



**K.R. MANGALAM UNIVERSITY**

**THE COMPLETE WORLD OF EDUCATION**

***SAMEEKSHA***

# **SCHOOL OF MANAGEMENT AND COMMERCE**

**NEWSLETTER APRIL TO JUNE 2025**



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## FROM EDITOR'S DESK



***This edition captures the diverse achievements of our students and faculty, from academic excellence and research contributions to participation in prestigious competitions, industry interactions, and thought-provoking events***

It gives me immense pleasure to present to you this edition of Sameeksha, the quarterly newsletter of the School of Management and Commerce (SOMC) at K.R. Mangalam University. Sameeksha is more than just a record of events—it is a reflection of the vibrant academic culture, innovative spirit, and holistic development that define SOMC.

This edition captures the diverse achievements of our students and faculty, from academic excellence and research contributions to participation in prestigious competitions, industry interactions, and thought-provoking events. Each story featured here is a testament to the dedication, creativity, and resilience of our SOMC community.

As we continue our journey of shaping future leaders, Sameeksha remains committed to showcasing not only milestones and accomplishments but also the values of collaboration, innovation, and lifelong learning. I extend my heartfelt gratitude to all contributors and the editorial team whose efforts have brought this edition to life.

We hope this newsletter inspires you, keeps you informed, and strengthens our shared sense of pride in being a part of the SOMC family.

Warm regards,  
**Dr. Anumeha Mathur**

## WORDS FROM LEADERSHIP



***Our students have showcased exceptional talent through active participation in industry-driven projects, summer internships, leadership workshops, and entrepreneurial initiatives***

Dear Readers,

Warm greetings to all!

The second quarter of 2025 has been an inspiring chapter for the School of Management & Commerce (SOMC) at K.R. Mangalam University, marked by academic accomplishments, innovative initiatives, and meaningful student engagement that strengthen our mission of holistic development.

Our students have showcased exceptional talent through active participation in industry-driven projects, summer internships, leadership workshops, and entrepreneurial initiatives. Their achievements in academic and co-curricular forums reflect the School's focus on nurturing well-rounded professionals ready to make a meaningful impact.

The faculty have equally contributed to SOMC's growth with impactful publications, conference presentations, and knowledge-sharing engagements with academia and industry. Their consistent dedication has not only elevated the School's academic reputation but also deepened our industry connect.

As we step into the next quarter, I encourage our students and faculty to sustain this spirit of innovation, collaboration, and lifelong learning. Together, let us continue to build SOMC as a hub of knowledge, leadership, and societal impact.

Wishing you all continued success and new milestones ahead.

Warm regards,

**Prof. Raghuvir Singh**

**Vice Chancellor**

**K.R. Mangalam University**



***The second quarter of 2025 has been characterized by innovation, industry engagement, and impactful student participation***

Dear Readers,

Greetings of the day!

It is with great pride that we present the April–June 2025 edition of Sameeksha, a showcase of the dynamic academic, professional, and co-curricular journey at the School of Management and Commerce (SOMC), K.R. Mangalam University.

The second quarter of 2025 has been characterized by innovation, industry engagement, and impactful student participation. As we progress through the academic year 2024–25, our focus remains steadfast on fostering academic rigor while nurturing the skills and values that prepare our students to lead with confidence and integrity in a rapidly evolving world.

This edition brings together the diverse highlights of the past three months—from hands-on internship experiences and leadership workshops to faculty research contributions, industry-driven seminars, and student-led initiatives. Each milestone reflects our mission of building an ecosystem that balances knowledge with practical application and encourages holistic development.

We extend our warmest wishes to our students, faculty, and readers. May the months ahead continue to inspire growth, collaboration, and opportunities to achieve greater heights. Together, let us move forward with dedication, creativity, and the shared vision of excellence.

**Happy Reading!**

**Dr. Indira Bhardwaj**

Dean, SOMC

## FROM THE DESK OF IQAC COORDINATOR



***This edition showcases faculty research, leadership initiatives, internships, and industry-driven events, reflecting SOMC's continuous efforts to integrate learning with real-world application***

It gives me great pleasure to present the April–June 2025 edition of Sameeksha, highlighting the dynamic academic and co-curricular achievements of the School of Management and Commerce (SOMC), K.R. Mangalam University.

The second quarter of 2025 has been marked by innovation, industry collaboration, and active student engagement. As we progress through the academic year 2024–25, our focus remains on promoting academic excellence, quality enhancement, and holistic development—core values upheld by the Internal Quality Assurance Cell (IQAC).

This edition showcases faculty research, leadership initiatives, internships, and industry-driven events, reflecting SOMC's continuous efforts to integrate learning with real-world application.

I extend heartfelt appreciation to the faculty, students, and editorial team for their commitment and creativity. May this edition inspire continued growth, collaboration, and a shared pursuit of excellence.

**Dr. Shikha Dutt Sharma**

**IQAC Coordinator**

**K.R. Mangalam University**

# ABOUT SCHOOL : VISION AND MISSION

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School of management and Commerce offers a diverse range of programs; our courses are thoughtfully crafted to cater to the unique 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 a 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 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

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

## Our Values

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



# STUDENTS' ACHIEVEMENTS

The Student Achievements section celebrates the remarkable accomplishments of our students across academics, innovation, entrepreneurship, and co-curricular activities. This quarter, our students have continued to shine on both national and international platforms, showcasing

creativity, leadership, and a spirit of excellence. From excelling in competitions to representing the university at prestigious events, their achievements reflect the talent, dedication, and determination that define the vibrant student community at K.R. Mangalam University.

## SPOTLIGHT ON MS. KANISHKA SEJWAL

Ms. Kanshika Sejwal, a BBA-BIA semester V student presented a research paper titled "Artificial Intelligence & Intellectual Property Rights: Legal Challenges & The Future of Innovation" at the International Interdisciplinary Conference on Sustainable Development 2025, held on 6th and 7th June 2025. The conference was organized by Bennett University (India) in collaboration with the University of Birmingham (UK) and the University of Waikato (New Zealand), bringing together scholars and experts from across the globe. The

paper critically examined the intersection of Artificial Intelligence and Intellectual Property Rights, highlighting emerging legal challenges and exploring frameworks for fostering innovation while ensuring ethical and legal compliance. This participation not only provided valuable academic exposure but also reflected the student's strong research orientation, analytical skills, and ability to engage with contemporary global issues in law, technology, and innovation.



Ms. Kanishka Sejwal being felicitated





Kanishka Sejwal also successfully completed Summer Analytics 2025 at IIT Guwahati, a prestigious program designed to strengthen analytical and problem-solving skills through hands-on learning. As part of the program, the student worked on a comprehensive Capstone Project,

applying advanced analytical tools and techniques to real-world business challenges. This achievement reflects the student's strong aptitude for data-driven decision-making and commitment to continuous learning in the evolving field of analytics



Change Maker Recognition at AURA-2025, SGT University (16-17 April 2025)



On 16th & 17th April 2025, during AURA-2025—the annual management and cultural festival hosted by the Faculty of Commerce & Management at SGT University—our student Ms. Kanishka Sejwal was honoured with the title “Change Maker”. AURA-2025 is a two-day showcase of talent, innovation, competitive contests, and cultural extravaganza. As Change Maker, Ms. Kanishka stood out for proposing

solutions with social impact and presenting strong ideas that resonate with both innovation and sustainability. This recognition reflects not just exceptional ideas, but also leadership, persuasive communication, and the ability to inspire and enact change. It underlines the student’s commitment to using initiative to positively influence their surroundings.





Showcasing strong analytical and problem-solving skills, Ms Kanishka Sejwal secured the 13th Rank in Challenge 10 and 11th rank in Challenge 15 of the Weekly Case Challenge hosted on Unstop. The challenge, held on May 25, 2025, brought together some of the brightest minds from across the country to solve real-world business problems

under time-bound conditions. This achievement highlights the student's ability to think critically, apply innovative strategies, and compete at a national level, reinforcing their growing expertise in case-solving and management domains.



Our student, Ms. Kaniska Sejwal, proudly represented K.R. Mangalam University at the IIC B-Plan Pitch Competition organized by NIT Durgapur on May 15, 2025. This prestigious platform, hosted by the Institution's Innovation Council (IIC), encouraged students to present innovative and sustainable business ideas across diverse themes such as Sustainability, AI & Emerging Technologies, Healthcare,

Smart Cities, and AgriTech. Kaniska's participation reflects her entrepreneurial mindset, creativity, and commitment to developing solutions that address real-world challenges. Her involvement in this competition highlights her initiative and dedication to fostering innovation and entrepreneurship among students.



Vipin Khatana, a BBA Semester V student, showcased exceptional sportsmanship and talent by participating in the Spartan League Football Tournament organized by GITM, Gurgaon. Demonstrating skill, teamwork, and determination on the field, Vipin led his team to victory,

securing the 1st place in the tournament. This remarkable achievement highlights his dedication, perseverance, and commitment to excellence, bringing pride to K.R. Mangalam University.



# FACULTYS' ACHIEVEMENT



Prof. Dr. Indira Bhardwaj Delivers Keynote Address at International Conference



Dr . Indira Bhardwaj in the online session

## ECON 2025 - BROCHURE

The School of Management & Commerce (SOMC) is proud to share that Prof. Dr. Indira Bhardwaj was invited by the School of International Business Communications, Belarus State Economic University to deliver a keynote speech at the III International Student Scientific Conference – ECON 2025: World Economy and International Business.

The conference, held online on 18th April 2025, brought together students, researchers, and academicians from across the globe to discuss emerging trends and challenges in international trade, global markets, and cross-border business practices.

Prof. Dr. Bhardwaj's keynote address offered valuable insights into the dynamics of the world economy, international business strategies, and the role of innovation and collaboration in shaping global commerce.

Reflecting on the session, Prof. Dr. Bhardwaj said: "International forums like ECON 2025 play a pivotal role in connecting young scholars and thought leaders across borders. By sharing diverse perspectives on global business, we nurture a culture of collaboration, innovation, and mutual growth that is essential for the future of international trade and economic development."

Her participation not only highlighted SOMC's academic contributions at an international level but also reinforced the school's commitment to global engagement and knowledge exchange.

### **Office Yoga – Mindful Moves, Productive Grooves**

*Management Development Programme conducted by Ms. Akanksha Kathuria*



Ms. Akanksha at Jayem Auto Industries Pvt. Ltd



Meditation Session at Jayem Auto Industries Pvt. Ltd



On the occasion of International Yoga Day (19th June), Ms. Akanksha Kathuria, Assistant Professor, School of Management & Commerce (SOMC), KR Mangalam University, successfully conducted a Management Development Programme (MDP) on Office Yoga for the employees of Jayem Auto Industries Pvt. Ltd. at their Faridabad and Prithla plants.

The session was designed to help employees integrate mindfulness and physical wellness into their daily work routines. Ms. Kathuria led the participants through a series of simple yet highly effective chair-based yoga postures and desk stretches that can easily be practiced during office hours. These mindful movements encouraged participants to release physical tension, improve posture, and enhance focus—without leaving their workstation.

The programme emphasized:

- **Body Awareness:** Understanding posture and ergonomics for better health.
- **Desk-Friendly Stretches:** Easy exercises to relieve neck, back, and shoulder strain.
- **Mindfulness & Meditation:** Techniques to improve concentration and emotional well-being.
- **Acupressure Points:** Quick methods to boost energy and reduce fatigue.

The participants actively engaged in the session and experienced the benefits of breathing techniques and guided meditation, which helped them feel calm, energized, and ready to take on the day's challenges with renewed focus.

This initiative reflects SOMC's commitment to developing holistic management practices and supporting industry partners in enhancing employee well-being and productivity. The MDP received excellent feedback from Jayem Auto's management and employees, who appreciated the practical, hands-on approach that they could adopt immediately in their daily routines.

Through such programmes, KR Mangalam University continues to build strong industry-academia collaborations and promote a culture of wellness and productivity at the workplace.

#### **Guest of Honour at International Workshop on Intellectual Property Rights**

Ms. Akanksha Kathuria, Assistant Professor, School of Management & Commerce, KR Mangalam University, was honoured to be invited as the Guest of Honour at the International Workshop on Intellectual Property Rights: Claims Establishment and Patent Grant held on 31st May 2025.

The workshop was jointly hosted by Jyothy Institute of Commerce and Management, Bengaluru, and We Groww, bringing together academicians, researchers, and industry professionals to deliberate on the critical importance of intellectual property rights (IPR) in fostering innovation and protecting creators' work.

Ms. Kathuria shared her perspectives on the relevance of intellectual property rights in today's rapidly evolving business and technology landscape. The session featured insightful discussions on the patent application process, claims establishment, and strategies to safeguard innovation effectively. Participants actively engaged in thought-provoking conversations, reflecting on the need to create awareness about IPR among entrepreneurs, students, and researchers.

The event served as a platform for knowledge sharing, encouraging participants to integrate IPR considerations into their academic and professional pursuits. Ms. Kathuria expressed her gratitude to the organizers for curating such a valuable session and for providing an opportunity to contribute to a meaningful dialogue on innovation protection.

Through such engagements, KR Mangalam University continues to emphasize the importance of interdisciplinary learning and industry-academia collaboration in preparing students for the dynamic global business environment.

#### **Guest of Honour at Felicitation Ceremony – Suraj School, Gurugram**



**Felicitation Ceremony – Suraj School, Gurugram**

Ms. Akanksha Kathuria, Assistant Professor, School of Management & Commerce, KR Mangalam University, was honoured to be invited as the Guest of Honour at the Felicitation Ceremony for Class 10 and 12 toppers at Suraj School, Gurugram dated on 20 May 2025.

The event celebrated the hard work, dedication, and academic excellence of the young achievers who excelled in their board examinations. Ms. Kathuria addressed the students, applauding their determination and encouraging them to stay curious, embrace challenges, and continue striving for excellence in their future endeavours.

She highlighted the importance of resilience, lifelong learning, and building a strong value system as the foundation for success. The ceremony was a heartwarming reminder of the power of education in shaping the future, and the atmosphere was filled with pride and inspiration for students, parents, and teachers alike.

Such initiatives play a vital role in motivating students to aim higher and recognize the efforts of educators in guiding them

towards success. Ms. Kathuria expressed her gratitude to Suraj School for inviting her to be part of such a memorable occasion and extended her best wishes to all the achievers for their bright futures.

#### Resource Person at Manav Rachna University – Workshop on Digital Marketing



Session on Digital Marketing at Manav Rachna University

Ms. Akanksha Kathuria, Assistant Professor, School of Management & Commerce, KR Mangalam University, was invited as a Resource Person at Manav Rachna University on 21st April 2025 to conduct a one-day workshop titled “Digital Marketing: From Clicks to Conversions.”

The workshop was designed to provide MBA students with a practical, hands-on learning experience, covering essential

aspects of digital marketing including:

- Website Designing – creating user-friendly, conversion-oriented websites
- SEO (Search Engine Optimization) – strategies to improve online visibility
- SEM & PPC – running effective paid ad campaigns
- Email Marketing – building meaningful engagement with audiences

Through real-time applications, live demonstrations, and interactive discussions, the students explored how digital tools and strategies can be applied to achieve measurable results.

The session was marked by the enthusiasm and curiosity of the participants, who engaged actively in discussions, asked insightful questions, and demonstrated great interest in understanding how theory translates into real-world business outcomes.

Ms. Kathuria shared her appreciation for the students’ energy and eagerness to learn, calling it an enriching experience that reinforced the value of experiential learning in management education.

Such industry-oriented sessions strengthen the bridge between academics and practice, preparing students to meet the demands of a competitive digital economy

# 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, Safexpress, IIDE, GCEC Global Foundation, Imarticus Learning, NSE Academy, Samatrix.io, 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 Grant Thornton, offering students international exposure and exemptions from professional ACCA certifications.
- BBA (Logistics & Supply Chain Management) with Safexpress, focusing on supply chain optimization, logistics operations, and real-time case studies.
- BBA (Entrepreneurship) with GCEC Global Foundation, nurturing innovation and start-up culture through mentorship and entrepreneurial projects.
- BBA (Business Intelligence & Analytics) with Samatrix.io equipping students with cutting-edge skills in data analytics, AI, and machine learning.
- BBA (Business Intelligence & Analytics) with academic support of EY equipping students with cutting-edge skills in data analytics, AI, and machine learning.
- B.Com (Hons.) International Accounting & Finance with ACCA (UK) (in collaboration with 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 IBM support across multiple domains, enabling students to specialize with technology-driven business solutions.
- MBA (Digital Marketing) with Imarticus Learning, focusing on digital strategies, campaign management, and marketing technologies.
- MBA (Digital Marketing) with IIDE focusing on digital strategies, campaign management, and marketing technologies.

- Integrated BBA+MBA Programme with IBM, offering a seamless five-year pathway to managerial leadership and advanced corporate knowledge.

### **Beyond the Classroom**

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

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

### **Building Future Leaders**

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

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

### **Safexpress: Industry Partner for Real-World Learning in Logistics**

K.R. Mangalam University proudly collaborates with Safexpress, India's largest logistics and supply chain solutions provider, to enrich its BBA (Logistics and Supply Chain Management) and BBA (Hons./Hons. with Research) programmes with industry-driven insights and experiential learning.

Established in 1997, Safexpress operates a nationwide network spanning over 31,000 pin codes, 12,500+ GPS-enabled vehicles, and 19.5 million sq. ft. of state-of-the-art warehousing space. The company is a trusted partner for more than 5,000 corporate clients and is widely recognized for its innovation, reliability, and leadership in logistics.

### **How This Collaboration Enhances Our Programmes:**

- BBA (LSCM) students gain practical exposure through live industry projects, plant and warehouse visits, and custom case studies tailored around Safexpress operations.

This partnership ensures students are not just academically sound but also industry-ready, with direct insight into the complexities of logistics management, real-time decision-making, and national distribution frameworks.

Safexpress and K.R. Mangalam University together are shaping future-ready professionals equipped to lead in the ever-evolving world of supply chain and business operations.

#### **Grant Thornton Bharat LLP: Empowering Future Finance Professionals**

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

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

#### **Programme Highlights Under This Collaboration:**

- Advanced mentoring by top professionals from Grant Thornton, aligning with ACCA modules and industry standards.
- In-depth learning in Accounting & Finance, Performance Management, Financial Accounting, Taxation, and Business Technology.
- Live sessions, case-based learning, and experiential insights from practicing experts, giving students a competitive edge in global finance.

This partnership ensures that students are not only well-versed in the ACCA curriculum but are also job-ready with practical exposure, industry connections, and a strong foundation in international accounting practices.

Together, Grant Thornton Bharat LLP and K.R. Mangalam University are nurturing a new generation of globally competent finance and accounting professionals.

#### **IIDE – Indian Institute of Digital Education**

##### **Programme: BBA (Digital Marketing)**

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

##### **Programme Benefits:**

- Hands-on training in SEO, PPC, social media, content marketing, and digital analytics.
- Access to live case studies, practical simulations, and tools used by marketing professionals globally.
- Career-focused mentorship and placement support from IIDE's dedicated team.

The curriculum ensures students are job-ready with a strong portfolio, certifications, and a deep understanding of digital consumer behavior.

#### **IBM – International Business Machines**

##### **Programme: MBA (IBM)**

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

##### **Programme Benefits:**

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

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



## EVENTS

### INTERNATIONAL CONFERENCE ON INNOVATIVE TECHNOLOGIES FOR SUSTAINABLE BUSINESS TRANSFORMATION (ITSBT-2025)

The School of Management and Commerce (SOMC), K.R. Mangalam University, Gurugram, organized the International Conference on Innovative Technologies for Sustainable Business Transformation (ITSBT-2025) on April 12, 2025, at DoubleTree by Hilton, Gurugram, in hybrid mode. The conference was organized in collaboration with the University of Sydney (Australia), Belarus State Economic University, J&K Economic Association, and S.S. International.

The event served as a global academic platform for researchers, academicians, industry professionals, and policymakers to deliberate on sustainable business models enabled by technology. With the theme "Innovative Technologies for Sustainable Business Transformation," the conference aimed to foster interdisciplinary dialogue and inspire solutions that integrate innovation, ethics, and sustainability into business practices.

#### Inaugural Ceremony

The conference commenced with the lighting of the lamp followed by a welcome address by Prof. (Dr.) Indira Bhardwaj, Dean, SOMC and Conference Head. She underlined SOMC's

vision of fostering interdisciplinary research and preparing future-ready business leaders who embrace sustainability with technology.

The inaugural session was graced by eminent leaders:

- Prof. Arvind Sahay, Director, MDI Gurgaon (Keynote Speaker)
- Mr. Amit Sinha, Former COO, PayTM (Guest of Honour)
- Mr. Binaya Bhushan Panda, COO, Gensol Group (Keynote Speaker)
- Dr. Firdous Malik, University of the People, USA (Inaugural Keynote Speaker)

Prof. Sahay set the intellectual foundation by emphasizing the integration of data analytics, neuroscience, and ethics in business. Mr. Amit Sinha reflected on India's fintech revolution and the importance of responsible disruption. Dr. Firdous Malik advocated scalable, sustainable education technologies, while Mr. Binaya Panda inspired participants with industry success stories in renewable energy and green mobility.

### INTERNATIONAL PLENARY PERSPECTIVES



A thought-provoking session by Guest of honor Mr. Amit Sinha- Former COO-Paytm



Session by Prof. Arvind Sahay- Director MDI.



Felicitating of distinguished guests and keynote speakers in honor of their valuable presence and contributions.

**The plenary session featured international experts including:**

- Dr. Volha Rudkouskaya – Belarus State Economic University
- Dr. Isil Demirtas – Giresun University, Turkey
- Dr. Durmus Cagri Yildirim – Tekirdag Namik Kemal University, Turkey
- Dr. Viana Hassan – CEO, ETA Academy, Malta



International speakers from Belarus, Turkey, and Malta sharing global perspectives on sustainable business transformation

These sessions enriched the conference with perspectives on green finance, sustainable leadership, Industry 5.0, smart logistics, and AI-driven education for sustainability.

**Technical Tracks**

The heart of the conference lay in its seven technical tracks covering:

- Sustainable Marketing
- Finance & FinTech
- Green HRM Practices
- Digital & IT Transformation
- Tech-powered Entrepreneurship
- Operations & Supply Chain Resilience
- Sustainability & CSR



A moment with our session chairs who led engaging academic discussions across all tracks

Sessions were chaired by reputed academicians from University of Delhi, Jamia Millia Islamia, NDIM, Great Lakes University, and other leading institutions, along with co-chairs from SOMC. Research papers spanned case studies, empirical models, and innovative frameworks for sustainable transformation, with participation both onsite and online.

**Valedictory Ceremony & Awards**

The Valedictory Function brought the two-day journey to a meaningful close. Distinguished guests included:

- Prof. (Dr.) Ashutosh Nigam, J.C. Bose University of Science and Technology, YMCA (Chief Guest)
- Prof. (Dr.) Anirban Chakraborty, Jawaharlal Nehru University (Guest of Honour)
- Prof. (Dr.) Jasmeet Kaur Lamba, O.P. Jindal Global University (Special Guest)





Presentation by Guest of Honor speaker Dr Ashutosh Nigam

The dignitaries emphasized embedding sustainability in academia, research, and corporate strategies while promoting stronger academia-industry collaboration.

The Best Paper Awards recognized outstanding contributions from researchers across themes such as sustainable energy, circular economy, linguistic technology, ERP adoption, and global trade patterns.

Mementoes were presented to session chairs, co-chairs, and collaborators in appreciation of their valuable contributions

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## LEADERSHIP TALK AT SOMC: INSPIRING THE YOUNG GENERATION OF LEADERS

The School of Management and Commerce (SOMC) had the distinct honour of hosting a prestigious Leadership Talk titled “Inspiring the Young Generations of Leaders” on 15th April 2025. The event was graced by Air Marshal Jeetendra Mishra, AVSM, VSM, Air Officer Commanding-in-Chief, Western Air Command, Indian Air Force, whose

distinguished service has been recognized with the Ati Vishisht Seva Medal and Vishisht Seva Medal, conferred by the Hon’ble President of India. His presence provided students with a rare opportunity to interact with a visionary leader who has exemplified excellence, dedication, and leadership at the highest level.





Vice Chancellor Dr. Raghuveer Singh presenting memento to Air Marshal Jeetendra Mishra, AVSM, VSM, Air Officer Commanding-in-Chief, Western Air Command, Indian Air Force

The event commenced with a warm welcome address, acknowledging the esteemed dignitaries, respected faculty members, and the enthusiastic student audience. Special recognition was accorded to Dr. Raghuveer Singh, Honourable Vice Chancellor of K.R. Mangalam University, and Dr. Indira Bhardwaj, Dean of SOMC, whose guidance and support continue to inspire both students and faculty alike.

The program began with the Opening Address by Dean, Dr. Indira Bhardwaj, who highlighted the importance of nurturing leadership qualities, personal development, and effective decision-making in students. Her inspiring words

set a positive and motivating tone for the day. This was followed by the Welcome Address by the Honourable Vice Chancellor, Dr. Raghuveer Singh, who extended cordial greetings to the Chief Guest and all attendees, emphasizing the university's commitment to fostering leadership and innovation among students.

The highlight of the event was the Leadership Talk delivered by Air Marshal Jeetendra Mishra. During his session, he shared invaluable insights drawn from his extensive experience in the Indian Air Force, focusing on strategic decision-making, resilience, team management, and ethical leadership. His anecdotes from real-life challenges provided students with practical lessons and inspiration to develop their own leadership potential. The session was both motivating and enlightening, offering a unique perspective on leadership that goes beyond academics.





Air Marshal Jeetendra Mishra, AVSM, VSM, Air Officer Commanding-in-Chief, Western Air Command, Indian Air Force interacting with students

Following the talk, an interactive Q&A session allowed students to engage directly with Air Marshal Mishra, asking thoughtful questions and gaining personalized guidance. This dynamic exchange enriched the learning experience, enabling students to gain deeper insights into leadership, service, and career development.

The event concluded with a Vote of Thanks delivered by Dr. Indira Bhardwaj, expressing heartfelt gratitude to the Chief Guest, university leadership, faculty, and students for making the occasion a memorable success. The event was organized by Dr. Anumeha Mathur.

The Leadership Talk not only inspired students to aim higher but also reinforced SOMC's commitment to empowering students with the knowledge, skills, and confidence needed to become future leaders. The session was a testament to the university's focus on holistic education, blending academic learning with personal growth, ethical values, and leadership development.

SOMC Students Gain Firsthand Industry Exposure at Nippon Steel, Dharuhera

As part of its commitment to experiential learning, the School of Management and Commerce (SOMC), K.R. Mangalam University, organized an industrial visit to Nippon Steel India, Dharuhera (Rewari, Haryana) on 22nd April 2025 for MBA students specializing in Operations Management.



Nippon Steel, a leading forging industry, is renowned for manufacturing crankshafts for global automobile giants including Maruti Suzuki, Ford, Toyota, and several others.

During the visit, students had the unique opportunity to observe advanced forging operations and precision manufacturing processes that define world-class automobile production. They also gained valuable insights into production workflows, quality assurance systems, lean practices, and supply chain integration, directly from industry professionals.

The visit highlighted the importance of bridging classroom learning with real-world industry exposure. By engaging with experts and witnessing large-scale operations firsthand, students developed a deeper understanding of how theoretical concepts translate into practice in globally competitive environments.

Expressing gratitude, SOMC extended thanks to Nippon Steel India for their warm hospitality and knowledge-sharing, which will contribute immensely to shaping the professional journeys of its budding managers and leaders.



# FACULTY RESEARCH UPDATES

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## Patents & Innovation Highlights

The School of Management and Commerce (SOMC) at K.R. Mangalam University takes immense pride in celebrating the recent achievements of its faculty members in the field of research and innovation. These milestones reflect our commitment to fostering a culture of creativity, technology-driven problem-solving, and impactful scholarship.

Two design patents were granted on 16th June 2025, marking a significant milestone in FinTech innovation. The first, titled “Smart Account Opening Kiosk with Biometric Verification,” was developed by Dr. Mohammed Nizamuddin, Mr. Takrar Ahmed, and Dr. Indira Bhardwaj. This innovative kiosk design revolutionizes the account opening process by integrating biometric verification technology, ensuring efficiency, accuracy, and a superior user experience. The second patent, “Biometric-Enabled ATM for Secure Transactions,” by Dr. Nikhat Mushir, Dr. Manmohan Chaudhry, and Dr. Indira Bhardwaj, enhances ATM security through biometric authentication, offering improved fraud prevention and seamless transactions for users. Both patents reflect SOMC’s dedication to fostering innovation in financial services and technology.

Further strengthening the school’s research footprint, Dr. Deepika Choudhary achieved a published patent titled “Risk Perception and Portfolio Management of Equity Investors” on 4th April 2025. Her work delves into the psychological aspects of investor behaviour, exploring how perceptions of risk influence portfolio strategies and equity investment decisions. In addition, her research contribution titled “The Rise of FinTech – Disruptive Financial Technologies and Their Impact on Traditional Banking” offers deep insights into the evolution of financial technologies, their transformative impact on traditional banking, and the opportunities and challenges shaping the future of digital finance.

These accomplishments collectively highlight SOMC’s

vibrant research culture, where innovation meets impact, and faculty continue to lead the way in advancing knowledge in finance, management, and emerging technologies.

These patents and scholarly contributions stand as a testament to SOMC’s dedication to promoting innovation, research excellence, and intellectual property creation. We extend our heartiest congratulations to all inventors and researchers for their remarkable achievements that continue to bring pride to the university.

## Books Published

The faculty of the School of Management and Commerce continues to contribute significantly to academic research and knowledge dissemination. A noteworthy publication during this period is the book “Behavioral Finance: Theory, Biases, and Strategic Applications” authored by Dr. Devkanya and Dr. Divya Singh, and published by GEH Press 11th June 2025. The book provides an in-depth exploration of behavioral finance concepts, shedding light on psychological biases that influence financial decision-making and offering strategic applications for investors, policymakers, and researchers. This publication reflects the authors’ scholarly expertise and the School’s commitment to advancing contemporary business and finance literature.

Another remarkable addition to the academic contributions of the School of Management and Commerce is the book “Innovate to Dominate: AI and Sustainability in Business” authored by Dr. Sarina Asif and published by Book Rivers April 2025. This book offers valuable insights into how Artificial Intelligence is transforming sustainable business practices, driving innovation, and shaping future strategies for organizations. It bridges the gap between cutting-edge technology and sustainable development, making it a significant resource for students, researchers, and business professionals.

## RESEARCH PAPERS

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Dr. Anumeha Mathur has recently published her research article titled *"Adoption of Flexible Work Models and Their Contribution to Organizational Sustainability Goals"* in the Journal of Marketing & Social Research on 23rd May 2025. The paper highlights how flexible work arrangements not only enhance employee well-being and productivity but also play a crucial role in advancing organizations toward their long-term sustainability objectives. This achievement reflects our commitment to fostering impactful research that bridges academic knowledge with contemporary industry practices.

Ms. Neha Kambooj has published her research article titled *"Antiangiogenic Properties of Nanoparticles: A Decade Review with Extensive In Vitro and In Vivo Testing"* on 21st April 2025. The study provides valuable insights into the potential of nanoparticles in medical research, emphasizing their role in controlling abnormal blood vessel formation through extensive laboratory and preclinical testing. This significant contribution showcases her dedication to advancing scientific knowledge and highlights the spirit of innovation nurtured at our institution.

Dr. Divya Singh has published her research article titled *"Environmental, Social, and Governance (ESG) Considerations in Indian Private Equity: Emerging Imperatives and Investor Perspectives"* in the European Economics Letters Group on 24th June 2025. The paper explores how ESG factors are shaping investment decisions in the Indian private equity

sector, reflecting a growing emphasis on responsible and sustainable investing. This publication underscores her dedication to impactful scholarship and highlights our institution's commitment to addressing global economic and societal challenges through research.

Dr. Devkanaya Gupta has published her research article titled *"An Analysis of Socio-Economic Impact of the Mahatma Gandhi National Rural Employment Guarantee Act (MNREGA) on Beneficiaries in the State of Haryana"* in the Journal of Marketing & Social Research on 16th June 2025. The study provides an in-depth evaluation of MNREGA's role in enhancing rural livelihoods, improving financial stability, and fostering inclusive development. This significant contribution reflects her commitment to impactful research addressing vital socio-economic issues of national importance.

Ms. Akanksha Khaturia has published her research article titled *"Technology Will Transform Digital Advertising Strategies?"* in the Journal of Informatics Education and Research on 21st June 2025. The paper highlights the evolving role of technology in reshaping digital advertising approaches, offering valuable insights into how businesses can leverage innovation for greater consumer engagement and market impact. This achievement reflects her dedication to contemporary research in the field of digital marketing and emerging technologies.



# CLUBS AND SOCIETIES

## MANAGEMENT SOCIETY

### Current Affairs Buzz: A Quiz Competition



The Management Society of K.R. Mangalam University organized an engaging knowledge-based activity, “Current Affairs Buzz: A Quiz Competition”, on Tuesday, 15th April 2025, at Room C-416, C Block. The offline event witnessed 40 enthusiastic participants testing their awareness of national and international current affairs through multiple rounds, including MCQs, buzzer challenges, and rapid-fire questions. Coordinated by faculty

members Dr. Sarina Asif (Convener), Dr. Deepak Kumar (Co-convener), and Dr. Rupali (Member), along with student coordinators Mr. Priyam Bhardwaj and Ms. Sumit Mishra, the quiz promoted quick thinking, teamwork, and strategic

decision-making. The competition concluded with Team-3 (Devansh and Latesh) securing the first position and Team-5 (Yogesh, Himanshu, and Prince) earning the second position, highlighting sharp intellect and composure under pressure.

## SUSTAINABLE IDEA PRESENTATION



The Management Society of K.R. Mangalam University organized a “Sustainable Idea Presentation” on Tuesday, 1st April 2025, at Room C-416, C Block. The offline event encouraged students to showcase innovative solutions addressing environmental and social challenges, aligning with the United Nations Sustainable Development Goals (SDGs). Coordinated by faculty members Dr. Sarina Asif (Convener), Dr. Deepak Kumar (Co-convener), and Dr. Rupali (Member), along with student coordinators Mr. Priyam Bhardwaj and Mr. Sumit Mishra, the activity provided

participants a platform to enhance research, presentation, and public speaking skills. Students presented ideas through visual aids, prototypes, and interactive discussions, receiving valuable feedback from the faculty jury. The event successfully fostered sustainability awareness, creativity, interdisciplinary collaboration, and practical problem-solving, motivating participants to further develop their ideas through mentorship and university incubation opportunities.





# COMMUNITY CONNECT

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## Reel to Real: NSS Connects Youth with Earth's Challenges

On the occasion of World Earth Day (22nd April 2025), the National Service Scheme (NSS) organized a unique awareness-driven event titled “Reel to Real: Exploring Earth's Challenges through Film and Quiz” in Room C303. The students of the School of Management participated with great enthusiasm and made valuable contributions to the event. The program combined the power of film and interactive learning to sensitize students about pressing environmental concerns, while fostering their role as responsible community members.

## Building Awareness, Inspiring Action

The event began with a motivational talk by an NSS volunteer, highlighting the significance of Earth Day and the urgent need to adopt sustainable practices. This was followed by the screening of a thought-provoking documentary that explored real-world environmental challenges including climate change, plastic pollution, biodiversity loss, and deforestation. The film not only presented facts but also connected with the audience emotionally, prompting them to reflect on their own ecological footprint.

To reinforce learning, a quiz competition was conducted, encouraging students to apply their knowledge and think critically about environmental solutions. The enthusiastic participation of 40 NSS volunteers reflected the youth's willingness to learn and contribute to sustainability initiatives.

## Community Connect through Environment

The essence of the event lay in its alignment with NSS's mission of community engagement. By connecting reel experiences to real-world responsibilities, the program emphasized how students can extend awareness beyond the university campus and into their local communities.

Discussions after the screening encouraged students to share ideas on reducing plastic, conserving resources, and promoting tree plantation — small yet powerful actions that can collectively create a ripple effect of change.

## Leadership and Collaboration

The event was smoothly coordinated by Dr. Sapna Rana, Assistant Professor, SOMC (NSS Member), with active support from student coordinators Srishty Singh (B.Tech) and Prakhar (B.Tech). Their efforts ensured that the celebration of Earth Day was not limited to symbolic observance but became a meaningful exercise in collective responsibility.

## Outcomes and Impact

- Students gained deeper awareness of global and local environmental challenges.
- The interactive format fostered critical thinking and knowledge sharing.
- Youth were inspired to take forward eco-friendly practices into their communities.
- The program strengthened NSS's role in linking education, action, and community impact.

## A Step from Awareness to Action

The “Reel to Real” initiative proved that when education is paired with engagement, it can spark transformation. By blending film, dialogue, and interactive learning, the event connected students to their roles as environmental change-makers. It reaffirmed that safeguarding the planet requires both awareness and consistent action — starting with individuals and extending to communities.

Through this initiative, the NSS unit of KRMU once again demonstrated how student-driven activities can create meaningful community connect, turning global causes into local commitments for a greener future.

# PLACEMENTS

S.No.	STUDENT NAME	COURSE	Name of Company	OFFERED DESIGNATION
1	Vanshika Sharma	BBA (H) in BI and Analytics SAMATRIX (Research)	Sports Duniya	SEO Trainee
2	Salvi	MBA	HDFC Bank	Customer Care Executive
3	Atishay Jain	B.Com (H) (International Accounting & Finance) (ACCA- UK) (Research)	Jainsons Hardware	Finance Trainee
4	Isha Dani	MBA	Zielhoch	Management Trainee
5	Kaushambi Vyas	MBA IBM	Zielhoch	Management Trainee
6	Aditya	MBA IBM	Zielhoch	Management Trainee
7	Vidhi	MBA	Zielhoch	Management Trainee
8	Tanya	MBA In Digital Marketing (imarticus learning)	Zielhoch	Management Trainee
9	Shruti Singh	BBA	Zielhoch	Management Trainee
10	Kumud	BBA BIA	Zielhoch	Management Trainee
11	Shweta Chaudhary	BBA BIA	Zielhoch	Management Trainee
12	Neeti Goel	MBA	Zielhoch	Management Trainee
13	Anshu Das	B.Com (H) (International Accounting & Finance) (ACCA- UK) (Research)	Facility Plus Services (Cvent)	Associate Collection
14	Aastha	BBA (H) (Research)	Punjab Dying	Supply chain
15	Shreya Gupta	BBA (H) (Ent.) with GCEC Global (Research)	Center For Sports Injury	HR and Operation
16	Vikshit Mahajan	BBA (H) (Ent.) with GCEC Global (Research)	Recons Power	Sales Executive
17	Vijay Sharma	MBA In Digital Marketing (imarticus learning)	Retrotech Business Solutions	Content Writer
18	Samyak Jain	B.Com (H) (Research)	Tem Techs	Event Management Executive

# STUDENTS' CORNER

## AMORETTE – WHERE ELEGANCE MEETS HEART – MS. BIPASHA MANI



In a world where fleeting trends come and go, Amorette was born out of a timeless vision—a vision crafted by a group of passionate and purpose-driven students who dared to dream beyond the classroom. What began as a humble dropshipping experiment soon blossomed into a thoughtfully curated brand that celebrates elegance, individuality, and self-expression.

At its heart, Amorette is more than just a jewellery brand. It's a story of courage, creativity, and collaboration. It reflects the spirit of young entrepreneurs who transformed a simple idea into a living, breathing business—"Where Elegance Meets Heart."

Our journey started with late-night brainstorming sessions, rigorous market research, and a deep desire to create something that genuinely resonates with our generation. We identified a gap in the market for high-quality, everyday jewellery—pieces that are elegant, tarnish-resistant, and accessible to the modern woman. With this insight, we launched a premium line of artificial jewellery designed for effortless daily wear, blending timeless design with affordability and durability.

From conceptualizing brand identity to handling logistics, marketing, and customer service, every element of Amorette has been built by us—from scratch. Our hands-on experience included: Design and sourcing, Website Development, Social Media Marketing, Offline Engagement, Customer Relationship Management

Each challenge we faced became an opportunity to learn, adapt, and grow.

Most importantly, we extend our deepest gratitude to Dr. Anshika Prakash from KEIC (KRMU's Entrepreneurship Cell)—a true pillar of support and inspiration. Her belief in our potential, along with her hands-on support at every stage, from ideation to execution, gave us the platform and motivation to push our limits. KEIC has not only nurtured our entrepreneurial instincts but has also given us the space to thrive, experiment, and grow beyond textbooks.

This journey would not have been possible without the mentors who stood beside us with unwavering belief. We are deeply thankful to Dr. Anumeha Mathur, whose guidance, insights, and constant encouragement gave us the confidence to chase our dream fearlessly. Her mentorship shaped our vision and taught us the value of resilience and purpose.

A heartfelt thank you also to Mr. Ketan Dhariwal our external mentor, whose industry wisdom and branding expertise helped us navigate the practical challenges of launching a product in a competitive market.

We are proud to say that Amorette is a brand built from the dorms, nurtured through passion, and powered by teamwork. Behind this venture stands a group of committed and creative minds who turned a college project into a real brand:

- Ms. Bipasha Maini
- Mr. Priyam Bharadwaj
- Ms. Asmi Mahinderu
- Mr. Kanha Gupta
- Ms. Mehak Gauba

As we continue to grow, our commitment remains the same—to create jewellery that makes every woman feel seen, celebrated, and effortlessly elegant.

This is just the beginning. We are Amorette—where dreams take shape, and elegance finds its heart.

Insta handle- theamorette <https://www.instagram.com/theamorette?igsh=MTYONW00aGlqc2tpag==>

## NEFER – ARYAN SHARMA



Starting NEFER as a dropshipping brand was both challenging and rewarding. The biggest lesson we learned is the importance of research—knowing what products truly meet customer needs rather than just what looks trendy. We realized that choosing reliable suppliers and maintaining product quality are vital to building trust and long-term success.

Flexibility is key in dropshipping. Trends shift quickly, so being adaptable and responsive to market changes helped us stay relevant and competitive. We also learned how crucial social media engagement is, not just for selling products but for creating a community around shared interests and values.

When deciding on our brand name, we wanted something meaningful that reflected our philosophy. “NEFER” is an ancient Egyptian word meaning “perfect” or “complete.” This name perfectly embodies our goal to provide flawless, complete beauty solutions that empower customers. It serves as a daily reminder to pursue excellence in every aspect of our business—from the products we source to the service we deliver.

Our founders Aryan, Bhavika, Chaitanya, Narayan, and Priya chose NEFER because it symbolizes more than just beauty—it represents harmony, balance, and dedication to quality. These values guide us as we grow and innovate in the world of dropshipping.



# THOUGHTS FROM FACULTY

## WOMEN LEADERS IN THE FINANCIAL SECTOR: BREAKING BARRIERS AND SHAPING THE FUTURE

By Dr. Devkanya Gupta

The financial sector, often regarded as the backbone of economic growth, has historically been a male-dominated space. Yet, in recent decades, women leaders have emerged as influential changemakers, redefining the landscape of banking, investment, and financial services across the globe. Their rise reflects not only perseverance and competence but also the growing recognition that gender diversity strengthens decision-making, fosters innovation, and enhances corporate governance.

### The Rise of Women in Finance

The increasing presence of women in leadership positions is no coincidence. It is the outcome of policy reforms, diversity initiatives, and cultural shifts that encourage inclusivity in corporate leadership. Women leaders are known for adopting collaborative, people-oriented, and ethical leadership styles that complement the high-stakes, risk-sensitive nature of financial services.

### Trailblazers in India

India has produced several remarkable women who have left an indelible mark on the financial sector:

- Arundhati Bhattacharya, the first woman to chair the State Bank of India (SBI), led the nation's largest bank through digital transformation and organizational restructuring.
- Chanda Kochhar, former MD & CEO of ICICI Bank, pioneered retail banking growth and innovative lending practices.
- Shikha Sharma, as MD & CEO of Axis Bank, expanded the institution's reach while fostering customer-centric approaches.
- Kalpana Morparia, former CEO of J.P. Morgan India, played a pivotal role in integrating global investment expertise into Indian markets.

These leaders not only achieved extraordinary professional success but also paved the way for greater female representation in financial leadership.

### Global Icons of Leadership

Beyond India, women leaders are making significant contributions to the global financial ecosystem:

- Christine Lagarde, as President of the European Central Bank (ECB) and former IMF chief, has championed stability, inclusivity, and economic reforms worldwide.
- Jane Fraser, the first woman CEO of Citigroup, symbolizes

a breakthrough moment for women in global banking.

- Abigail Johnson, CEO of Fidelity Investments, has successfully steered one of the largest asset management firms toward digital innovation.
- Mary Callahan Erdoes, CEO of J.P. Morgan Asset & Wealth Management, manages one of the world's largest portfolios while advocating for diversity and sustainable finance.

### Why Women Leadership Matters

Research has consistently shown that companies with diverse leadership outperform their peers in profitability and resilience. In finance, women leaders bring:

- Balanced risk-taking that supports long-term growth.
- Customer-centric approaches, vital for financial inclusion and trust.
- Commitment to ethics and transparency, which safeguards institutional credibility.
- Innovative strategies, particularly in fintech, digital banking, and sustainable finance.

These qualities are increasingly important as the sector adapts to technological disruptions, global uncertainties, and sustainability challenges.

### Looking Ahead

While progress has been notable, women still face barriers in terms of mentorship, representation, and unconscious bias. However, with the rise of fintech, digital banking, and inclusive leadership programmes, opportunities for women in finance are expanding like never before. The challenge now is to ensure that institutions create enabling environments where women can thrive at every level of leadership.

### Conclusion

The journey of women in finance is both inspiring and transformative. Leaders like Arundhati Bhattacharya, Christine Lagarde, and Jane Fraser remind us that gender is no barrier to vision, resilience, or excellence. As the financial sector continues to evolve, women leaders will play an even greater role in ensuring it becomes more inclusive, ethical, and forward-looking.

In the words of Arundhati Bhattacharya, "The glass ceiling will go away when women help other women break through it." The story of women in finance is, therefore, not just about individual triumphs—it is about collective progress toward a more equitable and innovative financial world.

# SOMC ALUMNI

## ALUMNI SPOTLIGHT: SHAPING FUTURES AT K.R. MANGALAM UNIVERSITY

Journey of Noush E. Rawan Adil – MBA (Operations & International Business), Class of 2024

K.R. Mangalam University is proud of its alumni who continue to grow in their careers and contribute meaningfully to their fields. One such alumnus is Noush E. Rawan Adil, who completed his MBA in Operations and International Business in 2024 from the School of Management & Commerce.

### Learning and Growth at KRMU

Noush describes his MBA experience as enriching and practical. Classroom learning, case studies, and interactive discussions gave him insights into real-world business challenges, while the guidance of faculty members helped him build confidence and professional clarity.

“From case studies that reflected real corporate scenarios to the support I received from my professors, my MBA journey at KRMU gave me a strong foundation,” he shares.

### Moving into the Professional World

After completing his MBA, Noush began his professional journey with Euler Motors, a company working in the electric vehicle sector. His role allows him to apply what he learned at KRMU while contributing to the vision of a more sustainable future.

### Reflections and Advice

Looking back, Noush values not only the academic learning but also the exposure, teamwork, and problem-solving opportunities he gained at the university. He encourages current students to make full use of the resources and guidance available to them.



“The world of business is dynamic, and the learning at KRMU helped me adapt and step into my career with confidence,” he notes.

### Looking Ahead

As he contributes to the growing EV industry, Noush remains connected to the values of responsibility, adaptability, and continuous learning that were emphasized during his MBA. His story is a reminder of how education at KRMU supports students in shaping both their careers and their outlook toward the future.





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