



**K.R. MANGALAM UNIVERSITY**  
THE COMPLETE WORLD OF EDUCATION



# SCHOOL OF MANAGEMENT AND COMMERCE

## NEWSLETTER

*Samaksha*

APRIL - JUNE 2026





**K.R. MANGALAM UNIVERSITY**

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# FROM THE EDITOR'S DESK

## Editorial (April – June 2026 Edition)

The final quarter of an academic year is often a time for reflection, celebration, and anticipation. As we present the April–June 2026 edition of Sameeksha, we look back on a period that has brought together the efforts, achievements, and aspirations of the School of Management and Commerce (SOMC), K.R. Mangalam University. It has been a quarter that not only marked the culmination of an eventful academic year but also laid the foundation for new beginnings.

Over the past three months, SOMC has continued to strengthen its commitment to academic excellence, experiential learning, and student development. The quarter witnessed a vibrant blend of classroom learning, industry engagement, research activities, and student-led initiatives, all contributing to a dynamic educational environment. As students prepared to conclude another phase of their academic journey, the emphasis remained on fostering knowledge, practical skills, and professional readiness.

A significant milestone during this period was the introduction of B.Sc. (Hons.) Finance and B.Sc. (Hons.) Finance with Specialization in Actuarial Science. These programmes reflect the institution's vision of offering future-oriented education aligned with evolving industry needs. By integrating finance, analytics, risk management, and technology-driven learning, these programmes are expected to create exciting opportunities for aspiring professionals in the years ahead.

The quarter also showcased the growing academic maturity of our students and faculty. Research contributions, scholarly engagements, conferences, workshops, and knowledge-sharing platforms continued to enrich the intellectual culture of the school. Equally encouraging was the enthusiasm demonstrated through student clubs, competitions, community outreach initiatives, and leadership activities that added vibrancy to campus life and fostered holistic growth.

As we conclude this academic year, it is important to recognize that the achievements highlighted in these pages are the result of collective dedication and collaboration. The commitment of our faculty members, the curiosity and determination of our students, and the unwavering support of our stakeholders have together shaped a year of meaningful progress and accomplishment.

This edition of Sameeksha captures the spirit of a community that continues to learn, innovate, and grow. While we celebrate the milestones of the year gone by, we also look forward with optimism to new opportunities, greater achievements, and fresh possibilities in the academic year ahead.

I extend my sincere gratitude to everyone who has contributed to the success of SOMC throughout the year. May the experiences and accomplishments of this quarter inspire us to continue striving for excellence and making a positive impact in our respective journeys.

**Happy Reading!**



**DR. ANUMEHA  
MATHUR**

Editor – Sameeksha  
K.R. Mangalam University

## STUDENT EDITORIAL TEAM



**MS. PRAGYA RAI,**  
IRF



**MS. MANSI ROHILLA,**  
MBA



**MS. VANDANA DURGAPAL,**  
MBA

# WORDS FROM THE LEADERSHIP

Greetings,

It gives me immense pleasure to connect with the readers of Sameeksha and reflect upon the remarkable progress and achievements of the School of Management and Commerce during the April-June 2026 quarter. As we navigate an era defined by rapid technological transformation, global interconnectedness, and evolving societal expectations, institutions of higher education must continually innovate to remain relevant and impactful.

At K.R. Mangalam University, we are committed to creating an educational ecosystem that empowers students with knowledge, skills, and values necessary to thrive in an increasingly complex world. Our focus extends beyond academic excellence to fostering innovation, entrepreneurship, critical thinking, and responsible leadership. We believe that true education inspires individuals to become lifelong learners and active contributors to society.

The School of Management and Commerce continues to exemplify this vision through its commitment to academic rigor, industry engagement, research excellence, and student development. The introduction of new-age programmes such as B.Sc. (Hons.) Finance and B.Sc. (Hons.) Finance with Specialization in Actuarial Science reflects our dedication to aligning academic offerings with emerging industry requirements and future career opportunities. Such initiatives ensure that our students remain equipped to succeed in dynamic and data-driven professional environments.

I am equally encouraged by the enthusiasm with which our students and faculty engage in research, innovation, community outreach, and experiential learning activities. Their collective efforts contribute significantly to building a vibrant academic culture that promotes creativity, collaboration, and social responsibility.

As you explore this edition of Sameeksha, I hope it serves as a testament to the hard work, dedication, and achievements of our academic community. I extend my sincere appreciation to the faculty, staff, students, alumni, and industry partners whose continued support strengthens our journey toward excellence.

I wish all our readers continued success, growth, and inspiration in their academic and professional pursuits.



# FROM THE DEAN'S DESK

Dear Readers,

## Warm greetings!

It is our pleasure to present the April-June 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 last quarter 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.

A notable highlight of this quarter has been the introduction of two future-focused undergraduate programmes—B.Sc. (Hons.) Finance and B.Sc. (Hons.) Finance with specialization in Actuarial Science. Designed to meet the evolving demands of the financial services industry, these programmes integrate academic rigor with professional competencies in finance, quantitative analysis, risk management, and data-driven decision-making. With curriculum alignment to globally recognized certifications such as CFA, FRM, IFoA, IAI, and SOA, along with training in tools such as Python, R, SQL, Excel, and financial modelling, the programmes provide students with a strong foundation for careers in investment banking, financial analytics, risk management, actuarial consulting, and fintech. The inclusion of industry apprenticeships and experiential learning opportunities further reinforces our commitment to preparing graduates for success in a rapidly transforming financial landscape.

This edition of *Sameeksha* highlights key initiatives, accomplishments, and enriching experiences from April-June 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!**



# FROM THE DESK OF THE IQAC COORDINATOR

The April–June 2026 quarter has been marked by continued progress and purposeful advancement in quality enhancement initiatives across the School of Management and Commerce. Building upon the foundations established earlier in the year, the Internal Quality Assurance Cell (IQAC) has focused on strengthening institutional effectiveness through systematic quality practices, academic innovation, and stakeholder engagement.

During this period, emphasis was placed on enriching the overall learning experience through the integration of technology-enabled teaching methodologies and experiential learning opportunities. Academic departments actively explored contemporary pedagogical practices that encouraged critical thinking, collaborative learning, and greater industry relevance within the curriculum.

A significant area of focus has been the promotion of academic excellence through continuous quality monitoring and evidence-based decision-making.

Regular academic audits, curriculum reviews, and performance assessments have supported the identification of opportunities for improvement while ensuring alignment with institutional objectives and regulatory expectations.

The quarter also witnessed encouraging participation in faculty development programmes, workshops, seminars, and knowledge-sharing platforms. These initiatives have enhanced professional competencies and fostered a culture of continuous learning among faculty members. Simultaneously, students were provided with diverse opportunities to engage in skill-development activities, industry interactions, and academic enrichment programmes that contribute to their holistic growth.

Another noteworthy development has been the introduction of innovative academic offerings designed to address emerging industry requirements. Such initiatives reflect the institution's commitment to providing future-oriented education that equips learners with relevant knowledge, analytical capabilities, and professional readiness.

The active involvement of faculty, students, alumni, and industry stakeholders has continued to strengthen quality assurance processes across the institution. Their valuable contributions have reinforced a collaborative approach to institutional development and continuous improvement.

As we conclude the final quarter of the year, IQAC remains steadfast in its commitment to fostering excellence, innovation, and accountability. The achievements of April–June 2026 serve as a testament to our collective dedication toward creating a dynamic, learner-centric, and quality-driven academic environment.

**Happy Reading!**



# ABOUT SCHOOL: VISION AND MISSION

## ABOUT SCHOOL

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 ACHIEVEMENT: IRSD INTERNATIONAL YOUNG RESEARCHER AWARD 2026

The School of Management and Commerce, K.R. Mangalam University, proudly congratulates Dr. Neha Sheoran on being conferred the IRSD International Young Researcher Award 2026 at the 17th International Conference on Interdisciplinary Research for Sustainable Development (IRSD) held on 18 April 2026 at MERI College, New Delhi.

The prestigious award, presented by the International Institute of Organized Research (I2OR) and Green ThinkerZ, in collaboration with the Centre for Smart Modern Construction, Western Sydney University, Australia, and the Global Institute of Education & Research (GIER), India, recognizes outstanding contributions to interdisciplinary research that advance sustainable development.

Dr. Neha's achievement reflects her dedication to academic excellence, innovative research, and meaningful scholarly contributions addressing contemporary global challenges. Her recognition on an international platform brings immense pride to the School of Management and Commerce and reinforces the university's commitment to fostering a vibrant research culture.

We extend our heartfelt congratulations to Dr. Neha Sheoran and wish her continued success in her academic and research endeavors.



*Dr. Neha Sheoran receiving the IRSD International Young Researcher Award 2026*

## SOMC FACULTY SHOWCASES RESEARCH AT GLOBAL CLIMATE SUMMIT IN PARIS

Strengthening the global presence of K.R. Mangalam University in the field of sustainability and climate research, Dr. Deepika Chaudhary from the School of Management and Commerce presented her research at the Annual Global Summit on Earth Science and Climate Change, held in Paris, France, from 19–21 May 2026.

Her research paper, titled "Reconfiguring Climate Finance Architectures: Leveraging Sustainable Finance and ESG Frameworks to Accelerate Global Climate Transitions," examined the transformative role of sustainable finance and Environmental, Social, and Governance (ESG) frameworks in driving climate action and supporting long-term sustainability objectives worldwide.



*Dr. Deepika Chaudhary receiving international recognition for academic and research contributions at a prestigious global summit*

In addition to presenting her research, Dr. Chaudhary was invited to serve as a Session Chair during the summit, reflecting her growing academic contribution to the field. She was also awarded certificates of recognition by Prof. Giovanni Perillo for her scholarly participation and leadership during the conference sessions.

The summit provided an international platform for dialogue and collaboration among researchers, policymakers, and sustainability experts, fostering meaningful discussions on climate finance, environmental governance, and global sustainability challenges.

Dr. Chaudhary expressed her gratitude to Prof. Peter Timmerman for his valuable guidance and academic insights throughout the summit. She also acknowledged the support of K.R. Mangalam University in promoting research excellence and international academic engagement.

This achievement highlights the School of Management and Commerce's commitment to advancing impactful research and contributing to global conversations on sustainability, climate resilience, and responsible leadership.

## EXPERT SESSION BY DR. HIMA GUPTA ON GROUP DISCUSSIONS AND TECHNICAL INTERVIEW MASTERY

Institution's Innovation Council (IIC) Club of Management Education and Research Institute (MERI), New Delhi, organized an online expert session on "Unlocking Success – Group Discussion Tactics & Technical Interview Mastery" on 16 May 2026.

The session was conducted by Dr. Hima Gupta, Dean, School of Management & Commerce, K.R. Mangalam University, who served as the resource person for the event. Drawing upon her extensive academic and industry experience spanning over three decades, Dr. Gupta shared practical strategies and industry-relevant insights to help students navigate competitive recruitment processes with confidence.



*Dr. Hima Gupta (Dean SOMC) addressing participants during the workshop, sharing valuable insights and practical perspectives on the subject matter*

The session focused on key areas such as effective group discussion techniques, technical interview preparation, communication skills, professional etiquette, and career readiness. Students were guided on how to present their ideas effectively, handle interview questions strategically, and develop the confidence required to succeed in placement and recruitment opportunities.

Through interactive discussions and real-world examples, participants gained valuable insights into recruiter expectations and the competencies required in today's dynamic professional environment. The session also emphasized the importance of continuous learning, preparation, and adaptability in building successful careers.

The event witnessed active participation from students and aspiring professionals, who benefited from the practical guidance and actionable recommendations shared during the session. Dr. Gupta's expert interaction provided participants with a clearer understanding of the skills and mindset necessary for professional success, making the session both informative and impactful.



*Dr. Anumeha Mathur being felicitated for her distinguished role as a Judge at Marketing Carnival*



*A memorable group photograph featuring the organizing team and judges at Sushant University*



## DR. ANUMEHA MATHUR INVITED AS JUDGE AT MARKETING CARNIVAL 2026

Creativity met strategy, and innovation took center stage as students from Delhi NCR showcased their marketing prowess at the Marketing Carnival organized by the School of Business, Sushant University on 15 April. Adding to the significance of the event, Dr. Anumeha Mathur, faculty member from the School of Management and Commerce (SOMC), K.R. Mangalam University, was invited to serve as a Judge, recognizing her expertise in the field of marketing and management education.

The event provided a vibrant platform for students to demonstrate their creativity, strategic thinking, and practical understanding of contemporary marketing concepts. Participants presented innovative ideas and solutions, reflecting the dynamic nature of modern marketing and the growing emphasis on experiential learning in business education.

Dr. Mathur evaluated the presentations and interacted with participants, appreciating the originality, professionalism, and confidence displayed by the students. The event highlighted how academic concepts can be effectively translated into impactful marketing strategies, preparing students to address real-world business challenges.

Such academic engagements strengthen institutional collaborations, encourage knowledge exchange, and provide valuable opportunities for faculty members to contribute to the development of future business leaders. Dr. Mathur's participation as a judge reflects SOMC's continued commitment to academic excellence, industry relevance, and collaborative learning beyond the classroom.

## RESEARCH PAPER PRESENTED AT HRIC 2026, IIM BANGALORE

The School of Management and Commerce, K.R. Mangalam University, proudly shares that Dr. Deepika Chaudhary successfully presented her research paper titled "AI-Driven Human Resource Management and Employee Well-Being in India: Evidence from Secondary Data Sources" at the Human Resources International Conference (HRIC) 2026, held at IIM Bangalore on 10 April 2026.

The research was conducted in collaboration with Nitish Kumar Minz, alumni of SOMC and Dr. Mary Cherian. The study examined the growing role of artificial intelligence in human resource management and its implications for employee well-being in the Indian context through the analysis of secondary data sources.

The conference provided a distinguished platform for scholarly exchange, enabling participants to engage with leading academicians, researchers, and industry experts on emerging trends and challenges in human resource management. Dr. Chaudhary's presentation contributed to meaningful discussions on the transformative impact of AI in the workplace and highlighted the importance of employee-centric approaches in the digital era.

The School of Management and Commerce congratulates Dr. Deepika Chaudhary and her co-authors on this academic achievement and wishes them continued success in their future research endeavors.



*Dr. Deepika Chaudhary and Mr. Nitish Kumar Minz receiving the certificate*



## DR. ANUMEHA MATHUR INVITED FOR A E-LECTURE AT CHANDIGARH UNIVERSITY

Dr. Anumeha Mathur, Assistant Dean, SOMC, was invited as a distinguished resource person to conduct a Masterclass on Social Media Marketing at Chandigarh University on 13 June 2026. During the interactive session, Dr. Mathur provided participants with practical insights into the evolving landscape of digital marketing, covering key areas such as social media marketing fundamentals, content creation and strategy, SEO and Social Media Optimization (SMO), paid social media advertising, social media analytics, and online reputation management (ORM). The session was highly engaging and well-received, equipping participants with industry-relevant knowledge and strategies to effectively leverage social media for branding and business growth. This invitation reflects SOMC's continued commitment to academic excellence, thought leadership, and meaningful contributions to management education.

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INDIA'S NO. 1  
Private University

*Master Class of*  
**Social Media Marketing**

BY  
**DR. ANUMEHA MATHUR**  
(Assistant Dean, SOMC)

**Topics to covered**

- ✓ Introduction to Social Media Marketing
- ✓ Content Creation & Content Strategy
- ✓ SEO & Social Media Optimization (SMO)
- ✓ Paid Social Media Advertising & Social Media Analytics
- ✓ Online Reputation Management (ORM)

**JUNE 13 2026**  
06:00 PM - 07:30 PM

# STUDENTS' ACHIEVEMENTS

## SOMC STUDENT EXCELS AT HARYANA STATE POWERLIFTING CHAMPIONSHIP 2026

The School of Management and Commerce (SOMC), K.R. Mangalam University, proudly celebrates the remarkable achievement of Harshit Makkar, a student of B.Com (Hons.), who secured Second Position at the Haryana State Powerlifting Championship 2026.



*Harshit Makkar proudly displaying his achievement after securing Second Position at the Haryana State Powerlifting Championship 2026*

Competing against accomplished athletes from across the state, Harshit demonstrated exceptional strength, discipline, perseverance, and determination. His success is a testament to the dedication and hard work required to excel in sports while maintaining academic commitments.

This achievement reflects SOMC's commitment to nurturing well-rounded individuals who strive for excellence both inside and outside the classroom. Harshit's accomplishment serves as an inspiration to fellow students, encouraging them to pursue their passions with focus, resilience, and determination.

The School acknowledges the continuous support and encouragement provided by Prof. (Dr.) Shweta A. Bansal, Dean, Department of Student Welfare (DSW), and Dr. Hima Gupta, Dean, SOMC, whose efforts contribute significantly to fostering a culture that values sports, fitness, and holistic student development.

The SOMC family extends its heartfelt congratulations to Harshit Makkar on this outstanding achievement and wishes him continued success in his future sporting and academic endeavors.

## SOMC STUDENTS SHINE AT SGT UNIVERSITY COMPETITION



*Winners with Dean SOMC Dr. Hima Gupta and other faculty members*

The School of Management & Commerce (SOMC), K.R. Mangalam University, proudly celebrates the achievements of its students at an inter-university event held at SGT University on 29 April 2026.

Demonstrating exceptional talent and confidence, Dev, a student of B.Com (Hons.), secured First Position in the Mr. Aura competition. Adding to the celebration, Pratibha, a student of the BBA Programme, secured Second Position in the Miss Showstopper category.

Their accomplishments reflect the confidence, personality, and competitive spirit nurtured at SOMC. The achievements highlight the university's commitment to holistic student development by encouraging participation in co-curricular and inter-university platforms that foster leadership, creativity, and self-expression.

The School of Management & Commerce extends its heartfelt congratulations to both students for bringing laurels to the institution and wishes them continued success in their future endeavors.

## SOMC CELEBRATES SUCCESSFUL PH.D. THESIS DEFENSE OF ITS SCHOLARS

The School of Management & Commerce (SOMC), K.R. Mangalam University, proudly congratulates Ms. Hansa Verma on the successful defense of her Ph.D. thesis titled "A Study on Determinants of Entrepreneurial Intentions among Students of Higher Education Institutions."

Her research makes a significant contribution to the understanding of the factors influencing entrepreneurial aspirations among students, an area of increasing importance in today's innovation-driven and entrepreneurial ecosystem. The study offers valuable insights into how higher education institutions can foster entrepreneurial mindsets and support the development of future entrepreneurs.

This academic milestone is a testament to Ms. Verma's dedication, perseverance, and commitment to scholarly excellence. Her achievement reflects the rigorous research culture promoted by the university and contributes to the growing body of knowledge in the field of entrepreneurship and management.

The School acknowledges the invaluable guidance and mentorship provided by Dr. Sarina Asif, whose expertise and support played a crucial role throughout the research journey. Appreciation is also extended to Dr. Hima Gupta, Dean, School of Management & Commerce, for her continuous encouragement and commitment to fostering academic and research excellence.

The SOMC family extends its heartfelt congratulations to Ms. Hansa Verma and wishes her continued success in her future academic, research, and professional endeavors. Her accomplishment serves as an inspiration to aspiring researchers and reflects the university's commitment to advancing knowledge through impactful research.



*Dr. Hansa Verma with her Supervisor Dr. Sarina Asif and Dean Dr. Hima Gupta after her successful PhD defense*



## SOMC CELEBRATES SUCCESSFUL PH.D. THESIS DEFENSE OF MS. POOJA

Ms. Pooja posing with her research supervisor



*Ms. Pooja posing with her research supervisor Dr. Sarina Asif and faculty members following the successful defense of her Ph.D. thesis*

The School of Management & Commerce (SOMC), K.R. Mangalam University, proudly congratulates Ms. Pooja on the successful defense of her Ph.D. thesis titled "An Analysis of Factors Influencing Millennials' Online FMCG Purchase Behaviour."

Her research provides valuable insights into the evolving purchasing patterns of millennials in the digital marketplace, examining the key factors that influence online buying decisions in the Fast-Moving Consumer Goods (FMCG) sector. The study contributes significantly to the understanding of contemporary consumer behavior and offers meaningful implications for marketers and businesses operating in an increasingly digital economy.

This achievement reflects Ms. Pooja's dedication, perseverance, and commitment to academic and research excellence. Her successful doctoral journey is a testament to the rigorous scholarship and research culture fostered at K.R. Mangalam University.

The School extends its sincere appreciation to Dr. Sarina Asif for her invaluable guidance, mentorship, and support throughout the research process. Special acknowledgment is also extended to Dr. Hima Gupta, Dean, School of Management & Commerce, for her continuous encouragement and commitment to promoting academic excellence and research-driven learning.

The SOMC family congratulates Ms. Pooja on this significant academic accomplishment and wishes her continued success in her future research, academic, and professional endeavors. May this milestone serve as the foundation for many more achievements and contributions to the field of management and consumer behavior.



## SOMC CELEBRATES SUCCESSFUL PH.D. THESIS DEFENSE OF MS. SONAM SHARMA



*Ms. Sonam Sharma posing with her research supervisor Dr. Sapna Rana, Dean SOMC Dr. Hima Gupta after her successful defense of her Ph.D. thesis*

The School of Management & Commerce (SOMC), K.R. Mangalam University, proudly congratulates Ms. Sonam Sharma on the successful defense of her Ph.D. thesis titled "A Study on the Adoption of Artificial Intelligence in Human Resource Functions in the IT Industry."

The research explores the growing integration of Artificial Intelligence within human resource functions and examines its impact on talent acquisition, employee management, decision-making processes, and organizational effectiveness in the IT sector. The study contributes valuable insights to the evolving intersection of technology and human resource management, an area of increasing relevance in today's digital economy.

This significant academic achievement reflects Ms. Sharma's dedication, perseverance, intellectual rigor, and commitment to advancing knowledge in the fields of Human Resource Management and Artificial Intelligence. Her successful doctoral journey stands as a testament to her passion for research and scholarly excellence.

The School extends its sincere congratulations to Dr. Sapna Rana, Research Supervisor, for her invaluable guidance, mentorship, and continuous support throughout the research process. Special appreciation is also extended to Dr. Hima Gupta, Dean, School of Management & Commerce, for her encouragement and unwavering commitment to fostering a strong research culture within the institution.

The SOMC family wishes Ms. Sonam Sharma continued success in her future academic, research, and professional endeavors. May this milestone serve as the foundation for many more accomplishments and meaningful contributions to academia and industry.

## SOMC CELEBRATES SUCCESSFUL PH.D. THESIS DEFENSE OF MS. KIRAN YADAV



*Ms. Kiran Yadav posing with her research supervisor Dr. Anumeha Mathur, Dean SOMC Dr. Hima Gupta and faculty after her successful defense of her Ph.D. thesis*

The School of Management & Commerce (SOMC), K.R. Mangalam University, proudly congratulates Ms. Kiran Yadav on the successful defense of her Ph.D. thesis titled “Impact of Green Marketing Practices on Consumer Buying Decisions: A Study with Special Reference to Personal Care Products.” on 5th June 2026

The research examines the influence of green marketing practices on consumer buying decisions in the personal care products segment, highlighting the growing importance of environmental consciousness, sustainable consumption, and eco-friendly marketing strategies. The study provides valuable insights into how green branding, environmental awareness, product attributes, and consumer perceptions shape purchasing behavior, thereby contributing to the expanding body of knowledge in sustainable marketing and responsible consumerism.

This remarkable academic accomplishment reflects Ms. Yadav's dedication, perseverance, research acumen, and commitment to advancing knowledge in the field of Marketing. Her successful doctoral journey stands as a testament to her passion for scholarly inquiry and excellence in research.

The SOMC family wishes Ms. Kiran Yadav continued success in her academic, research, and professional endeavors. May this significant milestone pave the way for many more achievements and meaningful contributions to the fields of sustainable marketing, consumer behavior, and responsible business practices.

# 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 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

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 of 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. (Added: This programme exists per the official SOMC website but was missing from the original document.)
- 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.

## EVENTS

### INTERNATIONAL CONFERENCE ON INNOVATIVE TECHNOLOGIES FOR SUSTAINABLE BUSINESS TRANSFORMATION AND AGRICULTURAL PRACTICES (ITSBTAP-2026)



*Guest lighting lamp at International Conference ITSBTAP-2026*



*Dean SOMC addressing the International Conference ITSBTAP-2026*



*Welcome Address by Motilal Nehru Chair Prof. Mirajuddin Mir*



Dean Agriculture Dr. J. S. Yadav addressing the gathering



Dean Research Dr. Seema Raj Honoring Guest  
Dr. R. K. Yadav



Panel discussion on Day 1



Panel discussion on Day 2



A group photograph of the faculty team, recognizing their invaluable contribution to the planning and successful execution of the conference



The School of Management and Commerce (SOMC), in collaboration with the School of Agricultural Sciences, successfully organized the two-day International Conference on “Innovative Technologies for Sustainable Business Transformation and Agricultural Practices (ITSBTAP–2026)”, on 30th April - 1st May 2026 bringing together eminent academicians, researchers, industry leaders, and policymakers to deliberate on sustainable solutions for the future of business and agriculture.

The conference commenced with an inspiring inaugural address by the Hon’ble Vice Chancellor, Prof. Mehraj Uddin Mir, who emphasized the critical role of sustainability in higher education, business practices, and agricultural systems. He encouraged participants to adopt innovative, technology-driven, and interdisciplinary approaches to address emerging global challenges.

Organized under the leadership of Dr. Hima Gupta and Dr. J. S. Yadav, the conference featured an impressive lineup of national and international experts. Distinguished speakers included Dr. R. K. Yadav, Former Director, ICAR–CSSRI; Prof. Anirban Chakraborti, Jawaharlal Nehru University; Dr. A. K. Rai, Head, Soil & Crop Management; and Dr. Sachin Kumar Mangla, Dean, FORE School of Management and University of Plymouth, UK. The conference also benefited from international insights shared by Dr. Aqila Rafiuddin, BITS Pilani Dubai Campus, and Dr. Prakash Singh, Saudi Electronic University, Saudi Arabia.

A major highlight of Day 1 was an engaging panel discussion focusing on sustainable development, innovative agricultural practices, business transformation, and global collaboration. The panel brought together distinguished experts including Dr. Tanya Bhutani (IILM University), Dr. Meenakshi Gujral (Director – International Relations), Prof. Anirban Chakraborti (JNU), Dr. R. K. Yadav (Former Director, ICAR–CSSRI), Dr. Satish Kumar (IILM University), and Dr. Rakesh Beniwal (Principal Scientist, ICAR–CSSRI). The discussion encouraged meaningful exchange of ideas and perspectives on creating sustainable pathways for future growth.

Day 2 featured a thought-provoking panel discussion on “The Role of AI, Automation, and Sustainability in Business Transformation,” which was skillfully moderated by Dr. Anumeha Mathur. The session brought together Ms. Kavita Gambhir (Apollo Tyres), Dr. Maheshwar Dwivedi (BML Munjal University), Dr. J. S. Yadav (WUWM, Netherlands), and Assoc. Prof. Işıl Demirtaş (Giresun Üniversitesi, Türkiye). The panel explored the transformative potential of artificial intelligence, automation, and sustainable business strategies in shaping future-ready organizations. The discussion highlighted how businesses can leverage emerging technologies while maintaining a strong commitment to sustainability, ethics, and long-term value creation.

The conference was efficiently coordinated by the Conveners, Dr. Mansi Yadav and Dr. Vijay Prakash Sharma, with valuable support from Dr. Monika Yadav, Dr. Jitin Gambhir, and Dr. Devkanya Gupta ensuring the seamless execution of all sessions and activities.

Through its keynote addresses, expert deliberations, international participation, and impactful panel discussions on both days, ITSBTAP–2026 served as a dynamic platform for knowledge exchange, innovation, and collaboration. The conference reinforced K.R. Mangalam University’s commitment to advancing research excellence, sustainability leadership, and future-ready solutions for business and agriculture.

## MBA FINTECH STUDENTS GAIN INDUSTRY INSIGHTS DURING EDUCATIONAL VISIT TO EY



*Students ready to explore real-world business operations during an industrial visit to Ernst & Young*



*Students during an industrial visit to Ernst & Young with Dr. Vijay Prakash Sharma and Dr. Anumeha Mathur, gaining valuable insights into industry practices*

As part of its commitment to experiential learning and industry-academia engagement, the School of Management and Commerce (SOMC), K.R. Mangalam University, organized an educational visit for MBA FinTech students to EY (Ernst & Young), one of the world's leading professional services organizations on 20th April 2026.

The visit was coordinated by Dr. Anumeha Mathur in collaboration with Dr. Vijay Prakash Sharma, under the guidance of Dr. Hima Gupta, Dean, SOMC. The initiative provided students with a valuable opportunity to gain first-hand exposure to emerging trends and practices in the financial services and technology sectors.

During the visit, students engaged in insightful discussions on the growing convergence of artificial intelligence and financial services, the role of digital transformation in modern organizations, evolving regulatory challenges, and the skills required to succeed in the rapidly changing FinTech ecosystem. The interactions offered students practical perspectives on how organizations are leveraging technology to drive innovation, enhance customer experiences, and create sustainable business value.

The EY team shared valuable insights into industry expectations, career opportunities, and the competencies required for future-ready professionals. Students gained a deeper understanding of how leading organizations are addressing real-world business challenges through strategic thinking, technological expertise, and client-centric solutions.

The School extends its sincere gratitude to Mr. Anand Akhouri, Director, EY; Ms. Swati Sharma; Mr. Vishal S.; and Mr. Sushant Sharma for their time, mentorship, and engaging interactions with the students.

The visit served as an enriching learning experience, bridging classroom concepts with industry practices and reinforcing SOMC's commitment to preparing students for successful careers in the evolving world of finance and technology.



## INTER-UNIVERSITY DEBATE COMPETITION ON AI IN BUSINESS

The School of Management and Commerce (SOMC) successfully organized an engaging Inter-University Debate Competition centered around the highly relevant theme, "AI in Business," on 16th April 2026. The event was thoughtfully designed to encourage critical thinking, effective communication, and intellectual discourse among students regarding the rapidly evolving role of artificial intelligence in the modern business landscape.

### Event Highlights and Participation

The competition witnessed enthusiastic participation, bringing together a total of 13 teams representing prestigious institutions, including SGT University, K.R. Mangalam University (KRMU), DPG Degree College, IILM, KIIT College of Engineering, The NorthCap University (NCU), and Shyama Prasad Mukherjee College.

Participants engaged in dynamic exchanges and thought-provoking debates, presenting well-researched arguments both in favor of and against the integration of AI in business practices. The high level of articulation and the depth of their arguments strongly reflected the students' profound understanding of contemporary technological and business trends, making the session intellectually stimulating for both the participants and the audience.

### Awards and Acknowledgements

In recognition of their exceptional analytical abilities and debating skills, the winning teams were awarded cash prizes.

The smooth and efficient conduct of the competition was meticulously ensured by the conveners, Dr. Mansi Yadav and Dr. Anuradha Yadav, Assistant Professors at SOMC. Ultimately, the event was a resounding success, made possible by the valuable guidance, continuous encouragement, and steadfast leadership of Dr. Hima Gupta, Dean of SOMC.





*Glimpses from the Inter-University Debate Competition on AI in Business*

## ALUMNI CONNECT: LEARNING BEYOND THE CLASSROOM

The School of Management and Commerce (SOMC), K.R. Mangalam University, recently hosted an engaging and insightful session titled “Alumni Connect for Strengthening Institutional Progress.” on 15th April 2026. We were delighted to welcome back our esteemed alumni, Mr. Vardaan Aggarwal and Ms. Jingyasa Mohapatra (Batch of 2025). During the session, they generously shared their transformative journeys from the university campus to successful careers in entrepreneurship, creative direction, and marketing.

What made this session truly special was its focus on authentic experiences. Moving beyond mere success stories, the alumni discussed real-world challenges, offered practical insights, and provided honest advice to the current cohort. Students gained a much closer look at several key areas:

- Navigating modern industry expectations.
- Exploring diverse career pathways and emerging freelancing opportunities.
- The critical importance of adaptability and continuous learning in today's dynamic professional landscape.

A dynamic and interactive Q&A turned the session into a meaningful dialogue, with students actively engaging and seeking clarity about their future professional paths. The biggest takeaway from the event was the importance of bridging the gap between theoretical knowledge and practical application—a perspective that only real-world experiences can truly provide.

The successful event was meticulously organized by Dr. Indumati Pandey and Dr. Monika Yadav, under the visionary guidance and leadership of Dr. Hima Gupta, Dean of SOMC. We extend a heartfelt thank you to our alumni for returning to their alma mater and inspiring the next generation of management leaders.



*Glimpses from the Alumni Connect session organised by Dr. Indumati Pandey and Dr. Monika Yadav*

## INTER-UNIVERSITY CASE STUDY COMPETITION

The School of Management and Commerce (SOMC) successfully organized an engaging Inter-University Case Study Competition on 16th April 2026. The event served as an excellent platform for knowledge exchange, critical thinking, and collaborative learning, bringing together talented participants from various leading universities and colleges across the NCR region.

We were deeply honored to welcome Dr. Nikhat Mushir from SGT University as our esteemed judge for the event. The competition provided students with a dynamic opportunity to analyze complex business scenarios and present innovative solutions. In recognition of their outstanding performance, exceptional analytical prowess, and presentation skills, cash prizes were awarded to the winning teams.

The smooth execution of this intellectually stimulating event was made possible under the visionary leadership of the convener, Dr. Hima Gupta, Dean of SOMC, whose guidance was instrumental to its success. The competition was meticulously coordinated by Dr. Sapna Rana and Dr. Anuradha Yadav.

SOMC extends its heartfelt congratulations to all the participants and winners for their remarkable efforts in making the event a grand success!





*Glimpses from the Inter-University Case Study Competition coordinated by Dr. Sapna Rana and Dr. Anuradha Yadav*

## INTRA-UNIVERSITY AD-MAKING COMPETITION

The School of Management and Commerce (SOMC), K.R. Mangalam University, successfully organized an engaging Intra-University Ad-Making Competition on 10th April 2026. Centered around the inspiring theme, “Don’t just watch ads – create one,” the event served as a vibrant platform for students to showcase their creativity, strategic thinking, and storytelling abilities within the dynamic field of advertising.

During the competition, participants presented a variety of innovative and impactful advertisements. Their work reflected a strong, cohesive blend of deep conceptual understanding and practical execution, demonstrating their ability to translate theoretical marketing principles into compelling visual narratives.

The successful execution of this intellectually stimulating event was conducted under the visionary guidance of the Convenor, Dr. Hima Gupta, Dean of SOMC. The competition was meticulously coordinated by a dedicated faculty team comprising Dr. Sarina Asif, Dr. Devkanya Gupta, and Dr. Anumeha Mathur.

Such immersive initiatives strongly highlight the importance of experiential learning in shaping future, industry-ready professionals. By providing hands-on platforms like this, SOMC continues to inspire students to move beyond passive learning and actively engage in creative expression and real-world business applications.



*Glimpses from the Intra-University Ad-Making Competition coordinated by Dr. Sarina Asif, Dr. Devkanya Gupta, and Dr. Anumeha Mathur*

## ORIENTATION SESSION ON ACADEMIC QUALITY ENHANCEMENT AND STUDENT-CENTRIC LEARNING



*Glimpse of Orientation Session on Academic Quality Enhancement and Student-Centric Learning*

The School of Management & Commerce (SOMC), K.R. Mangalam University, in collaboration with the Internal Quality Assurance Cell (IQAC), organized an insightful orientation session on “Academic Quality Enhancement: Student-Centric Learning” on 23 April 2026.

The session was conducted by Dr. Shikha Dutt Sharma, IQAC Coordinator, who engaged students in a meaningful discussion on the importance of quality in higher education and the role of learners in fostering a culture of continuous improvement. Emphasizing that academic quality extends beyond grades and accreditation, she highlighted key aspects such as outcome-based education, feedback mechanisms, continuous improvement processes, and active student participation in enhancing the overall learning experience.

The session encouraged students to understand their role as stakeholders in the quality ecosystem and inspired them to contribute actively toward academic excellence. Through interactive discussions and thoughtful exchanges, students gained valuable insights into how student-centric approaches can strengthen learning outcomes and create a more engaging and impactful educational environment.

The event was organized under the guidance of Dr. Hima Gupta, Dean, SOMC, and coordinated by Dr. Deepika Chaudhary and Dr. Anumeha Mathur. The session witnessed enthusiastic participation from students, whose curiosity and engagement reflected a strong commitment to personal and academic growth.

The initiative reinforced the university's dedication to quality education and highlighted the importance of collaboration among students, faculty, and administrators in building an academic culture centered on excellence, accountability, and continuous improvement.



## FAREWELL TO THE CLASS OF 2026: ONCE A SOMC STUDENT, ALWAYS A PART OF THE FAMILY



*A memorable moment as final-year students come together to capture the friendships, experiences, and achievements that defined their journey at SOMC*

## SOMC BIDS A HEARTFELT FAREWELL TO THE GRADUATING BATCH





*Glimpse of Farewell party conducted by SOMC final year students*

The School of Management & Commerce (SOMC), K.R. Mangalam University, organized a memorable Farewell Celebration on 09th May 2026 to honor its graduating students, marking the culmination of their academic journey and the beginning of exciting new opportunities ahead. The event was filled with joy, nostalgia, cultural performances, and heartfelt moments that celebrated the achievements and contributions of the outgoing batch.

Students, faculty members, and staff came together to create an evening of cherished memories, reflecting on the experiences, friendships, and accomplishments that have defined the students' time at SOMC. The event provided an opportunity to recognize the growth, resilience, and achievements of the graduating students as they prepare to embark on their professional and personal journeys.

A highlight of the celebration was the announcement of the title winners, who impressed everyone with their confidence, talent, personality, and stage presence:

- Mr. Farewell: Gagandeep, B.Com (Hons.) NSE Programme
- Miss Farewell: Guneet Kaur, BBA (Hons.) Programme
- Mr. Talent & Well Dressed: Kanha Gupta, BBA Programme
- Miss Talent & Well Dressed: Divya, MBA Programme

The event was organized by Dr. Jitin Gambhir, Dr. Neha Sheoran, and Dr. Komal under the guidance of Dr. Hima Gupta, Dean, SOMC, whose support and encouragement contributed to the success of the celebration.

As the graduating students step into a new chapter of their lives, the SOMC family extends its warmest wishes for success, happiness, and fulfillment in all their future endeavors. While they may leave the campus, they will always remain an integral part of the SOMC community, carrying forward the values, knowledge, and memories that have shaped their journey at K.R. Mangalam University.



**"ONCE A SOMC STUDENT, ALWAYS A MEMBER OF THE SOMC FAMILY"?**

**SOMC CELEBRATES THE SUCCESS OF GRADUATING BATCHES AT THE 7TH CONVOCATION CEREMONY**



*Glimpse of 7th convocation 2026*





The School of Management & Commerce (SOMC), K.R. Mangalam University, proudly celebrated the achievements of its graduating students at the 7th Convocation Ceremony, honoring the graduating batches of 2024 and 2025.

The ceremony marked a significant milestone in the lives of the graduates, recognizing their academic accomplishments, perseverance, and commitment to excellence. As students received their degrees, the occasion symbolized not only the successful completion of their academic journey but also the beginning of promising careers and lifelong professional growth.

The event was graced by the presence of Chief Guest Prof. Anil D. Sahasrabudhe and Guests of Honour Prof. Ar. Abhay Vinayak Purohit and Dr. Brajesh Pandey, whose inspiring addresses encouraged graduates to embrace innovation, leadership, and continuous learning as they embark on the next phase of their journey.

The School extends its heartfelt congratulations to all graduating students and acknowledges the invaluable contributions of faculty members, staff, and families whose unwavering support and guidance played a pivotal role in shaping the success of the graduates.

As the graduates step into the corporate world, entrepreneurial ventures, higher education, and diverse professional pathways, SOMC takes pride in their accomplishments and remains confident that they will continue to uphold the values, integrity, and excellence that define K.R. Mangalam University.

The convocation ceremony was a celebration of achievement, aspiration, and new beginnings, reinforcing the university's commitment to nurturing future-ready leaders and responsible professionals.

# CLUBS AND SOCIETIES

## MANAGEMENT CARNIVAL'26 SHOWCASES CREATIVITY, INNOVATION, AND PROFESSIONAL EXCELLENCE



The Management Society of the School of Management & Commerce (SOMC), K.R. Mangalam University, successfully organized Management Carnival'26 on 27 April 2026, bringing together students from various institutions for a day of creativity, competition, and experiential learning.

The inter-university event featured three engaging competitions—AD Mad Show, Reel Making, and Corporate Fashion Walk—designed to enhance students' communication, marketing, digital storytelling, professional presentation, and teamwork skills. The carnival witnessed enthusiastic participation from 117 students, creating a vibrant platform for innovation, collaboration, and healthy competition.

Organized under the guidance of Prof. (Dr.) Shweta A. Bansal, Dean, Department of Student Welfare, and Dr. Shivani Sehgal, Assistant Dean, Department of Student Welfare, the event was led by Dr. Mansi Yadav, Club Convener, with support from Dr. Garima Khangarot and Dr. Varsha Jaiswal.

Participants showcased remarkable creativity through innovative advertising campaigns, engaging digital content, and confident professional presentations. The competitions not only encouraged practical application of management concepts but also helped students develop confidence, leadership abilities, and industry-relevant skills.

Management Carnival'26 served as an excellent platform for experiential learning and inter-university engagement, reaffirming SOMC's commitment to holistic student development and industry-oriented education.

## RHETORIC CLUB

### SPOTLIGHT 2K26 CELEBRATES CREATIVITY, TALENT, AND STUDENT EXPRESSION



The School of Management and Commerce (SOMC), K.R. Mangalam University, proudly witnessed the success of Spotlight 2K26, held on 2 April 2026. Organized collaboratively by the Department of Student Welfare (DSW), Rhetoric Club, and Mediaverse, the event provided a vibrant platform for students to showcase their creativity, talent, and self-expression beyond the classroom.

The event featured a diverse range of performances that highlighted the artistic and creative abilities of students. From the engaging Anton Chekhov Comedy World Play to energetic dance performances, every segment reflected the enthusiasm, dedication, and talent of the participants.

One of the major attractions of the event was the “120 Seconds Spotlight” segment, where students demonstrated their skills through mono acts, stand-up comedy, poetry recitation, and storytelling. The performances captivated the audience and showcased the confidence, originality, and communication skills of the participants.

Adding significant value to the event was an expert session by Siddharth Sharma, a Government of India Awardee, actor, acting facilitator, and casting director. Drawing upon his extensive experience in the entertainment industry, he provided students with valuable insights into film acting, professional development, and opportunities within the creative arts sector.

Another highlight of the event was a captivating illusion and mind-reading performance by Magical Dheeraj, whose interactive presentation kept the audience thoroughly engaged and entertained throughout the session.

The event was successfully led by Dr. Anumeha Mathur, Convener, Rhetoric Club, whose efforts were instrumental in creating a platform that encouraged students to discover their talents, develop confidence, and enhance their communication and presentation skills. Valuable support was provided by Dr. Shivani Sehgal, Assistant Dean Student Welfare; Dr. Ankita Samuel, Convener, Mediaverse; Mr. Raj Tanwar, Theatre Coach; and Dr. Ambika Bhatnagar, Co-Convener, Rhetoric Club, along with a dedicated student organizing team.

Spotlight 2K26 exemplified the university's commitment to holistic student development by fostering creativity, self-expression, and experiential learning. The event provided students with memorable opportunities to showcase their abilities and engage with experts from diverse creative fields, making it a truly enriching experience for all participants.



# RESEARCH AND PUBLICATION

## BEHAVIOURAL NUDGING FOR SUSTAINABLE PACKAGING IN THE TRAVEL AND TOURISM INDUSTRY: A MULTI-STAKEHOLDER APPROACH TO ACHIEVING SDG 12

The book chapter “Behavioural Nudging for Sustainable Packaging in the Travel and Tourism Industry: A Multi-Stakeholder Approach to Achieving SDG 12” authored by Dr. Anuradha Yadav and accepted on 30th May 2026 in the World Sustainability Series, examines how behavioral nudges can encourage the adoption of sustainable packaging practices within the travel and tourism sector. The chapter highlights the importance of involving multiple stakeholders—including tourists, hospitality businesses, policymakers, and packaging providers—in promoting responsible consumption and production, as envisioned under United Nations Sustainable Development Goal 12 (SDG 12). By leveraging subtle behavioral interventions such as eco-labeling, default green options, and awareness campaigns, the study demonstrates how organizations can influence environmentally responsible decision-making. The chapter contributes valuable insights into creating a more sustainable tourism ecosystem through collaborative action and behavioral change.

## AI POWERED SUSTAINABLE PACKAGING SYSTEMS IN THE TRAVEL AND TOURISM INDUSTRY: A LIFE CYCLE ASSESSMENT AND DECISION SUPPORT APPROACH ALIGNED WITH UN SDGS

The book chapter “AI Powered Sustainable Packaging Systems in the Travel and Tourism Industry: A Life Cycle Assessment and Decision Support Approach Aligned with UN SDGs” authored by Dr. Anuradha Yadav and accepted on 30th May 2026 in the edited volume Environmental-friendly Packaging for the Implementation of UN SDGs in the Travel Industry: Turning Challenges into Opportunities, published by Springer Nature under the World Sustainability Series, explores the transformative role of Artificial Intelligence in promoting sustainable packaging solutions. The chapter integrates life cycle assessment techniques with AI-driven decision-support systems to evaluate the environmental impact of packaging alternatives throughout their lifecycle. It demonstrates how advanced technologies can assist tourism businesses in making informed sustainability decisions while aligning their operations with the United Nations Sustainable Development Goals. The study emphasizes innovation, resource efficiency, and environmental responsibility as key drivers of sustainable transformation within the travel and tourism industry.

## EXPLORING TRUST & SECURITY CONCERNS IN DIGITAL FMCG PURCHASES: EVIDENCE FROM INDIAN MILLENNIALS

The journal article “Exploring Trust & Security Concerns in Digital FMCG Purchases: Evidence from Indian Millennials” authored by Dr. Sarina Asif and published in the Journal of East-West Thought (JET) on 22nd May 2026, investigates the factors influencing trust and security perceptions among Indian millennials when purchasing Fast-Moving Consumer Goods (FMCG) through digital platforms. The study examines concerns related to data privacy, payment security, product authenticity, and platform reliability, which significantly affect consumers’ online purchasing decisions. The findings

reveal that trust remains a critical determinant of digital shopping behavior and highlights the need for e-commerce platforms to strengthen security measures and transparent communication practices. The research contributes to a deeper understanding of digital consumer behavior and provides practical recommendations for enhancing customer confidence in online FMCG transactions.

## **AI AND WORKFORCE DIVERSITY: A STRUCTURAL MODEL FOR INCLUSIVE HIRING IN THE DIGITAL AGE**

The conference paper “AI and Workforce Diversity: A Structural Model for Inclusive Hiring in the Digital Age” authored by Dr. Monika Yadav and published on 20th May 2026 in the Proceedings of the Global Innovation and Technology Summit “AAROHAN 3.0” (GITS-EAS 2025), Advances in Engineering Research, published by Atlantis Press (Springer Nature), explores the role of Artificial Intelligence in fostering diversity and inclusion within modern recruitment practices. The study proposes a structural model demonstrating how AI-driven hiring tools can reduce unconscious bias, improve candidate screening processes, and support equitable employment opportunities. While highlighting the benefits of data-driven recruitment, the paper also addresses ethical considerations and the importance of ensuring fairness and transparency in AI-enabled hiring systems. The research provides valuable insights for organizations seeking to build more inclusive and diverse workplaces in the digital era.

## **CUSTOMER SEGMENTATION BASED ON DATA FOR RESPONSIBLE DIGITAL FINANCE: DIGITAL FINANCIAL LITERACY AND FINANCIAL DECISION OUTCOMES**

The journal article “Customer Segmentation Based on Data for Responsible Digital Finance: Digital Financial Literacy and Financial Decision Outcomes” authored by Dr. Mansi Yadav and published on 20th May 2026 in SN Business & Economics, published by Springer Nature, examines how data-driven customer segmentation can support responsible digital finance practices. The study explores the relationship between digital financial literacy and financial decision-making outcomes across different customer groups. By identifying variations in financial knowledge, technology adoption, and behavioral patterns, the research demonstrates how personalized financial education and targeted interventions can improve financial well-being. The findings emphasize the importance of enhancing digital financial literacy to promote informed financial decisions, responsible use of digital financial services, and greater financial inclusion in an increasingly digital economy.

## **ARTIFICIAL INTELLIGENCE, ONLINE SHOPPING AND CONSUMER CONVENIENCE: A HYBRID REVIEW AND FUTURE RESEARCH AGENDA USING TCCM FRAMEWORK**

The journal article “Artificial Intelligence, Online Shopping and Consumer Convenience: A Hybrid Review and Future Research Agenda Using TCCM Framework” authored by Dr. Mohd Anas and Dr. Mohd Adil and published on 19th May 2026 in SN Business & Economics, published by Springer, provides a comprehensive review of the growing role of Artificial Intelligence in enhancing online shopping experiences and consumer convenience. Using the Theory, Context, Characteristics, and Methodology (TCCM) Framework, the study systematically analyzes existing research on AI-driven

technologies such as recommendation systems, chatbots, virtual assistants, and personalized shopping platforms. The article highlights how AI contributes to improved customer experiences, efficient decision-making, and greater convenience in digital commerce. Additionally, it identifies key research gaps and proposes future directions for scholars and practitioners seeking to understand the evolving relationship between artificial intelligence and consumer behavior in the digital marketplace.

## **BUILDING RESILIENT AVIATION SAFETY SYSTEMS UNDER INDUSTRIAL STRATEGY TRANSITIONS: A FUZZY FMEA-FCOPRAS FRAMEWORK**

The journal article “Building Resilient Aviation Safety Systems under Industrial Strategy Transitions: A Fuzzy FMEA-FCOPRAS Framework” authored by Dr. Vijay Prakash and Dr. Nand Gopal and submitted on 15th May 2026 to WSEAS Transactions on Mathematics, published by the World Scientific and Engineering Academy and Society (WSEAS), explores innovative approaches to strengthening aviation safety systems amid rapidly changing industrial strategies and technological advancements. The study employs an integrated Fuzzy Failure Mode and Effects Analysis (FMEA) and Fuzzy Complex Proportional Assessment (FCOPRAS) framework to identify, evaluate, and prioritize potential risks affecting aviation operations. By combining risk assessment techniques with decision-making models, the research provides a structured approach for enhancing system resilience, improving safety performance, and supporting informed policy decisions. The study contributes to the advancement of risk management practices within the aviation industry and promotes sustainable operational excellence.

## **IS GREENWASHING HINDERING GREEN FINTECH ADOPTION? A UTAUT-BASED PERSPECTIVE**

The journal article “Is Greenwashing Hindering Green FinTech Adoption? A UTAUT-Based Perspective” authored by Dr. Mohd Anas and Dr. Mohd Adil and published on 15th May 2026 in Human Behavior and Emerging Technologies, published by Wiley, investigates how concerns regarding greenwashing influence the adoption of environmentally sustainable financial technologies. Drawing on the Unified Theory of Acceptance and Use of Technology (UTAUT) framework, the study examines factors affecting consumers’ trust, perceptions, and intentions to use Green FinTech solutions. The research highlights that misleading environmental claims by organizations can negatively impact user confidence and slow the adoption of sustainable financial innovations. The findings emphasize the importance of transparency, credibility, and authentic sustainability practices in encouraging greater acceptance of Green FinTech services and supporting broader environmental objectives.

## **STUDYING WORKFORCE DIVERSITY, INCLUSION AND ENGAGEMENT UNDER UNIVERSAL REPORTING FOR INDIA’S IT SECTOR**

The journal article “Studying Workforce Diversity, Inclusion and Engagement Under Universal Reporting for India’s IT Sector” authored by Dr. Sapna Rana and published on 14th May 2026 in the International Research Journal of Multidisciplinary Scope (IRJMS), Volume 7(2), a Scopus-indexed journal, examines the growing significance of diversity, inclusion, and employee engagement within India’s information technology sector. The study explores how universal reporting frameworks can be used to measure and enhance organizational commitment to equitable workplace practices.



By analyzing workforce diversity indicators and employee engagement outcomes, the research highlights the role of inclusive policies in fostering innovation, productivity, and sustainable organizational growth. The findings provide valuable insights for industry leaders and policymakers seeking to strengthen diversity management and create more inclusive work environments in the digital economy.

## **MIGRATION DATA ANALYSIS SYSTEM FOR ECONOMIC DEVELOPMENT PLANNING**

The patent “Migration Data Analysis System for Economic Development Planning” developed by Dr. Sangeeta and published on 11th May 2026 in India, presents an innovative technology-driven system designed to analyze migration patterns and support evidence-based economic planning. The patented system enables the collection, processing, and interpretation of migration-related data to assist policymakers, researchers, and government agencies in understanding population movements and their socio-economic implications. By generating data-driven insights, the system facilitates informed decision-making related to employment generation, infrastructure development, resource allocation, and regional planning. The innovation contributes to the advancement of smart governance practices and highlights the potential of data analytics in addressing complex developmental challenges.

## **CREDIT SERVICE MANAGEMENT SYSTEM FOR BUSINESS FINANCING AND INVESTMENT SUPPORT**

The patent “Credit Service Management System for Business Financing and Investment Support” developed by Dr. Sangeeta and published on 11th May 2026 in India, presents an innovative digital system designed to streamline credit management processes and enhance access to business financing and investment opportunities. The patented solution integrates financial data management, credit assessment mechanisms, and decision-support functionalities to assist businesses in securing appropriate funding and investment support. By improving the efficiency and transparency of credit-related operations, the system enables organizations to make informed financial decisions, reduce processing complexities, and strengthen financial planning capabilities. The innovation contributes to the advancement of digital financial services and supports the growth of entrepreneurial ventures and business enterprises through more effective financing management practices.

# PLACEMENTS

The School of Management & Commerce (SOMC), K.R. Mangalam University, remains committed to enhancing the career prospects of its students through robust placement and internship opportunities. With strong industry collaborations and a dedicated Career Development Centre, SOMC provides students with valuable exposure to leading organizations across diverse sectors. Through internships, live projects, industry interactions, skill development initiatives, and campus recruitment drives, students gain practical experience and develop the competencies required to excel in today's dynamic business environment. The School continues to achieve encouraging placement outcomes, reflecting its focus on academic excellence, industry readiness, and holistic professional development.

| S.No. | Roll.No.   | Name            | Course                                                                                                                          | Designation |
|-------|------------|-----------------|---------------------------------------------------------------------------------------------------------------------------------|-------------|
| 1     | 2502640032 | Ankita Gupta    | MBA (Fintech)                                                                                                                   | Senpaihost  |
| 2     | 2202520003 | Kashish         | BBA & MBA Integrated                                                                                                            | AIM India   |
| 3     | 2202520025 | Sneha Balhra    | BBA & MBA Integrated                                                                                                            | AIM India   |
| 4     | 2502570012 | Kishor Singh    | MBA with academic support of IBM                                                                                                | AIM India   |
| 5     | 2502570083 | Dheeraj Chauhan | MBA with academic support of IBM                                                                                                | AIM India   |
| 6     | 2402202036 | Nandini Agrawal | B.Com (H) (Research)                                                                                                            | AIM India   |
| 7     | 2502390009 | Lakshya saxena  | BBA (Business Analytics) with academic support of Ernst & Young (EY)                                                            | AIM India   |
| 8     | 2502390037 | Bhavya Mangla   | BBA (Business Analytics) with academic support of Ernst & Young (EY)                                                            | AIM India   |
| 9     | 2502390022 | Ishita          | BBA (Business Analytics) with academic support of Ernst & Young (EY)                                                            | AIM India   |
| 10    | 2502070021 | Piyush Thakkar  | B.Com. (Hons.)                                                                                                                  | AIM India   |
| 11    | 2402203232 | Saksham Kaushik | BBA (H) (Research)                                                                                                              | AIM India   |
| 12    | 2502290038 | Ridhima Sharma  | BBA (Digital Marketing) with academic support of IIDE                                                                           | AIM India   |
| 13    | 2502208004 | Somya Arora     | B.Com. (Hons. / Hons. with Research) (International Accounting and Finance) (ACCA - UK) With academic support of Grant Thornton | AIM India   |

|    |            |                    |                                                                                                           |                   |
|----|------------|--------------------|-----------------------------------------------------------------------------------------------------------|-------------------|
| 14 | 2502460061 | Heena Sharma       | B.Com. (Hons.) (International Accounting and Finance) (ACCA - UK) With academic support of Grant Thornton | AIM India         |
| 15 | 2502210019 | Priyanka goyal     | B.Com. Programme                                                                                          | AIM India         |
| 16 | 2402206011 | Prachi             | BBA (H) (International Accounting & Finance) (ACCA- UK) (Research)                                        | AIM India         |
| 17 | 2402202014 | Ryan kapoor        | B.Com (H) (Research)                                                                                      | AIM India         |
| 18 | 2402202019 | Shubham Vashisth   | B.Com (H) (Research)                                                                                      | AIM India         |
| 19 | 2402202020 | Kishlay Srivastava | B.Com (H) (Research)                                                                                      | AIM India         |
| 20 | 2402203225 | Suraj sharma       | BBA (H) (Research)                                                                                        | AIM India         |
| 21 | 2402203226 | Mousam             | BBA (H) (Research)                                                                                        | AIM India         |
| 22 | 2402203103 | Harsh Dahiya       | BBA (H) (Research)                                                                                        | AIM India         |
| 23 | 2402203200 | Abantika Das       | BBA (H) (Research)                                                                                        | AIM India         |
| 24 | 2402203058 | Vanshika           | BBA (H) (Research)                                                                                        | AIM India         |
| 25 | 2402208072 | Manaswi Singh      | B.Com (H) (International Accounting & Finance) (ACCA- UK) (Research)                                      | AIM India         |
| 26 | 2402208080 | Vanshika bhardwaj  | B.Com (H) (International Accounting & Finance) (ACCA- UK) (Research)                                      | AIM India         |
| 27 | 2402203223 | Uday singh         | BBA (H) (Research)                                                                                        | AIM India         |
| 28 | 2402202017 | Khushi Garg        | B.Com (H) (Research)                                                                                      | AIM India         |
| 29 | 2502390018 | Abhinav Bhaskar    | BBA (Business Analytics) with academic support of Ernst & Young (EY)                                      | AIM India         |
| 30 | 2502390031 | Shalvi Kumari      | BBA (Business Analytics) with academic support of Ernst & Young (EY)                                      | AIM India         |
| 31 | 2502480021 | Siddharth Bhardwaj | MBA (Digital Marketing) with academic support of IIDE                                                     | Ambiders Advisors |
| 32 | 2502390035 | Chanchal           | BBA (Business Analytics) with academic support of Ernst & Young (EY)                                      | Ambiders Advisors |
| 33 | 2502290020 | Gungun Sharma      | BBA (Digital Marketing) with academic support of IIDE                                                     | Ambiders Advisors |



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|----|------------|---------------------|----------------------------------------------------------------------|-------------------------|
| 34 | 2502290015 | Ridhima             | BBA (Digital Marketing) with academic support of IIDE                | Ambiders Advisors       |
| 35 | 2502080112 | Sanskriti Yadav     | BBA (HR/Mktng/Fin/IB/Travel & Tourism)                               | Ambiders Advisors       |
| 36 | 2502080111 | Bhoomika            | BBA (HR/Mktng/Fin/IB/Travel & Tourism)                               | Ambiders Advisors       |
| 37 | 2402203060 | Jitin singh         | BBA (H) (Research)                                                   | Ambiders Advisors       |
| 38 | 2502390028 | Lavanya Agarwal     | BBA (Business Analytics) with academic support of Ernst & Young (EY) | Ambiders Advisors       |
| 39 | 2402203154 | Shrishthi Pathak    | BBA (H) (Research)                                                   | Ambiders Advisors       |
| 40 | 2502080078 | Ritika Sharma       | BACHELOR OF BUSINESS ADMINISTRATION                                  | Ambiders Advisors       |
| 41 | 2502390044 | Parineeta Bindra    | BBA (Business Intelligence & Analytics) Ernst & Young (EY)           | Ambiders Advisors       |
| 42 | 2502390018 | Abhinav Bhaskar     | BBA (Business Intelligence & Analytics) Ernst & Young (EY)           | Ambiders Advisors       |
| 43 | 2502390031 | Shalvi Kumari       | BBA (Business Intelligence & Analytics) Ernst & Young (EY)           | Ambiders Advisors       |
| 44 | 2502480011 | Bhumi Singh         | MBA (Digital Marketing) with academic support of IIDE                | Ambiders Advisors       |
| 45 | 2402203141 | Ishika              | BBA (H) (Research)                                                   | Cureton Biotech Pvt Ltd |
| 46 | 2502570009 | Anandita Singh      | MBA with academic support of IBM                                     | Pioner E Solutions      |
| 47 | 2502570084 | Sakshi Rao          | MBA with academic support of IBM                                     | Pioner E Solutions      |
| 48 | 2402203223 | Uday Singh          | BACHELOR OF BUSINESS ADMINISTRATION                                  | Pioner E Solutions      |
| 49 | 2402202036 | Nandini Agrawal     | BACHELOR OF COMMERCE (HONS)                                          | Aspire Consultants      |
| 50 | 2402208014 | Ankit Pathak        | B.Com (H) (International Accounting & Finance) (ACCA- UK) (Research) | Aspire Consultants      |
| 51 | 2302203094 | Anshul Sharma       | BBA (H) (Research)                                                   | Aspire Consultants      |
| 52 | 2502640018 | Anshuman Vashishtha | MBA (Fintech)                                                        | Aspire Consultants      |
| 53 | 2402203014 | Archit Guliya       | BACHELOR OF BUSINESS ADMINISTRATION                                  | Aspire Consultants      |
| 54 | 2502640028 | Arjun Gangwani      | MBA (Fintech)                                                        | Aspire Consultants      |

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| 55 | 2402203101 | Krish Garg         | BACHELOR OF BUSINESS ADMINISTRATION                       | Aspire Consultants |
| 56 | 2402202009 | Neel Goyal         | BACHELOR OF COMMERCE (HONS)                               | Aspire Consultants |
| 57 | 2502570074 | Nikhil Kumar       | MASTER OF BUSINESS ADMINISTRATION                         | Aspire Consultants |
| 58 | 2302207020 | Pakhi Jain         | BBA (H) LSCM Safespress (Research)                        | Aspire Consultants |
| 59 | 2502210023 | Sanjay Chakrawarty | BACHELOR OF COMMERCE                                      | Aspire Consultants |
| 60 | 2402210035 | Shiwam             | BACHELOR OF COMMERCE                                      | Aspire Consultants |
| 61 | 2402208073 | Tanvi Gupta        | B.Com (H) (International Accounting & Finance) (ACCA- UK) | Aspire Consultants |
| 62 | 2402203088 | Tarushi Garg       | BACHELOR OF BUSINESS ADMINISTRATION                       | Aspire Consultants |
| 63 | 2502080149 | Vaibhavi Verma     | BACHELOR OF BUSINESS ADMINISTRATION                       | Aspire Consultants |
| 64 | 2402206006 | Vishal Singh       | BBA (International Accounting & Finance) (ACCA- UK)       | Aspire Consultants |
| 65 | 2402208058 | Vivek Tiwari       | B.Com (H) (International Accounting & Finance) (ACCA- UK) | Aspire Consultants |
| 66 | 2402208072 | Manaswi Singh      | B.Com (H) (International Accounting & Finance) (ACCA- UK) | Stravence Global   |
| 67 | 2402208089 | Harsha             | B.Com (H) (International Accounting & Finance) (ACCA- UK) | Stravence Global   |
| 68 | 2402203117 | Ananya Yadav       | BBA (H) (Research)                                        | Stravence Global   |
| 69 | 2402202032 | Piyush Gambhir     | B.Com (H) (Research)                                      | Stravence Global   |
| 70 | 2402203169 | Prince             | BACHELOR OF BUSINESS ADMINISTRATION                       | Stravence Global   |
| 71 | 2402203052 | Kashav Mittal      | BACHELOR OF BUSINESS ADMINISTRATION                       | Stravence Global   |
| 72 | 2402202035 | Yuvika             | BACHELOR OF COMMERCE (HONS)                               | Stravence Global   |
| 73 | 2402202036 | Nandini Agrawal    | BACHELOR OF COMMERCE (HONS)                               | Stravence Global   |
| 74 | 2402203063 | Anshul Verma       | BBA (H) (Research)                                        | Stravence Global   |
| 75 | 2402202017 | Khushi Garg        | BACHELOR OF COMMERCE (HONS)                               | Stravence Global   |

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|----|------------|--------------------|----------------------------------------------------------------------|-------------------------------|
| 76 | 2402208028 | Neha Kapoor        | B.Com (H) (International Accounting & Finance) (ACCA- UK)            | Stravence Global              |
| 77 | 2402202035 | Yuvika             | BACHELOR OF COMMERCE (HONS)                                          | Stravence Global              |
| 78 | 2402204058 | Chahat             | BBA (H) in BI and Analytics SAMATRIX (Research)                      | Ignite Polymers Industries    |
| 79 | 2502207007 | Tarun              | BBA (H) LSCM Safespress (Research)                                   | Ignite Polymers Industries    |
| 80 | 2402208065 | Arman Tiwari       | B.Com (H) (International Accounting & Finance) (ACCA- UK) (Research) | Ignite Polymers Industries    |
| 81 | 2402204049 | Harsha Jha         | BBA (H) in BI and Analytics SAMATRIX (Research)                      | Ignite Polymers Industries    |
| 82 | 2402207028 | Bhupender          | BBA (H) LSCM Safespress (Research)                                   | Ignite Polymers Industries    |
| 83 | 2302207047 | Shivansh Chaudhary | BBA (H) LSCM Safespress (Research)                                   | Procur AI                     |
| 84 | 2202520020 | Himanshi pandey    | BBA AND MBA INTEGRATED                                               | Procur AI                     |
| 85 | 2502640007 | Aditya Yadav       | MBA (Fintech) with academic support of Ernst & Young (EY)            | Procur AI                     |
| 86 | 2502440011 | Himanshu           | BBA (International Accounting & Finance) (ACCA- UK)                  | InAmigos Foundation           |
| 87 | 2402203069 | Madhavi Garg       | BBA                                                                  | Basti Ki Pathshala Foundation |
| 88 | 2402203069 | Madhavi Garg       | BBA                                                                  | She Can Foundation            |
| 89 | 2402202009 | Neel Goyal         | B.Com (H)                                                            | Elite Edge Legacy             |
| 90 | 2402203069 | MADHAVI GARG       | BBA                                                                  | NayePankh Foundation          |
| 91 | 2502570046 | Shashwat Singh     | MBA with academic support of IBM                                     | Pioner E Solutions            |
| 92 | 2502570033 | Pranjali Singh     | MBA with academic support of IBM                                     | Pioner E Solutions            |
| 93 | 2502206008 | Sahib Singh        | BBA (H) (International Accounting & Finance) (ACCA- UK) (Research)   | Forfra Solutions              |
| 94 | 2402203104 | Durga Poorna       | BACHELOR OF BUSINESS ADMINISTRATION                                  | Forfra Solutions              |
| 95 | 2402203046 | Mehak Chopra       | BBA (H) (Research)                                                   | Propzilla Infratech pvt Ltd   |
| 96 | 2502070075 | Nima Parvin        | BACHELOR OF COMMERCE (HONS)                                          | Propzilla Infratech pvt Ltd   |



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|-----|------------|--------------------|--------------------------------------------------------------------------------------|------------------------------|
| 97  | 2402203231 | Rajnandani Gupta   | BACHELOR OF BUSINESS ADMINISTRATION                                                  | Propzilla Infratech pvt Ltd  |
| 98  | 2502480007 | Prakhar Dwivedi    | MBA (Digital Marketing) with academic support of IIDE                                | Street Karrma                |
| 99  | 2502480011 | Bhumi Singh        | MBA (Digital Marketing) with academic support of IIDE                                | Street Karrma                |
| 100 | 2502480008 | Satyam Singh       | MBA (Digital Marketing) with academic support of IIDE                                | Street Karrma                |
| 101 | 2402203035 | Ishika Chug        | BACHELOR OF BUSINESS ADMINISTRATION                                                  | Street Karrma                |
| 102 | 2502480001 | Aashita            | MBA (Digital Marketing) with academic support of IIDE                                | Street Karrma                |
| 103 | 2502206008 | Sahib Singh        | BBA (H) (International Accounting & Finance) (ACCA- UK) (Research)                   | Forfra Solutions             |
| 104 | 2402203104 | Durga Poorna       | BACHELOR OF BUSINESS ADMINISTRATION                                                  | Forfra Solutions             |
| 105 | 2502390028 | Lavanya Agarwal    | BBA (Business Intelligence & Analytics) Ernst & Young (EY)                           | InAmigos Foundation          |
| 106 | 2402203064 | Rupali Swain       | BBA (H) (Research)                                                                   | Zenith Studio LLC            |
| 107 | 2402203069 | MADHAVI GARG       | BBA                                                                                  | InAmigos Foundation          |
| 108 | 2502520031 | Garima Verma       | Integrated BBA + MBA with academic support of IBM (4 yrs + 1 yr Industry Internship) | The Indus Group              |
| 109 | 2402203210 | Gunjan Rawat       | BBA (H) (Research)                                                                   | The Indus Group              |
| 110 | 2502203028 | Tanisha            | BBA (Hons. / Hons. with Research)                                                    | The Indus Group              |
| 111 | 2502450001 | Deven              | BBA (Logistics and Supply Chain Management) with academic support of Safexpress      | The Indus Group              |
| 112 | 2402202042 | Vanshika Malhotra  | B.Com (H) (Research)                                                                 | The Indus Group              |
| 113 | 2402202009 | NEEL GOYAL         | BACHELOR OF COMMERCE (HONS)                                                          | Invest Value Fintech Pvt Ltd |
| 114 | 2402202020 | Kishlay Srivastava | BACHELOR OF COMMERCE (HONS)                                                          | Invest Value Fintech Pvt Ltd |
| 115 | 2402210001 | Yash Raghav        | BACHELOR OF COMMERCE                                                                 | Invest Value Fintech Pvt Ltd |

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|-----|------------|------------------|----------------------------------------------------------------------------------------|---------------------------------|
| 116 | 2402210006 | Shreya Gupta     | BACHELOR OF COMMERCE                                                                   | Invest Value Fintech Pvt Ltd    |
| 117 | 2402204049 | Harsh Jha        | BBA (H) in BI and Analytics SAMATRIX                                                   | Invest Value Fintech Pvt Ltd    |
| 118 | 2402204010 | Dev Kalra        | BBA (H) in BI and Analytics SAMATRIX                                                   | Invest Value Fintech Pvt Ltd    |
| 119 | 2502390042 | Heetal Soni      | BBA (Business Intelligence & Analytics) Ernst & Young (EY)                             | Invest Value Fintech Pvt Ltd    |
| 120 | 2402202017 | Khushi Garg      | BACHELOR OF COMMERCE (HONS)                                                            | Invest Value Fintech Pvt Ltd    |
| 121 | 2402206006 | Vishal Singh     | BBA (International Accounting & Finance) (ACCA- UK)                                    | Invest Value Fintech Pvt Ltd    |
| 122 | 2502204008 | Mehul Singh      | BBA (Hons. / Hons. with Research) Business Intelligence & Analytics Ernst & Young (EY) | Invest Value Fintech Pvt Ltd    |
| 123 | 2402208021 | Anjali Chaudhary | B.Com (H) (International Accounting & Finance) (ACCA- UK)                              | Invest Value Fintech Pvt Ltd    |
| 124 | 2402208030 | Harsh Yadav      | B.Com (H) (International Accounting & Finance) (ACCA- UK) (Research)                   | Invest Value Fintech Pvt Ltd    |
| 125 | 2402208073 | Tanvi Gupta      | B.Com (H) (International Accounting & Finance) (ACCA- UK)                              | Invest Value Fintech Pvt Ltd    |
| 126 | 2402208058 | Vivek Tiwari     | B.Com (H) (International Accounting & Finance) (ACCA- UK)                              | Invest Value Fintech Pvt Ltd    |
| 127 | 2402208014 | Ankit Pathak     | B.Com (H) (International Accounting & Finance) (ACCA- UK) (Research)                   | Invest Value Fintech Pvt Ltd    |
| 128 | 2502570093 | Vivek Kumar      | MBA                                                                                    | SKJ Landbase Pvt Ltd            |
| 129 | 2502640032 | Ankita Gupta     | MBA (Fintech)                                                                          | Senpaihost                      |
| 130 | 2302205010 | Amardeep Jha     | BBA (H) (Ent.) with GCEC Global (Research)                                             | YES Germany Education Pvt. Ltd. |

# ALUMNI



Student Spotlight: Anjali, MBA - Supply chain Management Batch 2023 - 25

K.R. Mangalam University takes pride in celebrating the achievements of its alumni who continue to excel in their professional journeys. One such achiever is Anjali, an alumna of the MBA (Supply Chain Management) program, who is currently associated with M3M Capital Experia, Sector 113, Gurugram.

During her time at K.R. Mangalam University, Anjali demonstrated a strong academic foundation, a keen interest in supply chain and operations management, and a commitment to professional excellence. The knowledge and practical exposure she gained during her MBA have equipped her to thrive in a fast-paced corporate environment.

At M3M Capital Experia, one of M3M India's landmark mixed-use commercial developments on the Dwarka Expressway, Anjali contributes to a dynamic business ecosystem that integrates premium retail, commercial, and entertainment spaces. Her role reflects her ability to apply supply chain principles and operational expertise in a sector driven by innovation, efficiency, and customer-centric solutions.

The University extends its heartfelt congratulations to Anjali on her accomplishments and wishes her continued success as she builds a promising career in the fields of supply chain management and business operations.



## STUDENT'S CORNER



**ADITYA**  
**BBA-MBA Integrated Program**  
**Batch 2022-27**

One belief that has stayed with me throughout my journey is that reality often unfolds differently from what we expect. We enter new chapters with plans, assumptions, and carefully imagined outcomes, only to discover that life has its own way of shaping the path ahead.

My college years have reinforced this lesson time and again. Some opportunities arrived where I least expected them, while some plans evolved into something entirely different. Yet, in hindsight, those unexpected turns often became the most valuable experiences. They introduced me to new perspectives, meaningful friendships, challenging responsibilities, and lessons that could never have been learned from a syllabus alone.

College has taught me that growth lies not in having every answer, but in remaining open to change. It is the ability to adapt, learn, and move forward when reality differs from expectation that ultimately shapes our character.

As I look ahead, I do so with ambition, but also with an appreciation for uncertainty. After all, some of life's best opportunities are the ones we never planned for.

# THOUGHTS FROM FACULTY



**DR. MANMOHAN CHAUDHRY**

Associate Professor & SRC Coordinator-SOMC

## From Curiosity to Discovery: Preparing Yourself for a Successful Research Journey

Research is not merely an academic requirement; it is a journey of curiosity, discovery, and contribution to society. Every innovation, breakthrough, and advancement that shapes our world today began with someone asking a simple question: “Why?” or “What if?” Research empowers individuals to seek answers to such questions and transform ideas into knowledge that can benefit humanity.

Embarking on a research journey is both exciting and challenging. It requires preparation, dedication, and a willingness to learn continuously. The first and most important step is to cultivate curiosity. A researcher should develop a genuine interest in exploring new ideas and understanding the world more deeply. Curiosity fuels creativity, and creativity often leads to innovation. Remember,

research is not about knowing all the answers—it is about having the courage to ask meaningful questions and the determination to find solutions.

A strong foundation in the chosen field of study is essential. Aspiring researchers should invest time in reading books, scholarly articles, and research papers to understand existing knowledge and identify gaps that need further exploration. Every paper read, every concept understood, and every discussion held contributes to the development of a researcher’s perspective. Knowledge is the raw material from which great research is built.

Equally important is learning the fundamentals of research methodology. Understanding how to formulate research questions, develop hypotheses, collect and analyze data, and interpret results enables researchers to conduct studies systematically and effectively. These skills may appear complex at first, but they are acquired gradually through practice, patience, and perseverance. Every expert researcher was once a beginner who chose to keep learning.

The history of research provides countless examples of individuals whose dedication changed the course of human progress. Marie Curie devoted her life to scientific inquiry and became the first person to win Nobel Prizes in two different scientific disciplines. Albert Einstein transformed our understanding of the universe through his curiosity and willingness to challenge conventional thinking. India’s own C. V. Raman demonstrated that world-class discoveries can emerge from determination and intellectual rigor, while A. P. J. Abdul Kalam inspired generations through his commitment to science, innovation, and national development.

What is remarkable about these great researchers is that they did not possess extraordinary advantages from the beginning. They succeeded because they remained persistent in the face of difficulties, viewed challenges as opportunities to learn, and never lost their passion for discovery. Their journeys remind us that research excellence is achieved not through talent alone, but through dedication, discipline, and continuous effort.

Critical thinking is another essential quality of a successful researcher. Research requires the ability to analyze information objectively, evaluate evidence carefully, and draw logical conclusions. Researchers must be willing to question assumptions, explore alternative viewpoints, and remain open to new ideas. The most impactful discoveries often emerge when researchers look beyond conventional explanations and dare to think differently.

Time management and self-discipline also play a crucial role in research success. Research projects often involve multiple stages, including literature review, data collection, analysis, writing, and revision. Progress may sometimes seem slow, and setbacks may occur. However, consistent effort and a well-planned schedule can transform even the most ambitious research goals into achievable outcomes. Every small step forward contributes to a larger achievement.

Communication skills are equally important. Conducting excellent research is only part of the process; researchers must also be able to communicate their findings clearly and effectively. Whether through research papers, conference presentations, or academic discussions, the ability to share knowledge enables research to create a broader impact.

Researchers must also uphold the highest ethical standards. Integrity, honesty, transparency, and respect for participants are fundamental principles of responsible research. Ethical conduct not only enhances the credibility of a study but also strengthens public trust in research and scholarship.

Perhaps the most important preparation for research is developing resilience. Every researcher encounters obstacles, unexpected results, rejected manuscripts, and moments of uncertainty. Such experiences are not signs of failure; they are part of the learning process. Each challenge overcome adds to a researcher's experience and strengthens their ability to contribute meaningful knowledge. Success in research belongs to those who remain committed despite difficulties and continue moving forward with confidence.

As aspiring researchers prepare to begin their journey, they should remember that every groundbreaking discovery once started as an idea, every renowned scholar was once a student, and every significant contribution began with a single question. The path may not always be easy, but it is filled with opportunities for growth, learning, and achievement.

Research is the bridge between curiosity and discovery. Therefore, dream boldly, question deeply, learn continuously, and persevere through challenges. The knowledge you create today may inspire future generations and contribute to solving the problems of tomorrow. Your research journey starts with a question—where it leads may change the world.







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