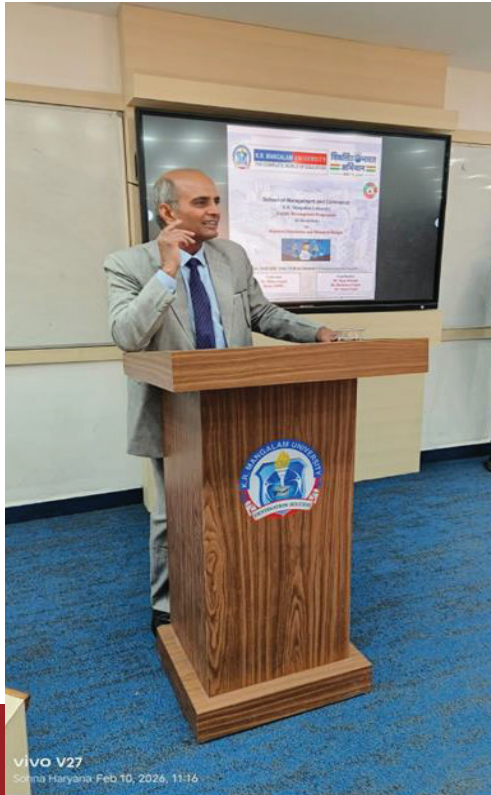


Glimpses from the OBE workshop conducted by the School of Management and Commerce in association with IQAC, focusing on academic quality enhancement.

We extend our sincere gratitude to Dr. Hima Gupta, Dean of the School of Management & Commerce, for her constant support, vision, and encouragement in making this initiative a success. The event was seamlessly coordinated by Dr. Anumeha Mathur, Assistant Dean, SOMC, and Dr. Mansi Yadav.

The active participation and enthusiasm of the faculty members contributed greatly to the success of the workshop. Such academic initiatives strongly reflect K.R. Mangalam University's continued commitment to quality enhancement, academic excellence, and holistic, outcome-oriented education.

FACULTY DEVELOPMENT PROGRAMME | BUSINESS SIMULATION & RESEARCH DESIGN



Glimpses from the Faculty Development Programme focused on enhancing research capabilities and innovative teaching practices through business simulation.



Dr. Hima Gupta: Dean SOMC, addressing the Faculty Development Programme focused on enhancing research

The School of Management and Commerce (SOMC) hosted a transformative One-Week Faculty Development Programme on "Business Simulation and Research Design," conducted in hybrid mode from February 10–14, 2026. Designed to elevate academic competencies and research orientation, the programme brought together faculty members for five days of intensive, application-driven learning.

The programme was inaugurated by Prof. Raghuvir Singh, Hon'ble Vice-Chancellor of K.R. Mangalam University, who underscored the importance of continuous faculty development and innovative pedagogy in higher education.

Over the five days, participants engaged with a rich blend of sessions spanning contemporary competency frameworks, ethical decision-making, HR planning simulations, logistics and supply chain optimization, and advanced research methodology. Simulation exercises facilitated by Ms. Sreetama Das, Team CESIM, gave faculty hands-on exposure to real-world business scenarios, while research-focused sessions led by Dr. Chandra Mohan and others strengthened analytical rigour and academic thinking.

The programme was convened by Dr. Hima Gupta, Dean, SOMC, and coordinated by Dr. Vijay Prakash Sharma, Dr. Devkanya Gupta, and Dr. Mansi Yadav, whose meticulous planning ensured seamless execution throughout.

The FDP stands as a testament to SOMC's enduring commitment to building a research-driven, innovation-led academic culture one that prepares faculty not just to teach, but to inspire.

INDUSTRIAL VISIT TO SKYWAYS WAREHOUSE – MY LOGISTICS GURUKUL



As part of its ongoing commitment to experiential learning, the School of Management and Commerce (SOMC), K.R. Mangalam University, successfully organized an insightful Industrial Visit to Skyways Warehouse – My Logistics Gurukul for MBA students on 19th February 2026.



Glimpses from the industrial visit organised by SOMC under the supervision of Dr. Nand Gopal

The visit was strategically designed to bridge the gap between classroom theoretical learning and real-world supply chain practices. During the visit, students gained invaluable practical exposure to dynamic industry operations. They observed and learned about air cargo handling, modern warehousing operations, intricate customs-linked processes, and the implementation of advanced, technology-driven logistics systems.

We extend our sincere gratitude to Ms. Alpana Chaturvedi (CEO) and Mr. Raj Sharma (AGM) for generously sharing their time and providing valuable industry insights to our students. The successful visit was meticulously conducted under the expert guidance of Dr. Nand Gopal, Assistant Professor, with the steadfast support, vision, and leadership of Dr. Hima Gupta, Dean of the School of Management and Commerce.

Such immersive initiatives strongly reaffirm SOMC's continued commitment to providing experiential, industry-aligned management education and preparing future-ready professionals for the global business landscape.

GUEST LECTURE ON CREATING SCALABLE BUSINESS IN AI



Guest Lecture on AI Entrepreneurship: Dean SOMC Dr. Hima Gupta with CDC team

The School of Management and Commerce (SOMC) at K.R. Mangalam University is delighted to share highlights from an insightful Guest Lecture on “Creating Scalable Business in AI,” organized by the Career Development Centre (CDC) for SOMC students on 18th February 2026.

The inspiring session was delivered by Ms. Ankita Shrivastava—an Olympian, Co-Founder of CommitAI and Purple Turtle, and a recognized "40 Under 40" achiever. During the session, she shared sharp, valuable insights into building AI-led ventures, scaling innovative ideas, and successfully transforming visionary concepts into sustainable business models.

This engaging and forward-looking interaction deeply resonated with our management students, encouraging them to think boldly, innovate responsibly, and prepare to lead in the rapidly evolving AI era.

We extend our sincere gratitude to Dr. Vibha Thakur Raghuvanshi and the entire CDC team for meticulously organizing this highly impactful session for the students of SOMC.

PARTICIPATION IN ISTD REGIONAL CONFERENCE (NORTH) 2026



Students and faculty are engaging with industry experts and academicians on key themes such as ESG, Sustainable HR, and AI in HR.

The School of Management and Commerce (SOMC), K.R. Mangalam University, proudly participated in the Regional Conference (North) 2026. Organized by the Indian Society for Training and Development (ISTD), Gurugram Chapter, the conference was centered around the highly relevant theme, "Imbibing Sustainability for Business Growth & Practices."

This prestigious event brought together industry leaders, academicians, and HR professionals to deliberate on critical modern themes, including Sustainable HR, ESG (Environmental, Social, and Governance), AI in HR, CSR, Governance, and Change Management.

During the engaging sessions, several key insights were highlighted:

- Positioning HR as a strategic driver of sustainability to build inclusive and resilient organizations.
- Approaching ESG as a long-term business strategy rather than mere regulatory compliance.
- Leveraging AI and Big Data to transform HR practices while strongly reinforcing the indispensable nature of human judgment.
- The evolution of CSR initiatives toward creating measurable and sustainable social impact.

The sessions featured valuable perspectives from distinguished speakers, including our Hon'ble Vice-Chancellor, Prof. Raghuvir Singh, alongside other eminent leaders such as Prof. V. K. Jain, Mr. Sunil Abrol, Dr. Virendra P. Singh, and Dr. Sushil Aggarwal.

Representing the University at this esteemed academic-industry platform was a dedicated delegation comprising ten selected students and faculty coordinators. The team actively participated under the visionary guidance of Dr. Hima Gupta, Dean of SOMC, accompanied by faculty members Dr. Divya, Dr. Neha Sheoran, and Dr. Devkanya Gupta.

INDUSTRIAL VISIT TO YAKULT DANONE INDIA PVT. LTD.



Industrial Visit: BBA students at Yakult Danone India Pvt Ltd



Students of BBA 2nd semester with Dr. Jitin Gambhir, Dr. Anumeha Mathur, and Dr. Richa Goyal

As part of its ongoing commitment to experiential learning, the School of Management and Commerce (SOMC), K.R. Mangalam University, successfully organized an insightful industrial visit to Yakult Danone India Pvt. Ltd. for BBA Semester II students on 17th March 2026.

This visit provided students with valuable real-world exposure to production processes, quality control, and operational practices in the food and beverage industry—effectively bridging the gap between classroom theoretical learning and industry application.

During the visit, students gained first-hand insights into the dynamic manufacturing of probiotic beverages. They observed strict hygiene protocols, automated systems, advanced packaging, and rigorous quality assurance measures. Furthermore, engaging discussions with industry experts helped students deepen their understanding of probiotics, brand positioning, supply chain dynamics, and the varied career opportunities available within the FMCG sector.

The visit was meticulously conducted under the expert guidance of Dr. Jitin Gambhir and Dr. Richa Goyal, with the constant support, vision, and leadership of Dr. Hima Gupta, Dean of SOMC. Their combined efforts ensured a meaningful and highly productive academic-industry interface.

Such immersive initiatives strongly reaffirm SOMC's commitment to experiential learning and to preparing future-ready students to excel in dynamic business environments.

SESSION ON GENDER EQUALITY AND WOMEN EMPOWERMENT



Glimpses from the session on Gender Equality and Women Empowerment conducted by Dr. Divya Singh.

The School of Management and Commerce (SOMC), K.R. Mangalam University, successfully organized an insightful and highly relevant session on “Gender Equality & Women Empowerment” on 20th March 2026.

Conducted by Dr. Divya Singh, Assistant Professor (SOMC), the session was designed with the core objective of creating awareness about gender equality as a fundamental human right and fostering a deep-rooted culture of inclusivity among the students. Aligning seamlessly with the United Nations Sustainable Development Goals (SDGs), the discussion strongly emphasized the critical importance of equal opportunities, social justice, and women’s empowerment in building a sustainable and equitable society.

The session witnessed enthusiastic participation from students, who engaged deeply through interactive discussions, collaborative group activities, and thought-provoking quizzes. Key contemporary issues—such as the gender pay gap, unequal care responsibilities, and broader social inequalities—were thoughtfully explored and analyzed. The interactive approach not only enhanced awareness but also encouraged critical thinking about real-world challenges, with students actively sharing their perspectives and demonstrating a strong commitment to promoting equality.

We extend our sincere appreciation to Dr. Hima Gupta, Dean of SOMC, for her continuous guidance and vision in bringing such vital topics to the forefront. The event was flawlessly coordinated by the dedicated faculty team comprising Dr. Anumeha Mathur, Dr. Devkanya Gupta, and Dr. Sarina Asif.

INDUSTRIAL VISIT TO SHARDA CONTAINERS PRIVATE LIMITED





Glimpses from the industrial visit to Sharda Containers Private Limited organised by SOMC under the academic guidance of Dr. Deepak Maun

As part of its continued commitment to experiential learning, the School of Management and Commerce (SOMC), K.R. Mangalam University, organized an insightful one-day industrial visit to Sharda Containers Private Limited, Noida—one of North India's most established HDPE blow-moulding manufacturers on 11th February, 2026.

Founded in 1971 at the Loni Industrial Area in Delhi, Sharda Containers is a third-generation family-owned enterprise. Over the past five decades, the company has impressively expanded from a 2,000-square-foot shed into a one-lakh-square-foot modern plant in Noida, operating alongside three additional manufacturing facilities.

The visit was specifically conducted for M.B.A. Semester II students as an integral part of their Operations Strategy course. It provided students with invaluable practical exposure to discrete manufacturing operations and B2B industrial marketing. Furthermore, the engaging visit offered deep insights into financial management within SMEs and the strategic challenges of building a sustainable business in India's competitive manufacturing sector.

This highly productive academic-industry interface was seamlessly conducted under the expert academic guidance of Dr. Deepak Maun, Director of Experiential Learning, with the steadfast support, vision, and leadership of Dr. Hima Gupta, Dean of SOMC. The visit was meticulously coordinated by Dr. Sapna Rana.

INDUSTRIAL VISIT TO AMUL FARIDABAD PROCESSING PLANT



Students at Amul Processing Plant with Dr. Deepak Maun



Glimpses from the industrial visit to the Amul Faridabad Processing Plant coordinated by Dr. Deepak Maun and Dr. Sapna Rana

As part of its ongoing commitment to experiential learning, the School of Management and Commerce (SOMC), K.R. Mangalam University, organized an insightful one-day industrial visit to the Faridabad Processing Plant of Banaskantha Milk Producers Union Limited on 23rd February 2026. Operating under the renowned Amul brand of the Gujarat Cooperative Milk Marketing Federation (GCMMF)—the apex marketing body of India's largest dairy cooperative—the visit was specifically conducted for M.B.A. Semester II students as an integral part of their Operations Strategy course.

The visit provided students with invaluable practical exposure to large-scale, continuous-process food manufacturing. During the tour, students gained deep, real-world insights into integrated supply chain operations and the highly successful cooperative business models that drive the dairy sector. By witnessing these large-scale operations firsthand, students developed a deeper understanding of how theoretical operational concepts translate into practice.

We extend our sincere gratitude to Mr. Babulal Saini, Operations Manager, and Ms. Shalini, QC Incharge at the Amul Faridabad Plant, for their expert guidance, warm hospitality, and willingness to generously share their operational knowledge. Their contributions made the visit highly informative and analytically rich. This successful academic-industry interface was meticulously coordinated by Dr. Deepak Maun and Dr. Sapna Rana.

CLUBS AND SOCIETIES

ROLE PLAY – THE CORPORATE CHALLENGE



Students showcasing their managerial and communication skills during the role-play



Winning Team with the organizers Dr. Mansi and Dr. Garima Khangarot

The Management Society, under the aegis of the Department of Student Welfare at K.R. Mangalam University, successfully organised a role-play event titled “Role Play – The Corporate Challenge.” The event was designed to provide students with a dynamic platform to enhance their business acumen, decision-making abilities, and problem-solving skills through simulated real-world corporate scenarios.

The event encouraged participants to engage in interactive role-play activities that reflected practical corporate situations, enabling them to develop leadership qualities, teamwork, communication skills, and strategic thinking. Students enthusiastically participated in the event, showcasing creativity, confidence, and managerial aptitude while learning how to tackle business challenges effectively in a professional environment.

The successful execution of the event was made possible under the guidance and support of the faculty coordinators of the Management Society, including Dr. Mansi Yadav (Convener, Management Society), Dr. Garima Khangarot (Co-convener, Management Society), and Varsha Jaishwas (Member, Management Society). Their dedicated efforts ensured an engaging and enriching learning experience for all participants.

“**Role Play** – The Corporate Challenge” served as an excellent experiential learning opportunity, reinforcing the importance of practical exposure in developing managerial competencies and preparing students for real-world corporate environments.

BUSINESS COMMUNICATION: MASTERING BUSINESS COMMUNICATION



A practical demonstration on non-verbal communication skills by Dr. Anumeha Mathur



Dr. Anumeha Mathur with the Organising Team

The Management Society successfully organized an insightful workshop titled “Mastering Business Communication” on 17 March 2026 at K.R. Mangalam University. The session was conducted with the objective of enhancing students’ communication competencies required in

professional and corporate environments. The workshop witnessed enthusiastic participation from students, providing them with valuable exposure to effective business communication practices. The session was delivered by Dr. Anumeha Mathur, Assistant Dean, SOMC, KRMU, who shared practical insights on verbal and non-verbal communication, professional etiquette, active listening, presentation skills, and effective business writing. Through interactive discussions and real-life examples, students gained a deeper understanding of the role of communication in career success and professional growth. The engaging nature of the session encouraged active student participation and meaningful interaction throughout the workshop.

The event was organized under the guidance of Dr. Shweta Bansal (Dean Student Welfare) and Dr. Shivani Sehgal (Assistant Dean Student Welfare). The successful execution of the workshop was further supported by Dr. Mansi Yadav (Club Convener), Dr. Garima Khangarot (Co-Convenor), and Dr. Varsha Jaiswal (Member). Student coordinators Ms. Yuvika and Ms. Khushi Chauhan also played a significant role in ensuring the smooth coordination and management of the event.

The workshop served as an enriching learning experience for participants by strengthening their communication and presentation skills, boosting confidence in professional interactions, and bridging the gap between theoretical learning and practical application. The session also contributed towards promoting SDG 4: Quality Education by encouraging skill-based learning and professional competency development among students.

RHETORIC CLUB - VISIT TO COFORGE LIBRARY



A glimpse of club members during their educational visit to the Coforge Library



Photo Session of all the student members and the organising committee

The Rhetoric Club organized an educational visit to the Coforge Public Library on 17th March 2026 for its enthusiastic student members. The visit was coordinated by Dr. Anumeha Mathur along with the Co-Convenor, Dr. Ambika Bhatnagar, with the objective of encouraging reading habits and experiential learning beyond the classroom environment.

In today's digitally driven world, the visit served as a meaningful initiative to reconnect students with the value of reading, reflection, and intellectual exploration. Students had the opportunity to experience a thoughtfully designed and technology-enabled library environment that promotes community learning and accessibility to knowledge resources.

The diverse collection of books spanning management, literature, technology, and general reading greatly impressed the students and inspired them to explore new genres and perspectives. The visit also highlighted the importance of libraries as spaces that foster curiosity, creativity, and lifelong learning.

The club extends its sincere gratitude to Dr. Deepak Sharma for his warm support and guidance. Special thanks are also extended to Prof. Dr. Shweta A. Bansal, Dr. Shivani Sehgal, and Dr. Hima Gupta for their constant encouragement and support in making the initiative successful.

FACULTY RESEARCH UPDATES

Enhancing the Supply Chain Efficiency: Industry 5.0 Enablers Driving the Digital Twin Integration

The book chapter titled “Enhancing the Supply Chain Efficiency: Industry 5.0 Enablers Driving the Digital Twin Integration” authored by Dr. Vijay Prakash and published on 30th March 2026 in the edited volume Digital Twins for Sustainable Development by Elsevier, explores how emerging Industry 5.0 technologies are transforming modern supply chain systems. The study highlights the integration of digital twin technology with intelligent systems to enable real-time data synchronization, predictive analytics, and enhanced decision-making capabilities. It emphasizes the shift toward human-centric and technology-driven operations that improve efficiency, flexibility, and sustainability. The findings suggest that the adoption of digital twin frameworks can significantly strengthen supply chain resilience, making them more responsive to disruptions and aligned with future industrial advancements.

The Dark Side of Social Media for Startups: Managing Online Crises and Reputation

The research paper titled “The Dark Side of Social Media for Startups: Managing Online Crises and Reputation” authored by Dr. Jitin Kumar Ghambir and published on 25th March 2026 in the MSW Management Journal, examines the challenges startups face in managing their digital presence. The study focuses on the risks associated with social media platforms, including negative publicity, misinformation, and online backlash. It highlights the importance of strategic communication, timely response mechanisms, and reputation management practices. The findings provide valuable insights for startups to effectively handle digital crises and build sustainable brand credibility in an increasingly competitive and volatile online environment.

Innovation-Led Circular Economy Pathways in India: The Strategic Role of Entrepreneurial Orientation and HRM

The research article titled “Innovation-Led Circular Economy Pathways in India: The Strategic Role of Entrepreneurial Orientation and Human Resource Management” authored by Dr. Deepika Chaudhary and published on 24th March 2026 in the International Journal of Economic Practices and Theories (IJEPT), explores the role of innovation and organizational capabilities in advancing circular economy practices. The study highlights how entrepreneurial orientation and effective human resource management contribute to sustainable business transformation. It emphasizes the importance of strategic leadership, innovation culture, and employee engagement in achieving long-term environmental and economic sustainability. The findings offer practical insights for organizations and policymakers aiming to promote circular economy initiatives in emerging markets like India.

Pharmaceutical Entrepreneurship as an Important Driver of Foreign Institutional Investors: A Comprehensive Business Analysis

The research paper titled “Pharmaceutical Entrepreneurship as an Important Driver of Foreign Institutional Investors: A Comprehensive Business Analysis” authored by Dr. Manmohan Chaudhry, Dr. Deepika Chaudhary, and Dr. Mohd Rafiq Shah and published on 24th March 2026 in the International Journal of Entrepreneurship and Small Business, examines the relationship between pharmaceutical innovation and foreign investment inflows. The study highlights how entrepreneurial activities within the pharmaceutical sector contribute to attracting global investors by fostering innovation, research, and market competitiveness. It further emphasizes the role of regulatory frameworks and industry growth in shaping investment decisions. The findings provide valuable insights for policymakers and industry stakeholders aiming to strengthen the investment ecosystem.

AI in Strategic Talent Acquisition: Enhancing Diversity, Inclusion, and Employer Branding in the Digital Workforce

The book chapter titled “AI in Strategic Talent Acquisition: Enhancing Diversity, Inclusion, and Employer Branding in the Digital Workforce” authored by Dr. Sarina Asif and Dr. Anumeha Mathur and published on 13th March 2026 by IGI Global, explores the transformative role of artificial intelligence in modern recruitment practices. The study highlights how AI-driven tools can enhance hiring efficiency, reduce bias, and support diversity and inclusion initiatives. It also discusses the impact of AI on employer branding and talent management strategies. The findings suggest that organizations adopting AI-based recruitment systems can achieve more effective and equitable talent acquisition outcomes.

Role of Data-Driven Marketing in Providing Customised Solutions to Insurance Customers: A Predictive Analysis Approach

The book chapter titled “Role of Data-Driven Marketing in Providing Customised Solutions to Insurance Customers: A Predictive Analysis Approach” authored by Dr. Manmohan Chaudhry and published on 12th March 2026 by IGI Global, examines the growing importance of data analytics in the insurance sector. The study highlights how predictive models and customer data can be used to design personalized marketing strategies and improve customer satisfaction. It emphasizes the role of big data in enhancing decision-making and customer engagement. The findings provide valuable insights for insurance companies aiming to leverage data-driven approaches for competitive advantage.

Financial Inclusion Through Microfinance: A Multidimensional Analysis of Women Empowerment—Evidence from Rajasthan, India

The research paper titled “Financial Inclusion Through Microfinance: A Multidimensional Analysis of Women Empowerment—Evidence from Rajasthan, India” authored by Dr. Sangeeta and published on 12th March 2026, examines the role of microfinance in promoting women empowerment. The study highlights how access to financial resources enables women to improve their socio-economic conditions and participate actively in economic activities. It also explores the impact of financial literacy and support systems in enhancing empowerment outcomes. The findings emphasize the importance of inclusive financial policies in driving sustainable development.

Maintenance Decision Making Fuzzy Approach Based Structured Framework for Milk Process Industry

The research article titled “Maintenance Decision Making Fuzzy Approach Based Structured Framework for Milk Process Industry” authored by Dr. Nand Gopal and published on 11th March 2026 in the Journal of Quality in Maintenance Engineering, presents a structured framework for improving maintenance decision-making using fuzzy logic. The study addresses the challenges of uncertainty and complexity in industrial maintenance processes. It highlights how fuzzy-based models can enhance operational efficiency and reduce downtime. The findings are particularly relevant for manufacturing industries seeking to optimize maintenance strategies.

Predicting the Future of Sustainable Manufacturing with Digital Twin Systems / Challenges in Implementing Digital Twin Solutions in Manufacturing

The book chapters titled “Predicting the Future of Sustainable Manufacturing with Digital Twin Systems” and “Challenges in Implementing Digital Twin Solutions in Manufacturing: Evidence, Case Studies, and a Practical Roadmap” authored by Dr. Nand Gopal and published on 11th March 2026 by CRC Press (Taylor & Francis Group), explore the role of digital twin technology in transforming manufacturing systems. The study highlights both the opportunities and challenges associated with implementing digital twin solutions. It emphasizes predictive modeling, real-time monitoring, and sustainability benefits. The findings provide practical guidance for industries transitioning toward smart and sustainable manufacturing systems.

Understanding Municipal Solid Waste Volatility in India

The book chapter titled “Understanding Municipal Solid Waste Volatility in India” authored by Dr. Mansi Yadav and published on 10th March 2026 in The Waste-to-Energy Nexus, examines the patterns and fluctuations in municipal solid waste generation. The study highlights environmental challenges and the need for efficient waste management strategies. It emphasizes sustainable practices and policy interventions for improving waste handling systems. The findings contribute to the development of effective waste-to-energy solutions.

Role of UPI Evolution in Determining India's GDP: A Granger Perspective

The research paper titled “Role of UPI Evolution in Determining India's GDP: A Granger Perspective” authored by Dr. Hamza Naim and Dr. Mohd Anas and published on 7th March 2026 in the Journal of Advance and Future Research (JAAFR), examines the impact of digital payment systems on India's economic growth. The study uses econometric modeling, particularly the Granger causality approach, to analyze the relationship between UPI transactions and GDP growth. It highlights how the rapid adoption of digital payments contributes to financial inclusion, transparency, and economic expansion. The findings suggest that technological advancements in the financial sector play a crucial role in shaping macroeconomic performance.

Metaverse-Based Virtual Commerce and Artificial Intelligence for Enhancing Digital Library and Knowledge Access Services

The research article titled “Metaverse-Based Virtual Commerce and Artificial Intelligence for Enhancing Digital Library and Knowledge Access Services” authored by Dr. Jitin Kumar Ghambir and published on 5th March 2026 in MSW Management, explores the integration of emerging technologies in digital knowledge systems. The study highlights how artificial intelligence and metaverse platforms can transform traditional libraries into immersive and interactive learning environments. It emphasizes improved accessibility, user engagement, and personalized knowledge delivery. The findings provide valuable insights into the future of digital education and virtual commerce ecosystems.

Voice Enabled Digital Banking Assistant for Smart Speakers

The patent titled “Voice Enabled Digital Banking Assistant for Smart Speakers” granted on 5th March 2026 to Dr. Mohammed Nizamuddin, Dr. Deepika Chaudhary, Dr. Devkanya Gupta, Dr. Jitin Kumar Ghambir, and Dr. Mohd Anas, introduces an innovative AI-powered solution for digital banking. The system enables users to perform financial transactions and access banking services through voice commands using smart speaker devices. It enhances user convenience, accessibility, and efficiency in digital banking interactions. The innovation reflects the growing role of voice technology and artificial intelligence in transforming financial services.

GST 2.0 and the Impact on Sectoral Nifty Indices: An Event Study Approach

The research article titled “GST 2.0 and the Impact on Sectoral Nifty Indices: An Event Study Approach” authored by Dr. Mohammed Nizamuddin and Dr. Vaidik Chakraborty and published on 27th February 2026 in the Journal of Behavioral and Experimental Finance, analyzes the stock market response to GST reforms. The study uses event study methodology to evaluate sectoral performance and investor reactions. It highlights the short-term volatility and long-term implications of tax reforms on financial markets. The findings provide valuable insights for investors, policymakers, and financial analysts.

Human-Like Virtual Influencers and Consumer Purchase Behavior: An Empirical SEM-Based Investigation of Engagement and Emotional Mechanisms

The research paper titled “Human-Like Virtual Influencers and Consumer Purchase Behavior: An Empirical SEM-Based Investigation of Engagement and Emotional Mechanisms” authored by Dr. Anuradha Yadav and published on 13th February 2026 in Global Business Review, examines the growing influence of AI-driven virtual influencers. The study uses Structural Equation Modeling (SEM) to analyze how emotional engagement and psychological connections impact consumer purchase intentions. It highlights the effectiveness of virtual influencers in shaping modern marketing strategies. The findings contribute to the understanding of digital consumer behavior in the era of artificial intelligence.

Revolutionizing Finance: The Promising Future of FinTech in India / FinTech and Sustainable Finance in Emerging Markets

The book chapters titled “Revolutionizing Finance: The Promising Future of FinTech in India” and “FinTech and Sustainable Finance: Innovations, Challenges, and Future Directions in Emerging Markets” authored by Dr. Jitin Kumar Ghambir and published on 12th February 2026 by Nova Science Publishers, explore the evolving landscape of financial technologies. The study highlights the role of fintech innovations in enhancing financial inclusion, efficiency, and sustainability. It also discusses challenges such as regulatory frameworks and technological risks. The findings provide a comprehensive understanding of the future of digital finance in emerging economies.

AI-Based System for the Healthcare and Hospitality Sectors

The patent titled “AI-Based System for the Healthcare and Hospitality Sectors” granted on 11th February 2026 to Dr. Hima Gupta, presents an advanced artificial intelligence-driven solution to improve service delivery and operational efficiency. The system integrates real-time data analysis and intelligent automation to enhance decision-making processes. It aims to optimize resource utilization and improve customer experience in both healthcare and hospitality industries. The innovation reflects the growing adoption of AI in service-oriented sectors.

Method for Hybrid Workflow Automation in Multi-Team Environments

The patent titled “Method for Hybrid Workflow Automation in Multi-Team Environments” granted on 5th February 2026 to Dr. Hamza Naim and Dr. Mansi Yadav, focuses on improving organizational efficiency through automated workflow systems. The innovation enables seamless coordination among multiple teams by integrating digital tools and intelligent automation. It enhances productivity, reduces operational delays, and supports better collaboration. The system is particularly useful for complex organizational structures.

System for Vendor Risk Assessment and Negotiation Support

The patent titled “System for Vendor Risk Assessment and Negotiation Support” granted on 5th February 2026 to Dr. Vijay Prakash, Dr. Hamza Naim, and Dr. Mohd Anas, introduces a data-driven approach to supplier evaluation. The system uses advanced analytics to assess vendor risks and support strategic negotiation processes. It enhances decision-making by providing real-time insights and predictive analysis. The innovation is valuable for supply chain management and procurement strategies.

Method for OKR Alignment Through Continuous Feedback Learning

The patent titled “Method for OKR Alignment Through Continuous Feedback Learning” granted on 5th February 2026 to Dr. Mohd Anas and Dr. Chahat Rao, focuses on improving organizational goal alignment. The system uses continuous feedback mechanisms to ensure that individual and organizational objectives remain aligned. It enhances performance management and supports adaptive decision-making. The innovation contributes to more effective and transparent organizational processes.

System for Productivity Enhancement Using Machine-Learning-Driven Insights

The patent titled “System for Productivity Enhancement Using Machine-Learning-Driven Insights” granted on 5th February 2026 to Dr. Devkanya Gupta, Dr. Mohd Anas, and Dr. Chahat Rao, presents a machine learning-based solution for optimizing workforce productivity. The system analyzes performance data to generate actionable insights and recommendations. It helps organizations improve efficiency and resource utilization. The innovation reflects the growing role of AI in workforce management.

Method for Managerial Decision Intelligence Using Multi-Layered Data Inputs

The patent titled “Method for Managerial Decision Intelligence Using Multi-Layered Data Inputs” granted on 5th February 2026 to Dr. Deepika Chaudhary and Dr. Divya Singh, introduces an advanced decision-support system. The innovation integrates multiple data sources to provide comprehensive insights for managerial decision-making. It enhances accuracy, reduces uncertainty, and supports strategic planning. The system is particularly useful in data-intensive organizational environments.

System for Context-Aware Enterprise Resource Planning

The patent titled “System for Context-Aware Enterprise Resource Planning” granted on 5th February 2026 to Dr. Mohammed Nizamuddin and Dr. Deepika Chaudhary, enhances traditional ERP systems by incorporating context-aware intelligence. The system adapts to dynamic organizational needs and provides real-time insights. It improves operational efficiency and decision-making processes. The innovation represents a significant advancement in enterprise resource planning technologies.

Method for Disruption-Responsive Supply Chain Optimization

The patent titled “Method for Disruption-Responsive Supply Chain Optimization” granted on 5th February 2026 to Dr. Mohammed Nizamuddin, focuses on enhancing supply chain resilience. The system uses predictive analytics to identify potential disruptions and develop adaptive strategies. It improves supply chain flexibility and responsiveness. The innovation is highly relevant in today's uncertain global business environment.

System for Autonomous KPI Governance and Performance Tuning

The patent titled “System for Autonomous KPI Governance and Performance Tuning” granted on 5th February 2026 to Dr. Sapna Rana, Dr. Jitin Kumar Ghambir, and Dr. Mohd Rafiq Shah, introduces an automated system for performance monitoring. The system continuously evaluates key performance indicators and provides optimization recommendations. It enhances organizational efficiency and accountability. The innovation supports data-driven performance management practices.

Method for Predictive Talent Optimization Using Behavioral Analytics

The patent titled “Method for Predictive Talent Optimization Using Behavioral Analytics” granted on 5th February 2026 to Dr. Anumeha Mathur and Dr. Richa Goyal, focuses on improving human resource decision-making. The system uses behavioral analytics to predict employee performance and optimize talent management strategies. It enhances workforce planning and organizational effectiveness. The innovation reflects the integration of analytics in HR practices.

System for AI-Driven Workforce Allocation in Dynamic Project Ecosystems

The patent titled “System for AI-Driven Workforce Allocation in Dynamic Project Ecosystems” granted on 5th February 2026 to Dr. Jitin Kumar Ghambir, presents an intelligent system for workforce management. The innovation uses artificial intelligence to allocate resources efficiently across projects. It enhances productivity, reduces inefficiencies, and supports dynamic organizational environments. The system is particularly useful for project-based industries.

Size-Based and Sectoral Dynamics of ESG Performance: A Panel Data Analysis

The research article titled “Size-Based and Sectoral Dynamics of ESG Performance: A Panel Data Analysis” authored by Dr. Anumeha Mathur and published on 30th January 2026 in Cogent Business & Management (Taylor & Francis), Scopus Indexed Q1 Journal examines ESG performance across different sectors. The study uses panel data analysis to identify patterns and variations based on firm size and industry type. It highlights the growing importance of sustainability in corporate strategy. The findings provide valuable insights for investors and policymakers.

Multi-Sensory Immersive Pod for Experiential Marketing

The patent titled “Multi-Sensory Immersive Pod for Experiential Marketing” granted on 23rd January 2026 to Dr. Anumeha Mathur, introduces an innovative marketing tool designed to enhance consumer engagement. The system uses multi-sensory experiences to create immersive brand interactions. It improves customer experience and strengthens brand recall. The innovation reflects the future of experiential marketing strategies.

Exploring the Role of Digital Financial Literacy in Promoting Sustainable Digital Financial Inclusion Among Salaried Peoples

The book chapter titled “Exploring the Role of Digital Financial Literacy in Promoting Sustainable Digital Financial Inclusion Among Salaried Peoples” authored by Dr. Mansi Yadav and published on 19th January 2026 by Springer, examines the importance of financial literacy in promoting inclusive financial systems. The study highlights how digital knowledge enables individuals to make informed financial decisions. It emphasizes the role of education and awareness in achieving sustainable financial inclusion. The findings contribute to policy development and financial planning strategies.

Digital Currencies, Blockchain, and the Future of Global Trade / Financial Inclusion and Urban Marginality

The research papers titled “Digital Currencies, Blockchain, and the Future of Global Trade” and “Financial Inclusion and Urban Marginality: A Review of Barriers Faced by Those Below the Poverty Line Households in Delhi’s Slums” authored by Dr. Devkanya Gupta and published on 9th January 2026, explore emerging financial technologies and inclusion challenges. The studies highlight the transformative potential of blockchain and digital currencies in global trade, while also addressing socio-economic barriers to financial inclusion. The findings provide valuable insights into both technological advancements and social equity issues in financial systems.

Neuro-Behavioral Analytics System Linking Employees Job Performance Biomarkers with Online Consumer Engagement Patterns

The patent titled “Neuro-Behavioral Analytics System Linking Employees Job Performance Biomarkers with Online Consumer Engagement Patterns” granted on 4th January 2026 to Dr. Divya Singh, presents an advanced analytics system integrating behavioral science and performance metrics. The innovation connects employee performance indicators with consumer engagement patterns to enhance organizational outcomes. It provides data-driven insights for both HR and marketing strategies. The system reflects the growing convergence of neuroscience, analytics, and business decision-making.

PLACEMENT AND INTERNSHIP

The School of Management & Commerce continues to uphold its commitment to academic excellence and industry readiness, reflected in the consistent success of its placement initiatives. Through a blend of rigorous curriculum, industry interface, skill development programs, and dedicated mentorship, our students have demonstrated remarkable employability across diverse sectors. The placement outcomes this year stand as a testament to the hard work, resilience, and professional competence of our students, as well as the strong relationships the institution shares with leading recruiters. We are proud to present the placement highlights that showcase the promising career trajectories of our graduates.

Placement Data for Batch 2025

Student Name	Program	Company	Designation
GYANESH GARG	B.Com (H) (International Accounting & Finance) (ACCA- UK) (Research)	IMS Proschool Pvt Ltd	Account Executive
AYUSH DEWAN	B.Com (H) (International Accounting & Finance) (ACCA- UK) (Research)	Neo Industries	Finance Intern
ATISHAY JAIN	B.Com (H) (International Accounting & Finance) (ACCA- UK) (Research)	Herbonics Cosmetics Private Limited	Finance Executive
SHRADHA BANSAL	B.Com (H) (International Accounting & Finance) (ACCA- UK) (Research)	IMS Proschool Pvt Ltd	Accounts Executive
RIYA TANWAR	B.Com (H) (International Accounting & Finance) (ACCA- UK) (Research)	Talkspot Speech & Occupational Therapy Centre	Accountant
KUNAAL SINGH MANARYA	B.Com (H) (International Accounting & Finance) (ACCA- UK) (Research)	Nirmal Handloom House Pvt. Ltd.	Accounts Assistant

JISA SAJI	B.Com (H) (International Accounting & Finance) (ACCA- UK) (Research)	TrueBlue India LLP	Recruiting Coordinator
SAMIKSHA MITTAL	B.Com (H) (International Accounting & Finance) (ACCA- UK) (Research)	P.V Forge Pvt Ltd	Finance Operations
SUMIT KUMAR MISHRA	B.Com (H) (International Accounting & Finance) (ACCA- UK) (Research)	Ambuquick Healthcare Pvt Ltd	Finance Intern
PRIYAM BHARDWAJ	B.Com (H) (International Accounting & Finance) (ACCA- UK) (Research)	Ambuquick Healthcare Pvt Ltd	Financial Analyst
JATIN GUSAIN	B.Com (H) (International Accounting & Finance) (ACCA- UK) (Research)	Wayspire Ed-Tech Private Limited	Business Development Associate
AMAN	B.Com (H) (International Accounting & Finance) (ACCA- UK) (Research)	Neo Industries	Finance Intern
AMARPAL AMBAWATA	B.Com (H) (International Accounting & Finance) (ACCA- UK) (Research)	Gogorra Consultants Private Limited	Financial Analysis Assistant
TAMANNA SEHRAWAT	B.Com (H) (International Accounting & Finance) (ACCA- UK) (Research)	John Deere (Durga Agroequip Pvt. Ltd.)	Sales Executive
ANANYA SINGH	B.Com (H) (International Accounting & Finance) (ACCA- UK) (Research)	Kruti Techno Engineering Private Limited	Accounts Executive
MANYA CHAUHAN	B.Com (H) (International Accounting & Finance) (ACCA- UK) (Research)	Raj Tanwar Security Pvt Ltd	Financial Analysis Assistant
SHABD BHATNAGAR	B.Com (H) (International Accounting & Finance) (ACCA- UK) (Research)	CMA	Assistant Cost Executive
MEGHA GUPTA	B.Com (H) (International Accounting & Finance) (ACCA- UK) (Research)	Leon Hr Management & Consultant	MIS Intern
BHAVYA SETHI	B.Com (H) (International Accounting & Finance) (ACCA- UK) (Research)	Ambuquick Healthcare Pvt Ltd	Finance Executive

KRATIKA MISHRA	B.Com (H) (International Accounting & Finance) (ACCA- UK) (Research)	Wayspire Ed-Tech Private Limited	Business Development Associate
ADITYA YADAV	B.Com (H) (International Accounting & Finance) (ACCA- UK) (Research)	Namoh Luxury Furniture Pvt Ltd	Accounts Executive
ANSHIKA	B.Com (H) (International Accounting & Finance) (ACCA- UK) (Research)	Shokhanda Enterprises	Finance & Accounting Intern
ANSH SINGH	B.Com (H) (International Accounting & Finance) (ACCA- UK) (Research)	NRI Corporate Advisors	Finance
LAVISHA GOSWAMI	B.Com (H) (International Accounting & Finance) (ACCA- UK) (Research)	Ambuquick Healthcare Pvt Ltd	Finance Executive
RONAK SINGH	B.Com (H) (International Accounting & Finance) (ACCA- UK) (Research)	Radical Minds	Apprentice Trainee
KOMAL YADAV	B.Com (H) (International Accounting & Finance) (ACCA- UK) (Research)	Leon Hr Management & Consultant	MIS Intern
SOMYA	B.Com (H) (International Accounting & Finance) (ACCA- UK) (Research)	Ciounhealthcare	Finance Analyst
RONIT YADAV	B.Com (H) (International Accounting & Finance) (ACCA- UK) (Research)	Riseonic Realty Buildcon Private Limited	Finance Executive
KUNAL DANGI	B.Com (H) (International Accounting & Finance) (ACCA- UK) (Research)	Pristyn Care	Care Coordinator Associate
AVANISH SINGH	B.Com (H) (International Accounting & Finance) (ACCA- UK) (Research)	ISDC	Account Executive
ARNAV BINDRA	B.Com (H) (International Accounting & Finance) (ACCA- UK) (Research)	Namoh Luxury Furniture Pvt Ltd	Accounts Executive
MILI SOLANKI	B.Com (H) (International Accounting & Finance) (ACCA- UK) (Research)	Drishti Life Style	Account Executive

SAKSHAM GAUR	B.Com (H) (International Accounting & Finance) (ACCA- UK) (Research)	Kamlesh Freight Carrier	Apprenticeship
SHASHWAT JAIN	B.Com (H) (International Accounting & Finance) (ACCA- UK) (Research)	Amba Shakti Udyog Limited	Associate Account Manager
SHIVANI RAI	B.Com (H) (International Accounting & Finance) (ACCA- UK) (Research)	Futuation Private Limited	Business development Executive
ANSHU DAS	B.Com (H) (International Accounting & Finance) (ACCA- UK) (Research)	Facility Plus Services (Cvent)	Associate Collection
KUNAL SAINI	B.Com (H) (Research)	Sharptech AV Designs Privated Limited	HR Recruiter
ANISHA AGRAHARI	B.Com (H) (Research)	Cook House	Assistant Marketing Head
ADITYA KUMAR SINGH	B.Com (H) (Research)	TDS Capital	Finance associate
ANSH SINGH	B.Com (H) (Research)	Monarch Compusys Pvt Ltd	Finance Executive
TANMAY JAIN	B.Com (H) (Research)	Radical Minds	Apprentice Trainee
NAVNISH KAKKAR	B.Com (H) (Research)	Herbonics Cosmetics Private Limited	Finance Executive
SAMYAK JAIN	B.Com (H) (Research)	Tem Techs	Event Management Executive
SANCHI JAIN	B.Com (H) (Research)	Gogorra Consultants Private Limited	Financial Analysis Assistant
AKSHI JAIN	B.Com (H) (Research)	Black Orange Pvt.	Business development Executive
HONEY CHOUDHARY	B.Com (H) (Research)	Shubham Industries	Finance & Accounts Department
HARSH	B.Com (H) (Research)	Socialbent	Content Writer
GAGANDEEP	B.Com (H) (Research)	Shift My Car	Logistics Coordinator - Intern
MEHAK GAUBA	B.Com (H) (Research)	Analab	Wealth Manager-Sales
RAMAY MADAN	B.Com (H) (Research)	Herbonics Cosmetics Private Limited	Finance Execuitve

MAYANK KATARIA	B.Com Program	Om Services Pvt Ltd	Data Verification
VAIBHAV SHARMA	B.Com Program	Rajendra Mittal Construction Co. Pvt Ltd	Financial Coordinator
ARMAN KHAN	B.Com Program	Insplore TLS Consultants Pvt. Ltd.	Digital Marketing
AMAN KUMAR	B.Com Program	OTCloud Therapy Center	Co-Coordinator/ Admin
ASHMIT SHARMA	B.Com Program	Betterway	Finance & Operations Intern
JATIN LOHIA	B.Com Program	Aura International Hardware	Marketing Internship
TARWINDER SINGH	B.Com Program	G. S. Automobile	Finance intern
AARUSH	B.Com Program	Mankind Pharma Limited	Financial Analyst
RACHIT YADAV	B.Com Program	3S Logistics Private Ltd.	Senior Software Developer
HARSHITA SHARMA	B.Com Program	Aeron Cookware	Marketing Internship
MEENU CHAUDHARY	B.Com Program	Pragyata Foundation	Junior Accountant
SHIVAM YADAV	B.Com Program	Khandelwal Trading Company	Sales & Marketing
KHUSH BHATOTIYA	B.Com Program	Internshala	Operations Intern
AKANKSHA . PATHAK	BBA (H) (Ent.) with GCEC Global (Research)	AIM India	Management Trainee
NAMAN MADAN	BBA (H) (Ent.) with GCEC Global (Research)	Madaan Machinery Store	Store Manager
ADITYA SINGH	BBA (H) (Ent.) with GCEC Global (Research)	Megha Enterprises	Supervisor
ANMOL KALRA	BBA (H) (Ent.) with GCEC Global (Research)	Anant Ram and Sons	Account Head
CHIRAG	BBA (H) (Ent.) with GCEC Global (Research)	The Indus Group Co.	Business analyst

ANTRIKSH RAJTA	BBA (H) (Ent.) with GCEC Global (Research)	Rajta Golden Transport Company	Operations Executive
ABHILASHA TYAGI	MBA	Specialised IT Squad Private Limited	Intern
AKASH KUMAR SHARMA	BBA (H) (Ent.) with GCEC Global (Research)	Vasu Logistics India	Assistant Operations Manager
NAMAN MITTAL	BBA (H) (Ent.) with GCEC Global (Research)	Tripta Technologies Pvt Ltd	Assistant Supervisor
AMARDEEP JHA	BBA (H) (Ent.) with GCEC Global (Research)	Savi Global Limited	Sales Executive
VIKSHIT MAHAJAN	BBA (H) (Ent.) with GCEC Global (Research)	Recons Power	Sales Executive
ABDUL HAQ CHAUDHARY	BBA (H) (Ent.) with GCEC Global (Research)	SM Constructions	Supervisor
ABHINAV GUPTA	BBA (H) (Ent.) with GCEC Global (Research)	Vihan Trading Co.	Operations Manager
SHREYA GUPTA	BBA (H) (Ent.) with GCEC Global (Research)	Center For Sports Injury	HR and Operation
CHARCHIT	BBA (H) (Ent.) with GCEC Global (Research)	Innovante Consulting LLP	Management Assistant
KASHISH AGRAWAL	BBA (H) (Ent.) with GCEC Global (Research)	Ention Tech and Management	Marketing Intern
HARJUS SINGH	BBA (H) (Ent.) with GCEC Global (Research)	NOOR TEX	Marketing Executive
ARUN KUMAR	BBA (H) (Ent.) with GCEC Global (Research)	Sunrise Transport Co.	Assistant Operations Manager
VIDHI TYAGI	BBA (H) (Ent.) with GCEC Global (Research)	S.S Logistic Service	Marketing Executive
SHUBHANG BHASIN	BBA (H) (Ent.) with GCEC Global (Research)	Dubai Fieldz	Turf Manager
PIYUSH CHAUHAN	BBA (H) (Ent.) with GCEC Global (Research)	Rahan Globelink Pvt. Ltd.	COO
SHRESTH KAUSHIK	BBA (H) (Ent.) with GCEC Global (Research)	Star Petals Corp.	Junior Interior Designer
NIDHI	BBA (H) (Ent.) with GCEC Global (Research)	Vishwakarma Enterprises	Business Development Executive

KRISHAN SINGH	BBA (H) (Ent.) with GCEC Global (Research)	PolicyBazaar.com	Associate Sales Consultant
ANSHUL RATTANPAL	BBA (H) (Ent.) with GCEC Global (Research)	Denzur Global Pvt Ltd	Sales Executive
ARYAN CHHOKER	BBA (H) (Ent.) with GCEC Global (Research)	Trendy Homeware International	Supervisor
SAKSHAM SHARMA	BBA (H) (International Accounting & Finance) (ACCA- UK) (Research)	Design Plus Construction Ltd	Reporting & Analytics Executive
AKANSHA CHAUHAN	BBA (H) (International Accounting & Finance) (ACCA- UK) (Research)	Radical Minds	Apprentice Trainee
PREET SINGH	BBA (H) (International Accounting & Finance) (ACCA- UK) (Research)	BuyBuzz Infra	Business Development Associate
AMAN PAL	BBA (H) (International Accounting & Finance) (ACCA- UK) (Research)	Black Orange Pvt.	Business development Executive
PRATYUSH	BBA (H) (Research)	Azoox Technologies Private Limited(Elecbits)	Assistant Manager
PRACHI	BBA (H) (Research)	John Deere (Durga Agroequip Pvt. Ltd.)	Sales Executive
TARUN ANJNA	BBA (H) (Research)	Green Drops Water(OPC) Private Limited	Operational Head
VIVEK ANJNA	BBA (H) (Research)	Green Drops Water(OPC) Private Limited	Operational Head
VIPIN KHATANA	BBA (H) (Research)	Irish Trio Pvt Ltd	Sales Executive
ANUSHKA PATEL	BBA (H) (Research)	SRatan Financial Distributors Pvt. Ltd.	Relationship Manager
VANSHIKA	BBA (H) (Research)	Scoutbizz International	Human Resource Intern
VANSHIKA SETHI	BBA (H) (Research)	BKRS Pharma Pvt Ltd	Human Resources Assistant
RAHUL KUMAR SINGH	BBA (H) (Research)	LaganPartners Matrimonial	Sales Manager
ANSH GOYAL	BBA (H) (Research)	Vijay Laxmi Travels	Data Entry Executive

SATVIK NAYAR	BBA (H) (Research)	Team Next Zen 24 Sports Private Limited	Admin
SIMRAN AGGARWAL	BBA (H) (Research)	K.L Technology	Sales Executive
MANAMI MONDAL	BBA (H) (Research)	Aggarwal Air Products	Human Resource Executive
RITESH SONI	BBA (H) (Research)	Soni Son's Jewellers	Assistant manager Marketing
JAI ARORA	BBA (H) (Research)	Talbro's Engineering	Graduate Trainee
GUNGUN GARG	BBA (H) (Research)	Yashdivi Framing & Studios	Operations & Client Coordination
BHAVIKA JOSHI	BBA (H) (Research)	Aquafresh Water Purifiers	Sales Executive
SNEHA SHARMA	BBA (H) (Research)	Cvent	HR Intern
SAKSHI KUMARI	BBA (H) (Research)	Averix Solutions	Business Development Associate
SATVIK ARORA	BBA (H) (Research)	Taj Hotels	Marketing - Trainee
BIPASHA MAINI	BBA (H) (Research)	Vardaan Foods	Operations Manager
DIVYA	BBA (H) (Research)	Indus Group Co.	Intern
SPARSH PALIWAL	BBA (H) (Research)	TDS Capital	Finance Associate
BHOOMI YADAV	BBA (H) (Research)	Enser Communications Limited	Customer Sales Associate
ASHISH KUMAR RANJAN	BBA (H) (Research)	Vidyarthi Pustak Bhandar	Sales Executive
AKSHITA BHADANA	MBA	Infraveda Smart Solutions Pvt Ltd	Intern
AYUSH YADAV	BBA (H) (Research)	LaganPartners Matrimonial	Sales Manager
RAGHAV GOYAL	BBA (H) (Research)	Ved Prakash Shyam Lal Goyal	General Manager
ANSHUL CHAUHAN	BBA (H) (Research)	Balaji General Store	Marketing Department

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DHRUV YADAV	BBA (H) (Research)	Shiven Enterprises	Digital Marketing Executive
KARTIK	BBA (H) (Research)	EKOLOMACHINES	Marketing Department
HARDIK BHATI	BBA (H) (Research)	Chicago's Twist	Digital Marketing Executive
KANHA GUPTA	BBA (H) (Research)	Kamaakhya International	Marketing & Sales Executive
SAKSHAM BISHNOI	BBA (H) (Research)	Yunikaa International FZE	Executive
TANUJ	BBA (H) (Research)	Green Drops Water(OPC) Private Limited	Operational Head
LAKSHAY DUDEJA	BBA (H) (Research)	The Indus Group Co.	Sales Associate
KUNAL SINGH	BBA (H) (Research)	Wayspire Ed-Tech Private Limited	Business Development Associate
HARSHIT GORA	BBA (H) (Research)	Devyani International Limited	Operations Associate
ADITYA PANDEY	BBA (H) (Research)	KeyStone Security	Video Analyst
SUMIT THAKRAN	BBA (H) (Research)	ProPick Jobs	HR Recruiter Intern
DEEPANSHU	BBA (H) (Research)	Ultimate Holidays	Assistant manager Marketing
PRIYA CHAUHAN	BBA (H) (Research)	Fuinno Technologies	Marketing Department
GUNEESH KALRA	BBA (H) (Research)	Pixel Pop Digital	Social Media Associate Intern
PARTH SHARMA	BBA (H) (Research)	GURUGR.AM	Social Media Analyst

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VIVEK PATRA	BBA (H) (Research)	Sodhis Super Market	Business Operation
HARSHIT MANGLA	BBA (H) (Research)	Rajveen Builders Pvt Ltd	Director
NARAYAN PARASHAR	BBA (H) (Research)	Fokus Beverages Private Limited	Marketing Executive
ARYAN SHARMA	BBA (H) (Research)	Sodhi's Super Market	Business Operation & Marketing Executive
AANYA MISRA	BBA (H) (Research)	Jayasha Financial Services	Human Resource Assistant
NAITIK AGGARWAL	BBA (H) (Research)	Raj Paneer Bhandar	General Manager
MADHAV AGGARWAL	BBA (H) (Research)	Sardari Lal Aggarwal	Marketing Head
ANJALI SHARMA	BBA (H) (Research)	GP Spira Duct Pvt Ltd	Business and Development Intern
DIVYA SARPAUL	BBA (H) (Research)	JKM Marketing Services LLP	Human Resource Assistant
ASMI MAHINDERU	BBA (H) (Research)	Vivaan Tourism Pvt Ltd	Marketing Trainee
NIKHIL GAUR	BBA (H) (Research)	Sardari Lal Aggarwal	Assistant manager Marketing
SHWETA	BBA (H) (Research)	Aditya Construction	Human Resource Assistant
SOUMIL KASHYAP	BBA (H) (Research)	Cook House	Assistant Manager
AUGUSTYA SHARMA	BBA (H) (Research)	Lagan Partners	Sales Manager
BHAWNA TOMAR	BBA (H) (Research)	Vivaan Tourism Pvt Ltd	Operations Assistant
ANSHUL SHARMA	BBA (H) (Research)	Averix Solutions	Business Development Associate
GAURAV YADAV	BBA (H) (Research)	Sriram General Store	Marketing Department

NISHANT KATARIA	BBA (H) (Research)	Green Drops Water (OPC) Pvt. Ltd.	Operational Head
HARDIK CHAWLA	BBA (H) (Research)	Nirankari Home & Kitchen Ware	General Manager
SHRUTI SINGH	BBA (H) (Research)	Zielhoch	Management Trainee
SANYA CHAUHAN	BBA (H) (Research)	Sanya Engineering Works	Marketing Trainee
ANJALI KUMARI	BBA (H) (Research)	CollegeDekho	Executive
SHREEYANSH DIXIT	BBA (H) (Research)	Pixelpop Digital	Social Media Manager
KUNAL YADAV	BBA (H) (Research)	Tech Mahindra	Sales Executive
MAYANK SHAHI	BBA (H) (Research)	Randstad India Pvt Ltd	Associate Project Sales Management
VEDIKA ADHIKARI	BBA (H) (Research)	TDS Capital	Finance associate
KAVYA	BBA (H) (Research)	John Deere (Durga Agroequip Pvt. Ltd.)	Sales Executive
NISHKARSH SOLANKI	BBA (H) (Research)	Nuform Social AI Auto Pvt Ltd	Operation Marketing
RITWIK SHARMA	BBA (H) (Research)	Pixel Pop Digital	Production Executive
GUNEET KAUR	BBA (H) (Research)	Recur Club	HR Intern
SOMAY JAIN	BBA (H) (Research)	Gentle Cut & Stitch	General manager
YASHURUN HEMROM	BBA (H) (Research)	Vidyarthi Pustak Bhandar	Sales Executive
ANMOL CHADHA	BBA (H) (Research)	Nuform Social AI Auto Pvt Ltd	Operation Marketing
ARYAN ANTHONY	BBA (H) (Research)	Dalmia Cement	HR executive
VIDYA KUMAR	BBA (H) (Research)	AIM India	Management Trainee
SANJU YADAV	BBA (H) (Research)	Saawariya Style Treasure	Retail Sales Associate
SHIVANYA GUPTA	BBA (H) (Research)	Evergreen Bikes	HR executive

RIDHI VERMA	BBA (H) (Research)	TDS Capital	HR Analyst
SRISHTI CHUGH	BBA (H) (Research)	Dalmia Cement	HR executive
ISHIKA CHAUDHARY	BBA (H) (Research)	Saawariya Style Treasure	Retail Sales Associate
AMAN PARMAR	BBA (H) (Research)	JKM Enterprised	Finance Intern
RAHUL JOSHI	BBA (H) (Research)	RPS Textile	Finance Associate
LUCKY SINGH RAWAT	BBA (H) (Research)	Genie Mode Global Pvt. Ltd.	Finance Associate
SANCHIT	BBA (H) (Research)	Averixis Solutions	Business Development Associate
AKANSHA SHEKHAWAT	BBA (H) (Research)	Fokus Beverages Private Limited	Marketing Executive
CHAITANYA YADAV	BBA (H) (Research)	Aquafresh Water Purifiers	Marketing Executive
ARJUN BAHRI	BBA (H) (Research)	The Eminence Wealth	Sr. Sales Executive
MOHIT BHARDWAJ	BBA (H) (Research)	SmartED	Digital Marketing Intern
AYUSHI GANDHI	BBA (H) (Research)	Ambali Looms	Branding & Media Intern
ANANT JAIN	BBA (H) (Research)	Chandraprabhu Industries Pvt Ltd	Sales Executive
KANAN MEHTA	BBA (H) (Research)	Pixel Pop Digital	Production Executive
BHARTI KATARIA	BBA (H) (Research)	Evergreen Bikes	Finance Executive
PRATEEK SHARMA	BBA (H) (Research)	Red Bull	Student Marketer
PURVA SINGH	BBA (H) (Research)	NPS Retail Solutions	HR Intern
ARYAN TANWAR	BBA (H) (Research)	Aryan Enterprises	Social Media
DHRUV YADAV	BBA (H) (Research)	House4You	Sales Assistant Executive
KAVYA SINGHAL	BBA (H) (Research)	Chandraprabhu Industries Pvt Ltd	Sales Executive
PIYUSH DUDEJA	BBA (H) (Research)	The Indus Group Co.	Sales Associate

RAGESHWARI NAYAK	BBA (H) (Research)	Discovery Tools	TA Intern
SHIVAM SHARMA	BBA (H) (Research)	Aura International Hardware	Marketing Internship
MOHIT GULIA	BBA (H) (Research)	Faball Fitness Private Limited	Sales Associate
PRINCE PRASAD	BBA (H) (Research)	Randstad India Pvt Ltd	Associate Project Sales Management
JATIN RANA	BBA (H) (Research)	John Deere (Durga Agroequip Pvt. Ltd.)	Sales Executive
ANKIT GARG	BBA (H) (Research)	Senpaihost	Junior Accountant
BHAWNA SHARMA	BBA (H) (Research)	CollegeDekho	Executive
GAURI	BBA (H) (Research)	Nirankari Home & Kitchen Ware	Account Executive
PIYUSH SINGHAL	BBA (H) (Research)	Chandraprabhu Industries Pvt Ltd	Sales Executive
PRATISHTHA DWIVEDI	BBA (H) (Research)	TDS Capital	HR Analyst
MOHAMMAD YAQOB AMAN	BBA (H) (Research)	Dalmia Cement	HR executive
HIMANSHU	BBA (H) (Research)	Wayspire Ed-Tech Private Limited	Business Development Associate
KHUSHHAL KUMAR SINGH	BBA (H) (Research)	JobKhabri	Social Media Intern
ROHAN KUMAR	BBA (H) (Research)	Growthclues	Marketing Intern
ANKITA VISHARWAL	BBA (H) (Research)	Aspire Consultants	Marketing Intern
VANSH PARMAR	BBA (H) (Research)	Aura International Hardware	Marketing Internship
HITAIN PANWAR	BBA (H) (Research)	John Deere (Durga Agroequip Pvt. Ltd.)	Sales Executive
KOMAL GUPTA	BBA (H) (Research)	Reliance Brands Limited	HR and Operation
RAGHAV MALHOTRA	BBA (H) (Research)	R.K. Traders	Supply chain

SHAMA NULL	BBA (H) (Research)	Aryan Enterprises	Social Media
DEEPANSHI	BBA (H) (Research)	Adicts Media	Account Executive
SAMIR GUPTA	BBA (H) (Research)	Wayspire Ed-Tech Private Limited	Business Development Associate
MUKUL SAINI	BBA (H) (Research)	Tech Mahindra	Associate Consultant
SOURAV	BBA (H) (Research)	John Deere (Durga Agroequip Pvt. Ltd.)	Sales Executive
KOMAL THAKRAN	BBA (H) (Research)	Shokhanda Enterprises	Finance & Accounting Intern
ROHIT	BBA (H) (Research)	Tech Mahindra	Sales Executive
SAKSHI	BBA (H) (Research)	Shree Om Ji Cattle Feeds	Sales Executive
UJJAWAL MOHANKA	BBA (H) (Research)	Aura International Hardware	Marketing Internship
UTKARSH PANERU	BBA (H) (Research)	Tech Mahindra	Sales Executive
YUVRAJ	BBA (H) (Research)	Tech Mahindra	Sales Executive
UDIT YADAV	BBA (H) (Research)	Shri Vinayak Engineering Solutions	Finance Intern
SHAGUN UNIYAL	BBA (H) (Research)	V.S. Electric.Co	Marketing Coordinator
KHUSHI KHARI	BBA (H) (Research)	Arora Industries	Digital Marketing Coordinator
DIVYA DANGI	BBA (H) (Research)	U God Esports	Event Moderator
TANISHQ KAMRA	BBA (H) (Research)	The Studio Decor	Marketing Internship
ATUL TANWAR	BBA (H) (Research)	The Studio Decor	Marketing Internship
AKANKSHA JOSHI	BBA (H) (Research)	NPS Retail Solutions	HR Intern
NEHA NEGI	BBA (H) (Research)	Unicommerce	Management Trainee - Talent Acquisition
ISHIKA RANA	BBA (H) (Research)	Jai Haridash Traders	Finance Intern
HARDIK SHUKLA	BBA (H) (Research)	U God Esports	Event Moderator

NITIN TANWAR	BBA (H) (Research)	InvestoXpert Advisors Pvt Ltd	Social Media Manager
SARANSH MAKHIJA	BBA (H) (Research)	VroomWears Pvt Ltd	Marketing Executive
MOKSHITA	BBA (H) (Research)	Shree Anand Jewellers	HR Intern
DAKSH SAINI	BBA (H) (Research)	Kanhaiya Sweets Alwar	General Manager
MANI KANSAL	BBA (H) (Research)	K. K. Mawa Merchants	Finance Intern
VIKASH KUMAR	BBA (H) (Research)	Krishna Traders	Marketing Associate
PRASOON SHUKLA	BBA (H) (Research)	Anju Enterprises	Marketing Assistant
ASHU	BBA (H) (Research)	Shokhanda Enterprises	Finance & Accounting Intern
YAGYA AHUJA	BBA (H) (Research)	Universal Law Linkers	Finance & Account Intern
ASHISH KUMAR	BBA (H) (Research)	Selin Club India Private Limited	Business development Executive
DEEPANSHU YADAV	BBA (H) (Research)	The Studio Decor	Marketing Internship
KHUSHAL GULIA	BBA (H) (Research)	Devyani International Limited	Marketing Department
KUNAL SHARMA	BBA (H) (Research)	Dev Engineering Works	Finance Intern
VARUN SINGH	BBA (H) (Research)	Ved Prakash Shyam Lal Goyal	Marketing Department
ASHU SHARMA	BBA (H) (Research)	The Studio Decor	Marketing
KARTIK	BBA (H) (Research)	The Studio Decor	Marketing
MONITA THAKURI	BBA (H) (Research)	Rajveen Builders Pvt Ltd	Accounts Intern
CHANDAN KUMAR YADAV	BBA (H) (Research)	The Studio Decor	Marketing & Sales
YUG KATARIA	BBA (H) (Research)	The Studio Decor	Marketing Internship
ABHAY PARMAR	BBA (H) (Research)	The Bamboo Co.	Marketing Intern
RAGHAV JINDAL	BBA (H) (Research)	VroomWears Pvt Ltd	Marketing Executive

AASTHA	BBA (H) (Research)	Punjab Dying	Supply chain
RACHIT MOHAN SHARMA	BBA (H) (Research)	Tamas International	Digital Marketing Executive
KANISHKA SEJWAL	BBA (H) in BI and Analytics SAMATRIX (Research)	TDS Capital	Business analyst
GUNICA SHARDA	BBA (H) in BI and Analytics SAMATRIX (Research)	Kadiyan Associates	Marketing
MITALI JUNEJA	BBA (H) in BI and Analytics SAMATRIX (Research)	InternPE	Data Science & Analytics Internship
ARSH JETHANI	BBA (H) in BI and Analytics SAMATRIX (Research)	The Studio Decor	Marketing & Sales
YASH	BBA (H) in BI and Analytics SAMATRIX (Research)	CollegeDekho	Executive
TARUN YADAV	BBA (H) in BI and Analytics SAMATRIX (Research)	Kadiyan Associates	Marketing
DAIWIK BHARGAVA	BBA (H) in BI and Analytics SAMATRIX (Research)	SKVM Business Centre	Trainee - Sales
CHAITANYA KURUP	BBA (H) in BI and Analytics SAMATRIX (Research)	P.S. Enterprises	HR Site Executive
DARSH DEEP SINGH	BBA (H) in BI and Analytics SAMATRIX (Research)	S5 Hospitality	Sales Executive
VIPUL AMIT GOEL	BBA (H) in BI and Analytics SAMATRIX (Research)	AVS Engineering and Consultants	Marketing Intern
GARGI KATARIA	BBA (H) in BI and Analytics SAMATRIX (Research)	U God Esports	Event Moderator
HITESH SHARMA	BBA (H) in BI and Analytics SAMATRIX (Research)	The Indus Group Co.	Marketing Department
SANIA SHARMA	BBA (H) in BI and Analytics SAMATRIX (Research)	Estatex Landbase Pvt. Ltd.	Sales Executive
NEHA PAWAR	BBA (H) in BI and Analytics SAMATRIX (Research)	TDS Capital	Business analyst
KUMUD	BBA (H) in BI and Analytics SAMATRIX (Research)	Zielhoch	Management Trainee
PRIYA BHALLA	BBA (H) in BI and Analytics SAMATRIX (Research)	KD Capital	Human Resource Executive
SHWETA CHAUDHARY	BBA (H) in BI and Analytics SAMATRIX (Research)	Zielhoch	Management Trainee

KALI KAPOOR	BBA (H) in BI and Analytics SAMATRIX (Research)	Recruitment Cell	Recruitment Analyst
KARAN SINGH	BBA (H) in BI and Analytics SAMATRIX (Research)	Wayspire Ed-Tech Private Limited	Business Development Associate
PURVANSH GUPTA	BBA (H) in BI and Analytics SAMATRIX (Research)	CollegeDekho	Executive
SAYYAM KAKKAR	BBA (H) in BI and Analytics SAMATRIX (Research)	Luvya Medicare Pvt Ltd	Sales
HARSHIT	BBA (H) in BI and Analytics SAMATRIX (Research)	Harnium	Digital Marketing Intern
SHALINI KUMARI	BBA (H) in BI and Analytics SAMATRIX (Research)	InternPE	Data Science & Analytics Internship
NEHA YADAV	BBA (H) in BI and Analytics SAMATRIX (Research)	Daily Needs Marketing	Finance & Accounting Intern
VANSHIKA SHARMA	BBA (H) in BI and Analytics SAMATRIX (Research)	Leverage edu	Business development Executive
RENU SHARMA	BBA (H) in BI and Analytics SAMATRIX (Research)	Kadiyan Associates	Data Analyst
AYUSH SHARMA	BBA (H) in BI and Analytics SAMATRIX (Research)	CollegeDekho	Executive
AYUSHI	BBA (H) in BI and Analytics SAMATRIX (Research)	Globiva Services Private Limited	Associate - Operations
Khushbu narula	BBA (H) in BI and Analytics SAMATRIX (Research)	Heleum	HR
KUNAL HARITAS	BBA (H) LSCM Safespress (Research)	Movex Services Pvt. Ltd.	Executive- Growth & Alliance
PRANAY BANGIA	BBA (H) LSCM Safespress (Research)	Indus Group Co.	Executive - Business Development
SAMYAK JAIN	BBA (H) LSCM Safespress (Research)	Herbonics Cosmetics Private Limited	Finance Executive
ARYAN BHANDARI	BBA (H) LSCM Safespress (Research)	Teleperformance	Customer Care Exevutive
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TUSHAR KATARIA	BBA (H) LSCM Safespress (Research)	Saigrace Logistics Pvt Ltd	Assistant Manager Sales

RAM KILHORE	BBA (H) LSCM Safespress (Research)	SGL Logistics Pvt Ltd	Assistant manager Sales
ADITYA NAIR	BBA (H) LSCM Safespress (Research)	Kreative Rainbowbliss Logistics Pvt. Ltd.	Operational Executive
TOHEED KHAN	BBA (H) LSCM Safespress (Research)	Green Clean Facility Management Services Pvt Ltd	Sales Executive
CHIRAG GOYAL	BBA (H) LSCM Safespress (Research)	Blinkit	ASM
RIYA SHARMA	BBA (H) LSCM Safespress (Research)	Blinkit	ASM
LATIKA SHARMA	BBA (H) LSCM Safespress (Research)	Renewtronic Technologies Pvt Ltd	Marketing Executive
MANNAN PASARI	BBA (H) LSCM Safespress (Research)	Shiv Shakti Enterprises	Hub Manager
PAKHI JAIN	BBA (H) LSCM Safespress (Research)	CollegeDekho	Executive
VISHAL SINGH	BBA (H) LSCM Safespress (Research)	JKM Enterprises	Account Assistant Manager
KASHISH NULL	BBA (H) LSCM Safespress (Research)	Ahirwal Trading Private Limited	Business Operations & Sales Support Executive
LAKSHAY	BBA (H) LSCM Safespress (Research)	Gr Construction	Personal Assistant
LAVISH MITTAL	BBA (H) LSCM Safespress (Research)	Heleum	HR
DHRUV BHARDWAJ	BBA (H) LSCM Safespress (Research)	Blinkit	ASM
HARSHIT MIGLANI	BBA (H) LSCM Safespress (Research)	Usha Agency	General Manager
AAHANA GAUR	BBA (H) LSCM Safespress (Research)	Vision Automation & Controls Pvt Ltd	Marketing Executive
SOUMYA SINGH	BBA (H) LSCM Safespress (Research)	Investersclinic	Sr. Associate -Portfolio Management
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SOMC ALUMNI



STUDENT SPOTLIGHT: LAVANYA AGARWAL
BATCH: 2022-25

K.R. Mangalam University takes immense pride in celebrating the accomplishments of its alumni who continue to make remarkable strides in their academic and professional journeys. One such outstanding achiever is Lavanya Agrawal, currently pursuing her MBA at the University of Leeds, London.

An alumna of the BBA program at K.R. Mangalam University, Lavanya was recognized for her exceptional academic performance and intellectual curiosity throughout her undergraduate studies. Her brilliance, dedication, and consistent pursuit of excellence distinguished her as a high-performing student, laying a strong foundation for her future academic and professional endeavors.

During her time at the university, Lavanya actively engaged in academic and co-curricular activities, demonstrating a keen interest in business strategy and analytical thinking. Her proactive approach to learning and ability to grasp complex concepts enabled her to stand out among her peers.

Currently advancing her studies at an internationally reputed institution, Lavanya is further strengthening her expertise in global business management, gaining exposure to diverse perspectives and industry practices. Her journey reflects a strong commitment to continuous learning and professional growth.

With her sharp intellect, global outlook, and determination to excel, Lavanya aspires to build a successful career in the corporate world, contributing meaningfully to business innovation and strategic decision-making.

THOUGHTS FROM FACULTY



DR. SARINA ASIF

GREEN MARKETING TRENDS: REDEFINING SUSTAINABLE CONSUMERISM IN THE MODERN ERA

In today's rapidly evolving business landscape, sustainability is no longer a choice but a strategic necessity. Consumers across the globe are becoming increasingly conscious of environmental issues such as climate change, pollution, resource depletion, and waste generation. As a result, organizations are transforming their marketing strategies to align with eco-conscious consumer expectations. This transformation has given rise to the concept of Green Marketing, which integrates environmental sustainability into product development, branding, communication, and business operations.

Green marketing refers to the promotion of products and services based on their environmental benefits. It encompasses eco-friendly production processes, sustainable packaging, ethical sourcing, energy-efficient operations, and responsible advertising practices. Over the years, green marketing has evolved from a niche strategy into a mainstream business approach influencing industries worldwide.

THE EMERGENCE OF GREEN MARKETING

The growing awareness regarding environmental degradation and global warming has significantly influenced consumer behavior. Modern consumers, especially Millennials and Gen Z, prefer brands that demonstrate social responsibility and environmental commitment. Governments and regulatory authorities are also encouraging sustainable business practices through environmental laws, carbon reduction policies, and green certifications.

Businesses now recognize that sustainability not only enhances brand image but also contributes to long-term profitability and customer loyalty. Companies adopting green marketing strategies are often perceived as innovative, ethical, and future-oriented.

KEY GREEN MARKETING TRENDS

SUSTAINABLE PACKAGING SOLUTIONS

One of the most visible trends in green marketing is the shift toward sustainable packaging. Organizations are reducing the use of plastic and adopting biodegradable, recyclable, and reusable packaging materials. Minimalist packaging designs are also gaining popularity as they reduce material waste and transportation costs.

Brands are increasingly communicating their packaging sustainability efforts to environmentally conscious consumers, thereby enhancing their market positioning.

RISE OF ECO-FRIENDLY PRODUCTS

Consumers are actively seeking products that are organic, cruelty-free, energy-efficient, and environmentally safe. Industries such as cosmetics, fashion, food, electronics, and automobiles are introducing green product lines to cater to this growing demand.

Electric vehicles, organic food products, sustainable clothing, and biodegradable household products have become prominent examples of eco-friendly consumption patterns.

DIGITAL AND PAPERLESS MARKETING

Organizations are moving toward digital platforms to reduce paper consumption and carbon footprints. E-brochures, digital invoices, online campaigns, virtual events, and social media promotions have become integral components of sustainable marketing communication.

Digital marketing not only supports environmental goals but also provides cost efficiency and wider audience reach.

GREEN BRANDING AND CORPORATE SOCIAL RESPONSIBILITY (CSR)

Businesses are integrating sustainability into their brand identity and CSR initiatives. Companies are highlighting their environmental commitments through campaigns focused on renewable energy usage, carbon neutrality, waste management, afforestation, and water conservation.

Consumers increasingly trust brands that actively contribute to environmental and social causes rather than merely promoting products.

TRANSPARENCY AND ETHICAL CONSUMERISM

Modern consumers demand transparency regarding sourcing, manufacturing processes, labor practices, and environmental impact. Green marketing now emphasizes authenticity and ethical communication.

Companies are using eco-labels, sustainability reports, and certifications to build consumer trust and demonstrate accountability.

CIRCULAR ECONOMY AND RECYCLING INITIATIVES

The concept of the circular economy is gaining momentum where products are designed for reuse, recycling, and regeneration. Many brands are introducing take-back programs, refill stations, recycling drives, and upcycling initiatives.

This trend not only reduces waste but also promotes sustainable consumption behavior among customers.

GREEN INFLUENCER AND SOCIAL MEDIA CAMPAIGNS

Social media has become a powerful tool for promoting environmental awareness. Brands collaborate with eco-conscious influencers, sustainability advocates, and environmental organizations to create impactful campaigns.

Consumers are more likely to engage with brands that share meaningful sustainability narratives and encourage responsible lifestyles.

CHALLENGES IN GREEN MARKETING

Despite its growing importance, green marketing faces several challenges:

- **Greenwashing:** Some companies falsely claim environmental benefits without genuine sustainable practices, leading to consumer skepticism.
- **Higher Costs:** Sustainable materials and eco-friendly technologies may involve higher production costs.
- **Consumer Awareness Gap:** Not all consumers fully understand or prioritize sustainable products.
- **Regulatory Compliance:** Businesses must continuously adapt to changing environmental regulations and standards.

To overcome these challenges, organizations must focus on transparency, innovation, and long-term sustainability commitments.

THE FUTURE OF GREEN MARKETING

The future of green marketing appears highly promising as sustainability becomes central to global economic development. Emerging technologies such as Artificial Intelligence (AI), blockchain, and data analytics are expected to enhance supply chain transparency and sustainable business operations.

Businesses that successfully integrate environmental responsibility with customer value creation will gain a competitive advantage in the coming years. Green marketing will continue to shape consumer preferences, corporate strategies, and global market trends.

Educational institutions also play a crucial role in promoting sustainability awareness among future business leaders. Management education must emphasize ethical marketing, sustainable business models, and environmental responsibility to prepare students for the evolving corporate environment.

CONCLUSION

Green marketing is more than a promotional strategy; it represents a paradigm shift toward responsible and sustainable business practices. As environmental concerns continue to intensify, organizations must adopt innovative and ethical approaches to meet consumer expectations and contribute to ecological preservation.

The success of future businesses will largely depend on their ability to balance profitability with sustainability. Green marketing trends clearly indicate that sustainability is not merely a trend but the foundation of modern business excellence and responsible consumerism.

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