



**BML MUNJAL  
UNIVERSITY™**  
A HERO GROUP INITIATIVE

**School of  
Management**

# INSIDER'S SCOOP

## School of Management (SoM)

### Newsletter

(July 2025 - December 2025)



# INS DER'S SCOOP

*Inside This Issue*

1.	From the Dean’s Desk .....	5
2.	Editorial Note .....	6
3.	Student Corner .....	7
	A. Active Learning in Action .....	7
	B. Beyond the Classroom .....	8
	C. Celebrating Student Excellence .....	13
	D. Reflections from our Students .....	14
4.	Life on Campus .....	48
5.	Faculty Corner .....	21
	A. Honours & Achievements .....	21
	B. Articles and Editorials .....	24
	C. Invited Talks and Guest Sessions Delivered .....	24
	D. Conference, Seminars, and Webinars .....	26
	E. Workshops, MDPs, and FDPs .....	30
	F. Training Sessions .....	32
	G. Research Publications .....	34
	H. Research Colloquium .....	37
	I. Welcome to Our New Colleagues .....	38
6.	Faculty Mentorship Reflections .....	39
7.	Global Connect .....	41
8.	From our Alumni Network .....	47
9.	Industry Connect .....	49
10.	From the Career Guidance & Development Centre .....	51

# VISION AND MISSION OF BMU

**Vision:** BML Munjal University seeks to nurture ethical leaders who are skilled, knowledgeable, and have the life skills required to lead their organisations to success. The University shall seek to advance and disseminate practically oriented knowledge benchmarked with the best global standards.

**Mission:** BML Munjal University aims to be a leading university regarding the quality and impact of its teaching, research, and linkages with major stakeholders. The focus of the University is to find creative solutions to problems through the application of knowledge. The University aims to create a talented community of students and faculty who excel in teaching, learning and research in a creative and stimulating environment. The University will collaborate with other institutions to develop science, technology and arts globally.



# VISION AND MISSION OF SCHOOL OF MANAGEMENT

**Vision:** To become a compassionate, globally connected, national model for management education and thought leadership that will connect the dots from inquiry to impact.

**Mission:** The School of Management at BMU will empower future leaders through its excellence in interdisciplinary curriculum, entrepreneurship, social impact and commitment to thought leadership. This will be evidenced by the impact of our students and scholars on society.

# 1. FROM THE DEAN'S DESK



## Insider's Scoop- The BMU-School of Management (SoM) Newsletter

Dear Readers,

It is a pleasure to welcome you to another edition of Insider's Scoop, the School of Management (BMU-SoM) newsletter. More than a record of activities and achievements, this newsletter reflects our shared values, aspirations, and commitment to developing responsible leaders in an ever-changing global economy.

At BMU-SoM, we believe that management education must extend beyond textbooks and conventional classroom learning. Today's business environment is shaped by digital transformation, sustainability concerns, and global uncertainty. Our focus has always been to prepare students not only for their first role, but for meaningful and enduring careers defined by adaptability, critical thinking, and purposeful decision making.

In recent months, our faculty, students, and staff have shown exceptional energy and resilience. BMU-SoM continues to thrive through international collaborations, industry-led masterclasses, conferences, student initiatives, live projects, and research contributions. Our commitment to experiential learning ensures that students remain connected to real-world challenges, industry engagement, and the practical application of analytical and strategic frameworks.

Research and innovation remain central to BMU-SoM. Faculty members are actively engaged in high-quality research, case development, patents, and policy-oriented studies addressing current business and societal issues. Equally encouraging is the growing participation of students in research projects, competitions, and conferences, helping them develop an early appreciation for inquiry, evidence-based thinking, and intellectual discipline.

Global exposure is another key element of our academic vision. Through international partnerships, student exchanges, summer programmes, and visiting faculty interactions, we aim to cultivate a global outlook among our learners.

I take great pride in the strong sense of community that defines BMU-SoM. The collaborative spirit shared by faculty, students, alumni, and industry partners creates an environment where ideas are encouraged and individuals are supported in their growth. Our alumni continue to exemplify SoM's values through their achievements and engagement.

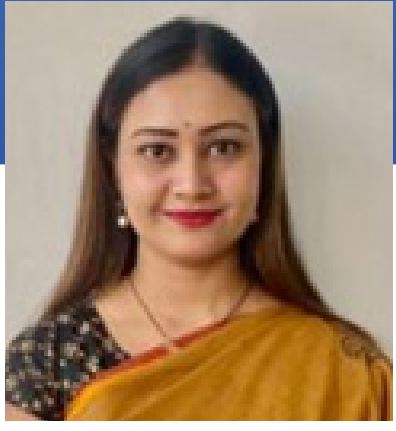
Let us continue to learn, innovate, and lead with integrity.

Warm regards,

**Dr. Jaskiran Arora**

Dean, School of Management

# 2. EDITORIAL NOTE



## From Dr. Jolly Masih

Each edition of Insider's Scoop captures a moment of progress, and this issue reflects the energy, experimentation, and forward momentum of the School of Management. Beyond formal programs and structured milestones, the deeper story lies in how ideas are explored, conversations evolve, and learning extends into industry, policy, and society. The narratives featured here highlight initiative and intent, showcasing students and faculty who step beyond familiar boundaries, apply knowledge in real contexts, and develop capabilities that matter in a changing world. We hope this edition informs and inspires deeper engagement and intellectual curiosity.



## From Dr. Adwitiya Mishra

What makes Insider's Scoop engaging is its focus on the journey behind achievements. This edition brings together stories of collaboration, inquiry, and steady progress, often unfolding quietly through classrooms, projects, and discussions. Rather than emphasizing outcomes alone, these pages reflect the processes that shape meaningful learning: questioning assumptions, welcoming feedback, and growing through experience. We invite readers to explore these reflections as a celebration of continuous learning and the collective pursuit of excellence at the School of Management.

# 3. STUDENT CORNER

## A. ACTIVE LEARNING IN ACTION:

### Learning Marketing through LEGOs

As part of the Marketing Pro course, a LEGO-based experiential learning approach was adopted using a flipped-classroom model to explain core marketing concepts such as value creation, segmentation, positioning, and branding. Through collaborative, hands-on activities, students visualized and applied key marketing frameworks, transforming learning from passive absorption to active concept application.

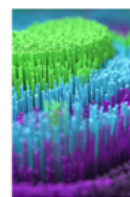


## Simulating Real Investment Decisions



In Finance and Analytics courses, faculty integrated investment simulations and portfolio-based case exercises that mirrored real-world capital allocation environments. Students evaluated start-ups, assessed financial risks, and defended investment choices through auction-style decision formats, strengthening financial judgment, analytical rigor, and strategic thinking under uncertainty.

## Understanding Economy through Simulation



SIMULATION BESTSELLER

### Macroeconomics Simulation: Econland

By: Tim Rogmans

This 30-minute simulation brings economic policymaking to life by allowing students to make monetary and fiscal policy decisions and consider their impact on the economy of a fictional country...

Brought to you by:



Publication Date: Aug 15, 2018

Discipline: Economics

Duration: 30 minutes

Product #: 8725-HTM-ENG

Type: Single-player

Course Level: Undergraduate, MBA, Graduate

A simulation-based teaching approach was adopted in the MBA Macroeconomics course using the Econland Macroeconomics Simulation to bring economic policymaking to life. Through interactive simulations involving growth dynamics, inflation, unemployment, and policy choices, students actively engaged with the complexities of the aggregate economy. This hands-on experience helped them understand real-world trade-offs and policy impacts, enabling learning through experiential engagement rather than abstract theorization.

## Econometrics & Applied Research: Learning through Data and Causal Analysis

A hands-on STATA-based lab session was conducted as part of the Summer School on Causal Research and Impact Evaluation Methods (CRIM-2025). Students applied econometric and applied economics methods to real-world datasets, strengthening causal reasoning and evidence-based decision-making.



## Business Analytics: From Data to Managerial Insight

Business Analytics courses incorporated live datasets, applied statistics use cases, and NLP-based capstone projects, enabling students to work on real business problems. This learning was strengthened through the Workshop on Applied Business Statistics: “Use Cases that Matter”, with industry inputs from Mr. Sumit Dutt and Mr. Nitin Gulia (DGLiger). Through case studies across IT, finance, retail, and healthcare, students translated statistical output into actionable managerial insights.



## Policy, HR & Organizational Behaviour: Case-Led Critical Thinking & Management Fair



In Policy and HR courses faculty used contemporary socio-economic and organizational cases to drive structured debates, stakeholder analysis, and reflective discussions. These sessions encouraged critical thinking and helped students connect classroom concepts with real policy challenges and workplace realities. As part of the Organizational Behaviour curriculum, students were given the opportunity to conceptualise and execute a Management Fair, transforming classroom learning into a large-scale, real-world experience. Working as a cross-functional team of 20 students, participants collaborated across domains such as marketing, finance, operations, and customer-facing sales, gaining first-hand exposure to teamwork, coordination, and leadership dynamics.

## Workshop on Mastering the Basics: Website Creation & Design



An applied workshop on “Mastering the Basics: Website Creation & Design,” was organized, where students developed functional digital assets through classroom-linked, industry-guided sessions. Professional readiness was also strengthened through simulated interview environments and group discussions, in collaboration with Board Infinity, replicating real corporate recruitment processes within the academic setting. These initiatives were in line with BMU-SoM’s commitment to practical application, technical proficiency, and industry-aligned skill development, ensuring that classroom learning translates directly into workplace readiness.

## B. BEYOND THE CLASSROOM

BMU-SoM creates opportunities for students to learn by doing through clubs, leadership roles, and real-world initiatives. These experiences shape confident, industry-ready professionals with strong problem-solving, collaboration, and leadership skills.

### (i) Activities of Agraga Club: Experiential HR & IR Learning

#### LinkedIn Workshop: Career Branding in Practice

A LinkedIn Workshop on Building a Professional Brand was conducted to enhance students' digital presence, networking strategies, and career positioning through application-oriented learning. The session focused on live profile evaluations, practical demonstrations, and real-time feedback, enabling participants to better understand how professional branding and online visibility influence employability and long-term career growth in today's competitive job market.



#### AI & Consulting Workshop: Industry Applications in Focus

An AI & Consulting Workshop provided students with hands-on exposure to the application of artificial intelligence in consulting and business strategy. The session demonstrated how AI supports problem structuring, data-driven analysis, recommendation development, and client pitching, while also offering interview-focused guidance to strengthen articulation and consulting readiness.



#### Corporate Premier League (CPL): Gamified HR Learning

Agraga's flagship Corporate Premier League (CPL) introduced a gamified approach to HR learning by transforming negotiation, teamwork, and strategic decision-making into an immersive, auction-based experience. Designed as a masquerade-themed auction night, CPL simulated real-world scenarios of portfolio building, budgeting, and negotiation, enabling students to engage with core HR and management concepts in a dynamic and participative environment.



## Umang Collaboration: Quick-Fire Negotiation Game



As part of UMANG, Agraga conducted a Quick-Fire Negotiation Game that placed students in real-world workplace scenarios requiring on-the-spot responses. The activity strengthened confidence, persuasive communication, and presence of mind, while making core HR concepts engaging and accessible to a wider student audience. Through such collaborative initiatives, Agraga continues to reinforce Beyond the Classroom learning by equipping students with practical skills and professional readiness.

## (ii) Informal Classroom Learning through ieOM Society Initiatives

### Excel Workshop: Strengthening Managerial and Analytical Skills



An applied workshop on Microsoft Excel was conducted to enhance students' functional and analytical capabilities essential for management education and workplace readiness. The session focused on practical applications of Excel relevant to data analysis, reporting, decision-making, and problem-solving, enabling students to translate theoretical concepts into usable business tools. Through hands-on exercises and guided practice, participants developed confidence in using spreadsheets for managerial tasks,

reinforcing experiential learning and skill development beyond the formal classroom.

### Badminton Competition: Learning Through Engagement and Team Spirit



As part of its emphasis on holistic development, the ieOM Society organized a Badminton Competition under Sports Day, encouraging student participation beyond academic settings. The event promoted confidence-building, teamwork, discipline, and self-driven engagement, offering students a platform to unwind while developing interpersonal skills and a competitive yet collaborative spirit. Such activities highlight the role of sports and recreation in supporting well-rounded development alongside academic learning.

### (iii) AdMaD: Impromptu Marketing and Idea Pitching



AdMaD, a marketing-focused event, provided students with an opportunity to engage in impromptu idea generation and product pitching, simulating real-world marketing and communication scenarios. Participants were challenged to think on their feet,

articulate ideas clearly, and respond creatively under time constraints. The event fostered teamwork, persuasive communication, and strategic thinking, supported by mentorship and organizational guidance, reinforcing informal learning through practice, feedback, and peer interaction.

## (iv) Student Participation at IFQM Conclave & Symposium 2025



Students from BMU-SoM actively participated as volunteers at the IFQM (Indian Foundation for Quality Management) Conclave and Symposium 2025, hosted by the university in collaboration with IFQM. The two-day forum brought together industry and academic leaders to discuss the future of Made in India, with insights from organizations including TVS Motor Company, Sun Pharma, Deloitte, Motherson Group, and Asian Paints. A key highlight was the address by Hon'ble. Smt. Nirmala Sitharaman, alongside the presence of Mr. N. Chandrasekaran. Through panel discussions, roundtables, and sector-focused sessions spanning manufacturing, healthcare, AI, MSMEs, and sustainability, student volunteers gained valuable exposure to large-scale professional forums, industry expectations, and quality leadership—strengthening academia-industry engagement while building practical learning experiences.

## (v) Industry Visits

### Visit to Appolo Supply Chain



As part of the MBA – Sustainability Science curriculum, students participated in an industrial visit to **Apollo Supply Chain, New Delhi**, gaining firsthand exposure to warehousing as a critical pillar of sustainable logistics management. The visit enabled students to explore current sustainability practices in warehousing, observe efficient material handling systems, and understand how operational excellence and sustainability work together in real-world settings. Through on-ground interactions and facility walkthroughs, students were able to connect theoretical frameworks discussed in class with practical logistics operations, reinforcing the BMU-SoM's commitment to hands-on pedagogy that helps students move beyond concepts to seeing sustainability in action.

### Visit to Lingel Windows & Doors Pvt. Ltd



As part of the experiential learning component of the MBA second-year Sustainability Science course, students were taken for an industrial visit to Lingel Windows & Doors Pvt Ltd at Kapriwas, Sector-14, Haryana,

where they engaged directly with real-world manufacturing environments. The visit provided students with hands-on exposure to fabrication activities and logistics operations, while also offering insights into Lingel Windows' sustainability initiatives, including recycling practices, corporate social responsibility (CSR) efforts, and cost-reduction strategies. This immersive experience enabled students to connect theoretical concepts from the classroom with practical sustainability applications in an industrial context.



### Visit To YAKULT



Undergraduate (UG) students undertook an industrial visit to Yakult Danone India Pvt. Ltd., Sonapat, Haryana, gaining firsthand exposure to the operations of a leading probiotic drink manufacturer.



The visit enabled students to observe efficient production processes and assembly line operations, while enhancing their understanding of scientific research in the FMCG sector, particularly in probiotics and its impact on consumer health and branding strategies. Students also explored the role of innovation and precision in product development,

prompting insightful discussions on market dynamics and the future of the FMCG industry.

### Visit to Hero Motocorp Plant for MBA Orientation



As part of experiential learning, MBA students were taken for an industrial visit to **Hero MotoCorp** during orientation week, where they gained firsthand exposure to large-scale manufacturing operations and quality control practices. During the visit, students observed assembly line processes, automation systems, and workplace safety protocols, while also gaining insights into supply chain coordination and production planning. Interactions with plant personnel helped students understand how operational efficiency, lean practices, and continuous improvement are implemented on the shop floor, enabling them to connect classroom concepts with real-world industrial decision-making and organizational processes.



## (vi.) Student Entrepreneurs at BMU-SOM

### CHERISH BY ANUPALI



Founded by Anupali Choudhary, Cherish is an example of how a personal interest evolved into a business venture through continuous learning and adaptation. The idea originated during her graduation years, particularly during the COVID lockdown, when she began learning candle making through online tutorials. What started as a hobby gradually gained traction as peers appreciated the products and began placing orders, leading to organic demand through social media. As the venture grew, Anupali identified a critical quality challenge related to fragrance sensitivity, which led her to temporarily pause operations and undertake in-depth market research. By engaging with multiple vendors, testing fragrance samples, and prioritizing organic, mild yet strong fragrances, she redefined the brand's core value proposition. This learning-driven pivot resulted in a complete rebranding, with fragrance quality emerging as the brand's key USP. After graduation, Anupali dedicated a year to working on the brand full-time before joining the MBA program at BML Munjal University. Balancing academics with entrepreneurship, she adopted a limited stocking and collaboration-based model by partnering with cafés and retail outlets in Delhi. While manufacturing constraints currently limit scalability and bulk order fulfillment, the venture continues to serve as a strong platform for applying managerial learning, particularly in operations, supply chain, and growth strategy.

### KHETI GHEE



Another student-led entrepreneurial initiative, Kheti Ghee, founded by Devanshu Choudhary, draws from deep-rooted exposure to agriculture and traditional food practices. Growing up around farms, livestock, and Indian masalas shaped his understanding of purity as a lived experience rather than a marketing claim. With a strong interest in Ayurveda, Devanshu explored the role of ghee as a medium that enhances the absorption and effectiveness of herbs. This understanding became the foundation for Kheti Ghee's Ayurvedic-infused variants, including Haldi Ghee, Black Pepper Ghee, Ashwagandha Ghee, and Mulethi Ghee. The decision to pursue an MBA at BML Munjal University proved to be a turning point. Exposure to urban consumer markets highlighted a significant gap between the demand for pure food and access to trusted sources. Kheti Ghee was envisioned as a bridge between rural producers and urban consumers, offering traditional A2 cow desi ghee prepared using the bilona method. Driven by the belief that purity should not depend on geography, the brand reflects a strong sense of purpose and responsibility. Kheti Ghee represents how student entrepreneurship at SOM extends learning beyond classrooms into domains of ethical sourcing, consumer trust, and sustainable business practices.

## USTART

USTART began not as a conventional business idea, but as a series of meaningful conversations. In 2024, during our time at university, we observed recurring challenges faced by gig workers—long working hours, income uncertainty, limited social security, and a lack of long-term stability. These issues highlighted a deeper structural gap within the quick-commerce ecosystem in the food-tech space, and became the foundation of our thinking. To move beyond assumptions, we conducted on-ground interactions with gig workers and restaurant partners, listening closely to their experiences and operational realities. These insights shaped USTART's core philosophy: to build a quick-commerce marketplace in the food-tech space that prioritizes fairness, transparency, and sustainable economics for all stakeholders. What truly strengthened this journey was the university ecosystem itself. Over 40+ students from diverse disciplines—including marketing, operations, technology, and strategy—were engaged through structured internships and live projects. This hands-on collaboration supported USTART's early development while providing students with meaningful real-world startup exposure. Today, USTART has established its operations in Gurugram, refined its business model, strengthened its technology, and is preparing for its next phase of growth. While the scale is expanding, the mission remains unchanged—building a fair and sustainable quick-commerce ecosystem in the food-tech space.



## C. CELEBRATING STUDENT EXCELLENCE

### (i) Case Study Competitions

Our students actively engaged in academic competitions and case-based learning platforms, applying theoretical knowledge to practical decision-making contexts. Participation in inter-institutional case competitions, including academic engagements hosted at Aryabhata College, University of Delhi, exposed students to complex investment and portfolio-based simulations. Internally, initiatives such as "Investigation – A Portfolio Battle" provided hands-on experience in venture capital decision-making, financial analysis, risk assessment, and strategic presentation. Through structured evaluation rounds, auction-based information access, and final presentations, students demonstrated strong analytical capability, teamwork, ethical judgment, and communication skills. Collectively, these platforms reinforced experiential learning by enabling students to operate within simulated real-world business environments.

### (ii) Student Excellence at MAHE DUBAI Conference

Our students demonstrated outstanding research excellence at the 2nd International Conference on Innovation for Impact: Digital and Mobile Technologies for Sustainable Business Management, Teaching & Learning, Environmental Protection, Healthcare, Tourism & Engineering Applications, organised in collaboration with Manipal Academy of Higher Education (MAHE), Dubai Campus, and Rushford Business School, Switzerland. Student research teams, guided by faculty mentors, contributed to 15 high-quality papers across diverse themes including digital transformation, AI, sustainability, healthcare innovation, and smart tourism. A major highlight of the conference was the recognition of SoM researchers with three Best Paper Awards, selected from among 75+ presentation. The conference offered students valuable international exposure and encouraged academic publishing, reinforcing their role in innovation-driven, impact-oriented research.



## D. REFLECTIONS FROM OUR STUDENTS

At BMU-SoM, learning is reflected not only through structured pedagogy but also through the personal journeys of students. Student reflections highlight how classroom discussions, experiential learning, industry engagement, research exposure, and co-curricular participation collectively contribute to confidence-building, clarity of thought, and professional readiness. These narratives offer an authentic perspective on the SOM experience, capturing growth, self-discovery, and the practical application of management education beyond textbooks.

### MBA Students – Academic Excellence, Internships & Placements

#### BHAVYA SAHNI

MBA (Marketing), BML Munjal University



My MBA in Marketing at BML Munjal University was a period of focused learning and steady growth. The program encouraged critical thinking through case discussions, live projects and continuous classroom engagement, helping me understand how marketing decisions are made in real business contexts. Over time, I learned to approach brands not just creatively, but analytically-grounded in consumer insight and market realities. Being selected into Aditya Birla Fashion and Retail Limited was a deeply satisfying moment, as it reflected the preparation and discipline developed during my MBA. The course strengthened my understanding of marketing strategy, research, communication and teamwork. Overall, the experience was rigorous yet rewarding, equipping me with clarity, confidence and a strong foundation to begin my professional journey.

#### ADITYA SINGH PARMAR

MBA (Marketing), BML Munjal University



My MBA journey at BML Munjal University has been a truly enriching and confidence-building experience. Specializing in Marketing and Analytics, I gained strong conceptual understanding along with hands-on exposure through live projects and internships. I worked as a Territory Sales Manager Intern with Carrier Midea India, where I handled business across 43 retail outlets in 10 districts, led a sell-out team, and contributed to significant summer sales growth. I also gained experience in sales and marketing with Ather Energy, which helped me understand customer behaviour and on-ground execution. The academic environment and practical exposure at the university helped me bridge the gap between theory and real-world business challenges. Getting selected by a reputed brand like Bata as an Area Sales Manager is a proud milestone for me and a true validation of my MBA journey. I look forward to applying my learnings and growing as a retail professional.

## DEBASHISH DAS

MBA, BML Munjal University



BML Munjal University (BMU) has been a humbling and enriching experience, offering multiple opportunities for students to explore, grow, and shine among their peers. The university's strong emphasis on experiential learning - through simulations, live projects, and capstone assignments across subjects - has helped enhance my imaginative thinking while deepening my understanding of real-world industry dynamics. This approach has shaped me into a more well-rounded individual, not only academically but also across other dimensions, significantly strengthening my problem-solving and analytical skills. These competencies played a key role in securing a valuable internship at Nippon India Mutual Fund and later helped me earn an even more rewarding final placement opportunity at S&P Global, a Fortune 500 organization. BMU has consistently supported its students by providing access to relevant, up-to-date resources and a learning environment focused on employability and professional growth. University has been integral in enabling these opportunities, and I remain deeply grateful for the knowledge and experience gained - both within the classroom and through its open spaces of learning.

## ABHISHEK YADAV

MBA, BML Munjal University



My MBA Journey at BML Munjal University has been a phase of intense learning and self-discovery. Coming in with ambition but limited clarity, the program helped me structure my thinking, sharpen my analytical approach, and understand how businesses actually function beyond textbooks. Classroom discussions, case analysis, and continuous evaluations pushed me to think logically and communicate more confidently. One of the most impactful parts of my journey was working on live projects, where I learned how to deal with ambiguity, deadlines, and real stakeholder expectations. The faculty's constant guidance and honest feedback played a crucial role in shaping my professional mindset. Getting placed with Niva Bupa Health Insurance Company Limited was a moment of pride and reassurance, as it reflected the growth and effort invested throughout the MBA. Overall, the experience has been challenging, rewarding, and truly transformative.

## B.COM STUDENTS – ACADEMIC TRANSITION & INDUSTRY EXPOSURE

### PRIYA

B.Com, BML Munjal University



Despite coming from a science background, my transition to the B.Com program at BML Munjal University was smooth and academically enriching due to a structured curriculum and strong faculty support. The faculty played a pivotal role in building a solid foundation in commerce while equipping students with industry-oriented, application-based skills. Each semester, corporate professionals were invited for guest lectures, offering valuable insights into real-world business practices and industry expectations. My academic performance was recognized with the Dean's Medal of Honour for Academic Excellence, and based on merit, I was awarded a 50% scholarship. Beyond academics, BMU provided extensive leadership and experiential learning opportunities. I am currently serving as the Lead of the Judges and Mentor Team for the Hult Prize, mentoring student teams and overseeing evaluation processes. Additionally, as a UGC NEP Saarthi, I contribute towards the vision of NEP 2020 by creating awareness and fostering dialogue on its reforms. As an active member of Club Savera, I mentored students preparing for national-level examinations such as Buniyaad and NMMS, strengthening my leadership abilities, professional outlook, and social responsibility.

### BABLI CHOUDHARY

B.Com, BML Munjal University



I am Babli Choudhary, a first-year B.Com (Hons) student with ACCA at BML Munjal University, actively engaged in academic and experiential learning. As a volunteer with Savera Club, I have contributed to mentoring students preparing for NMMS, Navodaya, and Buniyad examinations, an experience that has been deeply fulfilling and reinforced my belief in education as a tool for social impact. Alongside this, I am currently interning with MyFirstPlacement as a Social Media Intern, supporting outreach and digital engagement initiatives. Previously, I worked with ClayLab's School of Entrepreneurship, assisting startup teams, and this year I am contributing to onboarding fellows for the ClayLab Fellowship Program. My coursework in Business Communication, IT for Managers, and Finance has enabled me to apply classroom learning to real-world contexts. A guest lecture by Mr. Dinesh Yadav on web development and global multimedia practices further enriched my learning. These experiences culminated in a 9.65 SGPA in Semester 1 and have strengthened my aspiration to pursue ACCA.

## INTEGRATED BBA-MBA STUDENT – RESEARCH & INSTITUTIONAL ENGAGEMENT

### PASHMA

Batch 2021-26, BBA-MBA (Integrated) & Research Scholar, BMU



My journey at Hero Group's BML Munjal University has been one of becoming academically, professionally, and personally. From my early years as a BBA and MBA student to my current role as a research scholar, BMU has been a space that encouraged exploration, courage, and clarity. Beyond classrooms, BMU offered experiences that shaped my outlook. Working with ACIC BMU immersed me in the startup ecosystem, where ideas met action and learning felt alive. As part of the Corporate Connect team, I had the opportunity to organize industry interactions and engage with business leaders, experiences that refined my communication skills and strengthened my confidence. The most defining chapter of my journey has been my research under the mentorship of Dr. Jolly Masih, Professor at BMU. A remarkable mentor, she guided me with patience, insight, and unwavering faith. Through research projects, academic writing, and meaningful conversations, she helped me discover my passion for research and teaching, while giving direction to my career aspirations. BMU, enriched by mentors like Dr. Jolly Masih, has not only educated me, but it has also empowered me to find my voice, purpose, and path forward.

### SARA BANSAL

BBA, BML Munjal University



Hi, my name is Sara Bansal. I'm a BBA 3rd year student. Throughout my journey at BML Munjal University, I have been actively involved in extracurricular activities, especially in the field of fashion and performing arts, which I am deeply passionate about. I have worked on multiple fashion projects and currently serve as the President of Blaze – the Fashion Society. I have performed Kathak at Melange, BMU's cultural fest, and participated in several fashion walks like in NIIT University, Amity, BITS Pilani and many more. I have also performed at events like Founder's Day and attended sessions such as Mritunjay. Additionally, I was an active member of the Enactus Club, where I contributed significantly to building and strengthening the club. Academically, subjects like Design Thinking allowed me to work on a live prototype and website-based project, while the Happiness course gave me exposure to theatre-based learning. Overall, BMU has helped me grow as a confident, positive, and well-rounded individual.

# 4 LIFE ON CAMPUS

## (i) Co-Curricular Engagements: Culture, Collaboration, And Campus Spirit



Beyond academics, campus life was further enriched through vibrant co-curricular engagements, most notably the university's annual cultural fest, 67 Milestone. Spanning three dynamic days, the fest brought together student teams from multiple colleges, creating a lively platform for collaboration across dance, music, sports, and creative arts. The event successfully blended competition with celebration through cultural showcases, informal student-led activities, and high-energy DJ nights and artist performances, fostering a strong sense of community and participation. Alongside entertainment, MBA-focused activities infused with fun and strategy allowed management students to apply their skills in an informal yet competitive setting. Such experiences contributed significantly to strengthening interpersonal skills, creativity, and campus camaraderie, making student life engaging and well-rounded.



## **(ii) Academic Summits: Leadership, Global Exposure, and Industry Engagement**

Campus life at BMU-SoM is shaped by a strong academic culture, leadership-oriented platforms, and global engagement initiatives that extend learning beyond classrooms and textbooks.

### **THE LEADERSHIP SUMMIT**

BMU-SoM, in collaboration with ACIC-BMU Foundation, successfully hosted the 6th edition of the Leadership Summit 2025 on “Youth Entrepreneurship & Startup Governance – Guiding the Next Generation of Leaders Towards Stability and Success.” The summit was graced by Shri Bharat Lal, Secretary General & CEO, National Human Rights Commission, as Chief Guest, and Mr. Prem Singh, President & Group CHRO, JK Group, as the Keynote Speaker. The event brought together 15+ speakers from startups and leading corporates including DeHaat, InsuranceDekho, Accenture, OYO, and Hero Enterprise. Three engaging panel discussions on Financial Integrity & Governance, Boardroom Governance & Leadership, and Youth Entrepreneurship & the Startup Ecosystem were moderated by Prof. Davinder Singh, Prof. Jaskiran Arora, and Prof. Prashant Verma, respectively.



With participation from 40+ industry professionals and over 200 students of BML Munjal University, the summit offered valuable industry exposure and learning opportunities. The event was chaired by Dr Jolly Masih and Co-Chaired by Dr Vaishali Sharma.

### **MOMENTUM 3.0: INDUSTRY INTERACTION & STUDENT PITCHING SESSION**

MOMENTUM 3.0 was successfully conducted on campus as an immersive industry interaction and student pitching initiative, offering learners real-time exposure to corporate expectations. Students engaged directly with HR leaders from leading organizations including Amazon, Capgemini, ICICI Lombard, and Dentsu. Through a dynamic five-minute pitching format, students confidently presented their profiles, strengths, and aspirations, followed by personalized feedback on communication, body language, resume presentation, and industry alignment. The session helped clarify career pathways and in-demand skills while motivating students to strengthen domain knowledge and professional readiness. Peer learning further enriched the experience as participants observed diverse presentation styles and approaches. Momentum 3.0 was widely appreciated by students, reinforcing confidence, self-branding awareness, and the university's commitment to career-focused, industry-integrated learning.



### (iii) Convocation Ceremony for the Batch of 2025



The 10th Convocation Ceremony held on 10th November 2025 marked a proud milestone for BMU-SoM as our students successfully completed their programmes. The graduating batch included 294 MBA students, 11 Executive MBA students, 38 BBA students, 10 B. Com students, 3 BA Economics students, and 5 PhD scholars in Management. The ceremony celebrated academic achievement and marked the transition of students into professional and research careers.

### Reflections from Utkarsh Agrawal: Graduating class of MBA 2025

I am deeply grateful for this platform that shaped me through countless experiences and gave me friendships that go far beyond support systems. From personal growth to achieving my placement, every milestone has been a part of this beautiful journey. Standing at the convocation ceremony felt surreal—a moment that made me pause and reflect on how far I had come, as if one chapter of life was gently closing and another was beginning. This two-year roller-coaster journey will always remain one of the most meaningful and unforgettable phases of my life. The Convocation Ceremony for the Batch of 2025 marked a deeply meaningful milestone for students at SoM, serving not only as a formal celebration of academic achievement



but also as a moment of reflection on the journey at BML Munjal University. From a student's perspective, the convocation symbolized the culmination of years of learning, growth, and transformation shaped by the University's academic rigor, mentoring culture, and experiential approach to education. The ceremony reflected the values of the institution—its commitment to nurturing capable, ethical, and industry-ready professionals—while bringing together students, faculty, and academic leadership in a shared celebration of accomplishment. The guidance and mentorship received from professors, combined with the practical exposure gained through academic initiatives, industry engagement, and co-curricular activities, reinforced the confidence and readiness of graduates as they transition into professional life. Being part of the BML Munjal University community and witnessing this journey conclude at convocation was a proud and fulfilling experience, underscoring the role the institution has played in shaping both personal and professional outlooks.

# 5. FACULTY CORNER

## A. Research Achievement

### ICSSR RESEARCH GRANT



Dr. Sangita Dutta Gupta as Co-PI has received a grant of Rs.1 crore from the Indian Council of Social Science Research (ICSSR). The title of the project is Mediating Role of Marginalized Women's Autonomy and Access to Clean Cooking Fuel in India: A Longitudinal Study on Multi-Dimensional Perspective on Empowerment. The other members of the team include Debalina Chakravarti, Manjula Menon and Indrani Roy Chowdhury.

### ICSSR RESEARCH GRANT



Dr. Ruchi Garg received a research grant of INR 17 Lacs as Co-Project Director under Punyashloka Devi Ahilyabai Holkar Special Call for Women-Led Research on Women-Led Development scheme from the Indian Council of Social Science Research (ICSSR).

## CERTIFICATE OF APPRECIATION

Dr Jaya Ahuja Raina received a Certificate of Appreciation from INTI University, Malaysia.



## PATENT GRANTED



Dr. Jolly Masih received a patent for Growsense AI: IoT-Based Deep Water Cultivation Nutrient Calculator. GrowSenseAI\* is an AI and IoT-integrated smart solution designed to automate nutrient management in Deep Water Culture (DWC) hydroponic systems. Using real-time sensor data, including pH, electrical conductivity (EC), temperature, and water levels, the system calculates optimal nutrient dosing and pH adjustments tailored to plant type and growth stage. A microcontroller (ESP32/Arduino)

processes inputs and transmits data to a cloud platform for monitoring and control via a mobile app. Enhanced by AI models, GrowSenseAI not only maintains ideal nutrient conditions but also forecasts future requirements based on environmental trends and plant behaviour. The system offers scalable, sustainable precision agriculture for both home and commercial growers.



## JOINED EDITORIAL TEAM



Dr. Sanjay Jena joined the editorial team of Vikalpa, Journal of IIM Ahmedabad (Sage Publication) as Associate Editor.

## JOINED REVIEW TEAM



Dr. Sangita Dutta Gupta has been selected as a reviewer of papers for the IAFFE (International Association for Feminist Economics) conference 2026.

## RESEARCH EXCELLENCE AWARD

Dr. Jolly Masih was invited as a Keynote Speaker at the International Conclave on Patent Invention Steps 2025, organized by Banaras Hindu University on 22nd November 2025. She also received the Best Research Excellence Award at the Conclave



## KEYNOTE SPEECH

Dr Ankur Shukla delivered the Keynote speech at the International Conference on Management, Business & Economy (ICMBE) at SKIT Jaipur.



## BEST PAPER PRESENTATION AWARD



Dr. Richa Mishra was awarded Best Paper Presentation for her paper titled “Algorithmic Supervision and Worker Well-Being: Rethinking People Management in the Platform Economy” at the 2nd International Conference on “Innovation For Impact: Digital and Mobile Technologies for Sustainable Business Management, Teaching & Learning, Environmental Protection, Healthcare, Tourism, and Engineering Applications”

organized by Confab 360 Degree, New Delhi, and Manipal Academy of Higher Education (MAHE), Dubai Campus, in association with the European Global Institute of Innovation and Technology, Malta; Bosowa University, Indonesia; Rushford Business School, Switzerland; and NSHM Knowledge Campus, Durgapur, India, held on 10 & 11 December 2025 at Manipal Academy of Higher Education (MAHE), Dubai Campus.

## BEST PAPER PRESENTATION AWARD



Dr. Vaishali Sharma received Best Paper Presentation award for her paper titled “Reimagining the Gig Economy: A Comparative Study of Organizational Efficiency and Sustainable Growth” at the 2nd International Conference on “Innovation For Impact: Digital and Mobile Technologies for Sustainable Business Management, Teaching & Learning, Environmental Protection, Healthcare, Tourism, and Engineering Applications” organized by Confab 360

Degree, New Delhi, and Manipal Academy of Higher Education (MAHE), Dubai Campus.

## KEYNOTE SPEAKER AND BEST PAPER PRESENTATION AWARD



Dr. Jolly Masih participated as a Keynote Speaker at the 2nd International Conference on Innovating for Impact: Digital Technologies for Public Administration, Engineering Applications, Environmental Protection, Sustainable Business Operations, and Healthcare. The conference was organized by Confab 360 Degree, Manipal Academy of Higher Education (MAHE) – Dubai Campus, Rushford Business School (Switzerland), and the European Global Institute of Innovation and Technology (Malta). Dr Jolly also won the Best Paper Presentation Award for her paper titled “Adoption and Perception of Agri Drones in Indian Agriculture: A Mixed-Methods Study”

Dr. Jolly Masih was also the Keynote Speaker at the First International Seminar on Sustainability and Circular Economy held at Bandung, Indonesia, on 27th December, 2025

## B. Articles and Editorials

### EMPOWERING INDIAN TAXI DRIVERS

Prof. Pratik Modi co-authored a newspaper article titled “How a New Indian Taxi Service Plans to Push Back Uber, Ola, and Empower Drivers” in The Diplomat-Asia Pacific Current Affairs Magazine in August 2025.



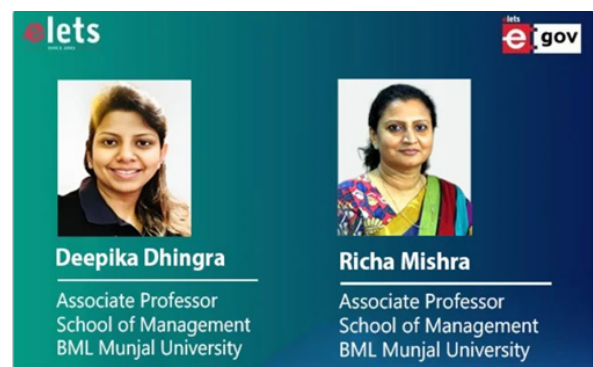
### RE-IMAGINING BUSINESS ADMINISTRATION

Prof. Jaskiran Arora and Dr. Jolly Masih published a newspaper article titled “Re-imagining business administration” in B-School Special Issue of Business India on 6th November 2025.



### UNMASKING THE HIDDEN COST OF WHITE-COLLAR CRIME

Dr. Richa Mishra and Dr. Deepika Dhingra published an article titled “Beyond the Boardroom: Unmasking the Hidden Cost of White-Collar Crime” on the Elets Governance (eGov) platform. The article exposes the hidden societal toll of corporate misconduct—from shattered communities to environmental harm.



## C. Invited Talks and Guest Sessions Delivered

### GUEST LECTURE



Dr. Jolly Masih delivered a guest lecture on “Research Residency Session 2- Mood Mapping in Markets: Neuromarketing Insights for Predicting Purchase Intent” at Rushford Business School, Switzerland on 21st Aug 2025.

## PANEL MEMBER



Dr. Sangita Dutta Gupta was invited as a panel member in “The Indo-European Management Conference 2025” on “Publishing and Peer Review in the Age of Artificial Intelligence” on 11th October 2025.

Dr. Sangita Dutta Gupta was invited to the panel for DoCC Evaluations - PGDM and PGDM (BM) 2024-26. on 6th & 8th November 2025.

## GUEST SESSION ON STRATEGIC TOOLS IN MARKETING MANAGEMENT



Dr. Sanjeev Ganguly was invited by the University of Los Andes, Colombia, to conduct a guest session on “Strategic Tools in Marketing Management” on 30th October 2025, engaging students with applied strategic frameworks and real-world marketing perspectives.

## PANEL MEMBER FOR AACSB LEADERSHIP SUMMIT

Dr. Sangita Dutta Gupta was invited as a panel member for the AACSB leadership summit. The topic of the panel discussion was ‘Responsible Management Education: From Principles to Practice’.



## D. Conference, Seminars, and Webinars

### SUSTAINABILITY THROUGH GREEN HR PRACTICES

Dr. Richa Mishra presented her paper titled “Marketing Green Mindfulness for Sustainability through Green HR Practices: Role of Green Leadership and Pro-Environmental Behavior” at the 12th AIM-AMA Sheth Foundation International Marketing Conference, held at Management Development Institute, Gurgaon.



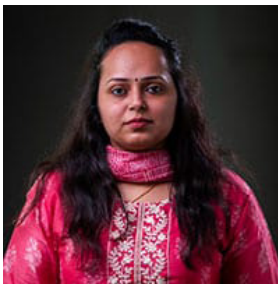
### 85th ANNUAL MEETING OF THE ACADEMY OF MANAGEMENT



Prof. Arvinder Chopra presented paper titled “Dynamic Managerial Capabilities, Resource Orchestration, and Performance: A Research Proposal”, at the 85th Annual Meeting of the Academy of Management in July 2025 in Copenhagen, Denmark.

Prof. Anirudh Agrawal also participated in the AOM Conference.

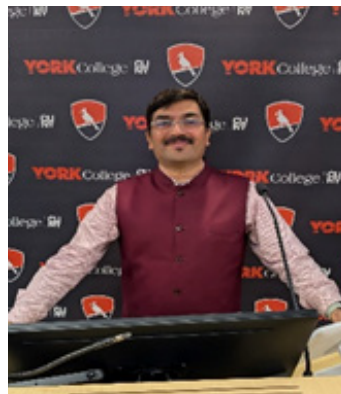
### LEADERSHIP AND VIRTUAL ASSIGNEES



Dr. Jaya Ahuja presented a paper titled “Leadership and Virtual Assignees” at the International Conference on Transforming the Future of Business (ICTFB 2025) held at the University of Wollongong, Dubai, on 17th Oct 2025.

### ICBMEIS-2025 AT NEW YORK

Dr. Chirag Malik attended an International Conference on Business, Management, Economics, and Information Systems (ICBMEIS-2025) Oct 25-26, 2025, New York, USA.



## SUSTAINABILITY AND FINANCE



Dr. Anirudh Agrawal attended Green Finance Forum on 30th and 31st October 2025 in New Delhi.

## AI, CULTURE INDUSTRY, AND CONSUMER IDENTITY



Mr. Manish Singh, Dr. Gaurav Gupta, Dr. Sanjeev Ganguly presented the paper titled “Desire by Design: How AI Extends the Culture Industry’s Control Over Consumer identity-A Systematic Literature Review” at FORE International Management Conference held during November 19-21, 2025 at FORE School of Management, New Delhi.

## VIRTUAL ASSIGNEES AND THE FUTURE OF WORK



Dr. Jaya Ahuja presented her paper titled “Virtual assignees and the future of work”. Paper presented at the International Conference on Transforming the Future of Business, University of Wollongong, Dubai, in November 2025

# SOM AT THE 10TH PAN IIM WORLD MANAGEMENT CONFERENCE

## DRIVING SOCIAL IMPACT THROUGH MANAGEMENT RESEARCH

Dr. Satya Prakash presented a Book of abstract at 10th PAN- IIM World Management Conference (WMC) 2025 on, "Driving Social Impact Through Management Research" on 27th -29th November 2025.



World Management Conference 2025 held at the Indian Institute of Management Ranchi from November 27 to 29, 2025.



## ADVANCE BOOKING AND RETURNS IN AGRI-INPUT CHAINS

Dr. Diwakar K. Pandey presented a paper titled, "Advance Booking and Returns Contract in Agricultural-Input Supply Chains" at the 10th Pan-IIM World Management Conference 2025.



## SMART CITIES AND ENTREPRENEURSHIP

Prof. Anirudh Agrawal presented article on Smart cities and Entrepreneurship at the 10th PAN-IIM World Management Conference held at IIM Ranchi from November 27 to 29, 2025.



## AUDIT QUALITY AND FIRM DEBT MATURITY

Reena Kumari presented paper titled, "Does Audit Quality Influence Debt Maturity of a firm?" at the 10th Pan-IIM

## GREEN LEADERSHIP AND PRO ENVIRONMENTAL BEHAVIOUR

Dr. Richa Mishra presented her paper titled "Green Leadership and Pro-Environmental Behaviour: Role of Green Mindfulness & Green HR Practices" at the 10th

PAN-IIM World Management Conference held at IIM Ranchi from November 27 to 29, 2025.



## SOCIAL IMPACT ASSESSMENT MEASURES USED BY IMPACT-INVESTING FIRMS

Prof. Anirudh Agrawal presented his paper titled “Review of Social Impact Assessment Measures Used by Impact Investing Firms” at the India Responsible Capital Conference (IRCC 2025) - Co-hosted, Organized by Centre for Sustainability and Corporate Governance Research (CSCG) at the India Management Research Conference 2025 during December 05-07, 2025, at the Indian Institute of Management Ahmedabad.



## ACADEMIC WELL-BEING AND SOCIO-PSYCHOLOGICAL FACTORS IN INDIAN UNIVERSITY STUDENTS

Dr. Chirag Malik presented paper titled,” Navigating Emotional Turbulence: Understanding How Socio-Psychological Factors Shape Academic Well-being

Among Indian University Students” at the International Conference on “Innovation For Impact: Digital and Mobile Technologies for Sustainable Business Management, Teaching & Learning, Environmental Protection, Healthcare, Tourism, and Engineering Applications” organized by Confab 360 Degree, New Delhi, and Manipal Academy of Higher Education (MAHE), Dubai Campus, in association with the European Global Institute of Innovation and Technology, Malta; Bosowa University, Indonesia; Rushford Business School, Switzerland; and NSHM Knowledge Campus, Durgapur, India, held on 10 & 11 December 2025 at Manipal Academy of Higher Education (MAHE), Dubai Campus.



## INDUSTRY PERSPECTIVES ON YOUTH ENTREPRENEURSHIP AND GOVERNANCE

Dr. Vaishali Sharma presented the paper titled “Bridging World industry perspectives on youth entrepreneurship and governance “ presented at the 2nd International Conference on “Innovation for Impact” organized by Confab 360 Degree and MAHE Dubai Campus, held on 10 & 11 December 2025 at Manipal Academy of Higher Education (MAHE), Dubai Campus.



## SUSTAINABLE INVENTORY ROUTING IN MANUFACTURING SUPPLY CHAINS

Dr. Satya Prakash presented his paper titled “A Sustainable Inventory Routing Problem for Logistics Operations in Manufacturing Supply Chain” at the POMS India International Conference 2025, held at IIM Sambalpur from 13th to 16th December 2025.



## E. Workshops, MDPs, FDPs and Diplomas

### ENTREPRENEURSHIP AND SKILL DEVELOPMENT

Prof. Akriti Chandra attended the one-week residential “Training of Trainers (ToT) in Entrepreneurship and Skill Development” organized by National Institute for Micro, Small and Medium Enterprises, Ministry of MSME, Government of India, from 21–25 July 2025. The program aimed to strengthen participants’ understanding of MSME schemes, and the role of financial and developmental institutions in promoting entrepreneurship.



### FDP ON COMPUTATIONAL METHODS FOR RESEARCHERS

Dr. Diwakar K. Pandey completed the “Faculty Development Program on Computational Methods for Researchers” organized by Electronics & ICT Academy, MNIT Jaipur, from September 29 to October 17, 2025.

Dr. Reena Kumari completed a 40 hours (3 credit equivalent) online training program cum FDP, on Computational Methods for Researchers, funded by Meit Y and endorsed by AICTE/UGC, on September 29th October to 17th, 2025, at Electronics & ICT Academy, MNIT Jaipur.



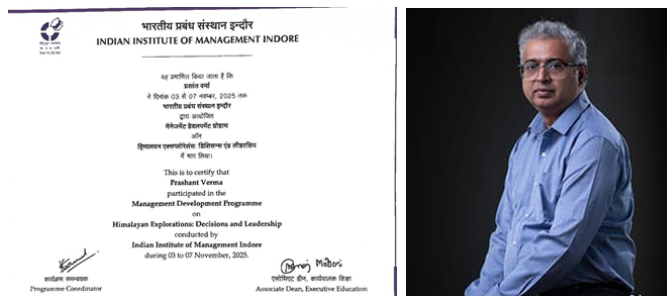
## PYTHON CERTIFICATION PROGRAMME

Dr Reena Kumari completed Python Certification Programme on “Data Handling Using Python: Machine Learning & Natural Language Processing” conducted virtually from 27th October to 2nd November 2025 (total duration : 14 hours)



## MDP ON HIMALAYAN EXPLORATIONS: DECISIONS AND LEADERSHIP

Prof. Prashant participated in the Management Development Programme on Himalayan Explorations: Decisions and Leadership, conducted by Indian Institute of Management, Indore during 03 to 07 November 2025.



Prof. Prashant Verma also participated in “Workshop on Promotion of Mental Health and Psychological Well-Being of Adolescents Using Life Skills Approach”, from NIMHANS Bangalore.

## MDP FOR BIHAR MILK COOPERATIVE SENIOR OFFICERS

Dr. Sangeeta Chopra conducted MDP for Bihar Milk Cooperative Senior Officers, in collaboration with NDDDB, organized by National cooperative development corporation (Ministry of cooperation), on how to ‘Align Human Resources with Organization Values’ . Audience was - cross levels, mostly senior and middle level officers.



## FDP ON CAUSAL EXPERIMENTAL DESIGN TO SEM

Dr. Chirag Mallik Conducted an FDP on Causal Experimental Design to Structural Equation Modelling with PLS-SEM & FSQCA, on 16 November, 2025

KOACHSCHOLAR

**FACULTY DEVELOPMENT PROGRAMME**  
on  
**Causal Experimental Designs to Structural Equation Modelling with PLS-SEM & FSQCA (With 2 Months Smart PLS Key)**

**Resource Persons**

**Dr Chirag Malik**  
BML Munjal University

**Dr Tathagata Ghosh**  
TAPMI, Manipal

**Dr Shalini Sahni**  
Founder-Koach scholar

## MDP FOR MDs OF MILK COOPERATIVES

Dr Sangeeta Chopra conducted Management Development Programme for MDs of Milk Cooperatives in collaboration with NDDDB, organized by NCDC (Ministry of Cooperation). The focus of MDP was on ‘Aligning Human Resources with Organization Values.



## MDP ON MINDFULNESS AND EFFECTIVE LEADERSHIP

Dr. Sangeeta Chopra conducted Half day Management Development Programme conducted for Park Hotel Management Trainees. The topic of the MDP was 'Mindfulness' and Effective Leadership'.



## MDP ON DATA SCIENCE AND AI FOR MANAGERS

Dr. Jolly Masih completed an Executive Programme in Data Science and AI for Managers from IIM Lucknow.



## FDP ON LARGE SCALE OPTIMIZATION

Dr. Satya Prakash participated in the summer school and faculty development program on Large-Scale Optimization at IIT Bombay, organized by eminent researchers and academicians who are leaders in the field of optimization in India.



## F. Training Sessions

### SESSION ON EMOTIONAL INTELLIGENCE FOR IIS OFFICERS

Dr. Jaya Ahuja conducted her fifth training session for the new batch of IIS Officers at the Ministry of Information & Broadcasting, Government of India. The session, titled "Emotional Intelligence: Personal & Professional Effectiveness," addressed a competency that is increasingly vital for leaders navigating today's dynamic and high-stakes communication landscape. The interaction explored: Psychometric assessments for personality analysis, core components of Emotional Intelligence, tools for enhancing self-awareness and emotional regulation, strategies for empathetic communication and relationship building, and the role of EI in strengthening leadership presence, decision-making, and resilience.

What stood out most was the enthusiasm, curiosity, and commitment demonstrated by the young officers. Their

openness to reflection, active engagement, and ability to connect Emotional Intelligence concepts to real-world administrative contexts made the session particularly enriching.



## TRAINING SESSION ON SELF-EFFECTIVENESS THROUGH PSYCHOMETRIC PROFILING FOR LIC OFFICERS

Dr. Jaya Ahuja organized and conducted an engaging training session for LIC officers on Self-Effectiveness through Psychometric Profiling, focusing on enhancing self-awareness, emotional intelligence, and interpersonal effectiveness. Using experiential learning methods such as reflective exercises, real-life scenarios, and group activities, participants explored their personality styles, strengths, behavioural patterns, and emotional triggers, gaining insights into how introverted and extroverted tendencies shape workplace interactions and leadership impact. The officers' openness, curiosity, and active participation made the session both meaningful and impactful.



## THREE DAY RESIDENTIAL TRAINING PROGRAMME



Dr. Sangeeta Chopra was invited to conduct a three-day residential training programme for LINAC–NCDC, in collaboration with the National Dairy Development Board. The programme was held at the LINAC campus in Gurugram. The training brought together around twelve Managing Directors of Milk Unions from across the country and provided a focused platform for strategic dialogue, peer learning, and capacity building. The residential format enabled in-depth discussions, experience sharing, and sustained engagement, making

the programme both impactful and enriching for the participants.

Dr. Sangeeta Chopra was also invited to conduct a one-hour session for NCDC, Gurugram for Bihar Govt. Extension officers, on Team building and problem solving on 28th August.

## TRAINING SESSION FOR LEADERSHIP DEVELOPMENT



Dr. Sanjeev Ganguly was Invited by IIM Raipur to Conduct sessions for LEADERSHIP DEVELOPMENT PROGRAMME for mid-career executives of Steel Authority of India Limited on 16th Nov 2025.

## CAREER ORIENTATION SEMINAR AND MOCK GD



Dr. Bhanu Pratap Singh conducted a career orientation seminar in IMS Kanpur. He also conducted a Mock Group Discussion with the Career Guidance and Development Centre (CGDC), at BMU.



## G. Research Publications

### JOURNAL ARTICLES

S.No.	Faculty Name	Month (Year)	Title of the Paper	Journal Name	Index/ Ranking
1.	Dr. Amar Rao	July (2025)	Crude oil Price forecasting: Leveraging machine learning for global economic stability	Technological Forecasting and Social Change	ABDC-A
2.	Dr. Amar Rao	July (2025)	SDG adoption and firm risk: The impact of ESG performance, investor confidence, and agency cost	International Review of Economics & Finance	ABDC-A
3.	Dr. Ujwal Shankar	July (2025)	Exploring Shadows in the Workplace: An Integrated Literature Review on Ostracism's Impact on Employee Dynamics.	Organization Development Journal	ABDC-C
4.	Dr. Jaya Ahuja	July (2025)	Supervisory mistrust: the overlooked connection between ethical climate and workplace deviance	International Journal of Ethics and Systems	ABDC-C
5.	Dr. Jaya Ahuja	August (2025)	Influence of organisational climate on employee engagement: personality type as a moderator	International Journal of Business Excellence	Scopus Q3
6.	Dr. Ankur Shukla	September (2025)	Mapping and Decoding Green Finance Research: Themes and Topic Interconnections Using a Multi-Method Approach	International Journal of Productivity and Performance Management	ABDC-B
7.	Dr. Ruchi Garg	October (2025)	Smart Technologies, Sustainability, and Consumer Behaviour: A Review and Research Agenda Using TCCM and PTM	International Journal of Consumer Studies	ABDC-A
8.	Dr. Amar Rao	November (2025)	Climate resilience through finance: The divergent roles of institutions and markets	Finance Research Letters	ABDC-A
9.	Dr. Jolly Masih	December (2025)	Shaping the Future of Agritech: Generative AI-Driven Drones and Their Impact on Value Chains	Journal of International Commercial Law and Technology	ABDC-C
10.	Dr. Jolly Masih	December (2025)	From lecture halls to metaverse worlds: A new era in engineering education	International Journal of Engineering Pedagogy	Scopus Q2
11.	Dr. Jolly Masih	December (2025)	Consumer mindsets on healthy eating: A machine learning study of organic food trends through social media	Scientific Culture	Scopus Q1
12.	Dr. Prashant Verma	October (2025)	Neuroprotective Potential of Free Radical-Scavenging Nanoparticles in Addressing Inflammation and Obesity	IET Nanobiotechnology	Scopus Q1

13.	Dr. Prashant Verma	December (2025)	Microglia's Dual Edge: Balancing Neuroprotection and Neurotoxicity in Health, Neurodegeneration, and Neuropsychiatric Disorders	Alzheimer's & Dementia	Scopus Q1
14.	Dr. Prashant Verma	December (2025)	Interactions Among Circadian Rhythms, Aging, and Neurodegenerative Diseases	Alzheimer's & Dementia	Scopus Q1
15.	Dr. Anees Ahmad	December (2025)	Examining the impact of perceived hospital accreditation quality standards on patient loyalty: A Stimulus-Organism-Response theory perspective	IIMB Management Review	ABDC-B
16.	Dr. Amar Rao	December (2025)	Unveiling temporal and frequency spillovers: Climate-risk indices and energy futures markets	Journal of Environmental Management	ABDC-A

## BOOK CHAPTERS

S.No.	Faculty Name	Month (Year)	Title of the Book/Book Chapter/Edited Volume	Book Name/ Edited Volume	Publisher
1.	Dr Deepti Sharma and Dr. Richa Mishra	July (2025)	Book Chapter: Examining Positive Psychology Interventions to Boost Mental Health of Students in Universities in India	Using Positive Psychology Interventions to Promote Well-Being Among Students in Higher-Education Institutions: Understanding Their Cognitive and Social Impact	Palgrave Macmillan
2.	Dr Richa Mishra	July (2025)	Book Chapter: A Comprehensive Analysis of Environmental Accounting Practices in Indian Companies: A Key Approach to Ensuring Environmental Sustainability	The Paradigm Shift from a Linear Economy to a Smart Circular Economy	Springer
3.	Dr. Jolly Masih	July (2025)	Book Chapter: Mitigating Mental Health Struggles: The Importance of Social Support, Glucose Control, and Demographic Factors in Depression and Burnout	The Paradigm Shift from a Linear Economy to a Smart Circular Economy	Springer
4.	Dr. Jolly Masih	July (2025)	Book Chapter: Mapping Ethical Values onto Sustainable Tourism: A Bibliometric Perspective	The Paradigm Shift from a Linear Economy to a Smart Circular Economy	Springer
5.	Dr. Jolly Masih	July (2025)	Book Chapter: Predictive Modelling of Health Insurance Claims of Customer—An ARIMA Approach	The Paradigm Shift from a Linear Economy to a Smart Circular Economy	Springer

6.	Dr. Jolly Masih	July (2025)	Book Chapter: From Restoration to Reaction: A Sentiment Study of an Indian Historic Temple Pre- and Post-renovation	The Paradigm Shift from a Linear Economy to a Smart Circular Economy	Springer
7.	Dr Ujwal Shankar	November (2025)	Book Chapter: Twenty Questions about Employment Testing Bias and Unfairness in India	Global Perspectives on the Definition, Assessment, and Reduction of Bias and Unfairness in Employment Testing. Series: Educational and Psychological Testing in a Global Context	Cambridge University Press
8.	Dr Jolly Masih	November (2025)	Edited Book: Artificial Intelligence for Agile Business Solutions: Modernization of Outdated Systems (Studies in Systems, Decision and Control	Artificial Intelligence for Agile Business Solutions: Modernization of Outdated Systems	Springer
9.	Dr. Jolly Masih and Dr. Richa Mishra	December (2025)	Book Chapter: Ethical and Psychological Dimensions of Human-AI Collaboration in Insurance: Implications for Workforce Well-Being	Green Policies and Augmented Reality in InsurTech: Catalysts for Sustainability and Innovation	Emerald Publishing

## IVEY CASES

S.No.	Faculty Name	Month (Year)	Case Name
1.	Dr Deepika Dhingra	August (2025)	Shaadi.com: Addressing a Generational Shift
2.	Dr. Sanjeev Ganguly	October (2025)	On Track to Net Zero? The Strategic Dilemma of Indian Railways' Electrification

## H. Research Colloquium

### 20<sup>th</sup> RESEARCH COLLOQUIUM

The 20<sup>th</sup> Research Colloquium was held on 23<sup>rd</sup> July 2025 at Hub C, BMU Campus. Prof. Sanjeev Ganguly and Dr. Ruchi Garg were the esteemed speakers at the colloquium. Prof. Ganguly presented his research on “Biryani by Kilo: The Growth Dilemma”. Dr. Ruchi Garg presented her research on the topic “Exploring the drivers and barriers to non-formal education in Anganwadi centers for sustainable development education: a multiple stakeholder study”.

## 21<sup>ST</sup> RESEARCH COLLOQUIUM

The 21<sup>st</sup> Research Colloquium was held on 20<sup>th</sup> August 2025 at Hub C at the BMU campus. Prof. Pratik Modi and Prof. Anirudh Agrawal were the esteemed speakers. Prof. Modi presented his research on “Conceptualizing a Performance-Contingent Governance Framework for Franchisor-Franchisee Relationships”. Prof. Anirudh presented on the topic “Corporate Philanthropy: A Review and Research Agenda”.

**BMU SOM**  
21<sup>st</sup> RESEARCH COLLOQUIUM  
Organized by: School of Management, BMU  
Date: 20th Aug, 2025  
Time: 2:00 pm - 3:00 pm (IST) | Hub C, BMU Campus

**Presenters**  
Dr. Pratik Modi, Professor, School of Management  
Dr. Anirudh Agrawal, Professor, School of Management

**“Conceptualizing a Performance-Contingent Governance Framework for Franchisor-Franchisee Relationships”**  
Abstract: Franchising is a complex and dynamic business model...  
Keywords: Franchising, Performance, Governance, Franchisee, Franchisor

**BMU SOM**  
21<sup>st</sup> RESEARCH COLLOQUIUM  
Organized by: School of Management, BMU  
Date: 20th Aug, 2025  
Time: 2:00 pm - 3:00 pm (IST) | Hub C, BMU Campus

**Presenters**  
Dr. Anirudh Agrawal, Professor, School of Management

**“Corporate Philanthropy: A Review and Research Agenda”**  
Abstract: Corporate philanthropy refers to the act of giving resources to society...  
Keywords: Corporate Philanthropy, Literature Review, Research Agenda, Corporate Strategy

## 22<sup>ND</sup> RESEARCH COLLOQUIUM

The 22<sup>nd</sup> Research Colloquium was held on 26<sup>th</sup> September 2025 at Hub C, BMU campus. Dr. Gaurav Gupta and Dr. Diwakar Kumar Pandey were the esteemed speakers. Dr. Gupta presented his research on the topic “Integrating Artificial Intelligence and Consumer Behaviour: Insights and Directions from a Hybrid Systematic Literature Review.” Dr. Pandey presented his research on the topic “Advance Booking and Returns Contract in Agricultural-Input Supply Chains”

**BMU SOM**  
22<sup>nd</sup> RESEARCH COLLOQUIUM  
Organized by: School of Management, BMU  
Date: 26th Sept, 2025  
Time: 3:00 pm - 4:00 pm (IST) | Hub C, BMU Campus

**Presenters**  
Dr. Gaurav Gupta, Assistant Professor, School of Management  
Dr. Diwakar Kumar Pandey, Assistant Professor, School of Management

**“Integrating Artificial Intelligence and Consumer Behavior: Insights and Directions from a Hybrid Systematic Literature Review”**  
Abstract: The integration of consumer behaviors has changed significantly...  
Keywords: Artificial Intelligence, Consumer Behavior, Systematic Literature Review

**BMU SOM**  
22<sup>nd</sup> RESEARCH COLLOQUIUM  
Organized by: School of Management, BMU  
Date: 26th Sept, 2025  
Time: 3:00 pm - 4:00 pm (IST) | Hub C, BMU Campus

**Presenters**  
Dr. Diwakar Kumar Pandey, Assistant Professor, School of Management

**“Advance Booking and Returns Contract in Agricultural-Input Supply Chains”**  
Abstract: Rising costs of agricultural inputs such as seeds, fertilizers, and pesticides...  
Keywords: Advance Booking, Returns Contract, Agricultural-Input Supply Chains

## 23<sup>RD</sup> RESEARCH COLLOQUIUM

The 23<sup>rd</sup> Research Colloquium was held on 30<sup>th</sup> October 2025 at Hub C, BMU Campus. Dr. Arvinder Singh Chopra and Dr. Bhanu Pratap Singh Choudhary were the esteemed speakers. Dr. Arvinder presented his research on the topic ‘Dynamic Managerial Capabilities, Resource, Orchestration, and Performance’. Dr. Bhanu presented on the topic Effectiveness of an Interpretive Front of Package Format.

**BMU SOM**  
23<sup>rd</sup> RESEARCH COLLOQUIUM  
Organized by: School of Management, BMU  
30th Oct, 2025 | 3:30 pm - 4:30 pm (IST) | Hub C, BMU Campus

**Presenters**  
Dr. Arvinder Singh Chopra, Assistant Professor of Finance, School of Management, BML Munjal University  
Dr. Bhanu Pratap Singh Choudhary, Assistant Professor, School of Management, BML Munjal University

**Dynamic Managerial Capabilities, Resource Orchestration, and Performance**  
**Effectiveness of an Interpretive Front-of-package Format**

## 24<sup>TH</sup> RESEARCH COLLOQUIUM

The 24<sup>th</sup> Research Colloquium was organized by the School of Management on 4<sup>th</sup> December 2025 at Hub C at the BMU Campus. Dr. Adwitiya Mishra and Dr. Anees Ahmad were the esteemed speakers at the colloquium. Dr. Adwitiya presented her research on the topic ‘Impact of Subcontracting on Informal Firms: Evidence from the Indian Manufacturing Sector’. Dr. Anees presented his research on the topic ‘Examining impact of Perceived Hospital Accreditation Quality Standards on Patient Loyalty’.

**BMU SOM**  
24<sup>th</sup> RESEARCH COLLOQUIUM  
Organized by: School of Management, BMU  
04th Dec, 2025 | 4:00 pm - 5:00 pm (IST) | Hub C, BMU Campus

**Presenters**  
Dr. Adwitiya Mishra, Assistant Professor, School of Management, BML Munjal University  
Dr. Anees Ahmad, Assistant Professor, School of Management, BML Munjal University

**Impact of Subcontracting on Informal Firms**  
**Examining Impact of Perceived Hospital Accreditation Quality Standards on Patient Loyalty**

## I. Welcome to Our New Colleagues

### PROF. ANIRUDH AGRAWAL



Prof. Anirudh Agrawal joined BMU-SoM on 3rd July 2025 as Professor. Dr. Anirudh has completed Bachelor's in Mechanical Engineering from Punjab Engineering College, Chandigarh, master's in mechanical engineering from INSA Lyon, France, Certificate in Strategy and Management from HEC Paris, France and PhD (Impact Investing Strategies) from Copenhagen Business School, Denmark. He has 15 years of experience. In his most recent position, he was associated with Alliance University, Bengaluru as Professor of General Management.

### DR. BHANU PRATAP SINGH CHOUDHARY



Dr. Bhanu Pratap Singh Choudhary joined BMU-SoM on 3rd July 2025 as Assistant Professor-II. Dr. Bhanu has completed B.Tech (Food Sc. & Technology) from Maharana Pratap University of Agriculture and Technology, Udaipur, M.Tech (Food Process Engg & Mgt) from National Institute of Food Technology Entrepreneurship and Management, Kundli, MBA from IIM Ahmedabad, and PhD (Management) from IIM Ahmedabad.

### DR. DIWAKAR KUMAR PANDEY



Dr. Diwakar Kumar Pandey joined BMU-SoM as Assistant Professor-II on 3rd July 2025. Dr Diwakar has completed B.Tech (Mechanical Engineering) from National Institute of Technology (NIT), Jamshedpur and PhD (Management) from Indian Institute of Management, Indore

### DR. GAURAV GUPTA



Dr Gaurav Gupta joined BMU-SoM as Assistant Professor -III on 6th August 2025. Dr. Gupta has completed BBA (Marketing), MBA (Marketing), and PhD (Marketing) from Punjabi University, Patiala. He has 12 years of experience. In his most recent position, he was associated with Amity University, Noida as an Assistant Professor.

### PROF. ARVINDER SINGH CHOPRA



Prof Arvinder Singh Chopra joined BMU-SoM on 11th August 2025. Prof. Arvinder has completed BA from Delhi University, Post Graduate Diploma in Business Management from XLRI, Jamshedpur, MBA (Strategy) from Schulich School of Business, York University, Canada. He is also pursuing PhD (Strategy & Entrepreneurship) from Asper School of Business, University of Manitoba, Canada. He has over 26 years of experience. In his most recent position, he was associated with Asper School of Business, University of Manitoba as Adjunct Professor.

### DR. SANJAY JENA



Dr. Sanjay Jena joined BMU-SoM on 1st October 2025 as Assistant Professor- III. Dr Jena has completed B.Sc from Behrampur University, Odisha. He completed his MBA from Institute of Management and Information Science, Bhubaneswar, and PhD (Marketing) from ICFAI University, Ranchi. He has 17 years of experience. In his most recent position, he was associated with IIM Ahmedabad as a Research Associate.

## DR. ADWITIYA MISHRA



Dr. Adwitiya Mishra joined BMU-SoM on 13th October 2025. Dr. Adwitiya has completed BA (Hons.) Economics from University of Delhi, MA (Economics) from MDU, Rohtak, M.Phil. (Economics) from Jawaharlal Nehru University, New Delhi, and PhD (Economics) from Jawaharlal Nehru University, New Delhi. She has over 1.5 years of professional experience. In her most recent position, she was associated with Hindu College, University of Delhi as a Guest Faculty.

## DR. AZHARUDDIN AKHTAR



Dr. Azharuddin joined BMU-SoM on 15th December 2025 as Assistant Professor-II. Dr. Azharuddin has completed BA (Economics) from Aligarh Muslim University, MA (Economics) from University of Hyderabad, M.Phil. (Economics) from Jawaharlal Nehru University and PhD (Economics) from Jawaharlal Nehru University. He has 6.5 years of experience. In his most recent position, he was associated with Institute for Human Development (IHD), New Delhi as Associate Fellow.

## DR. ANEES AHMAD



Dr. Anees Ahmad joined BMU-SoM as an Associate Professor on 15th October 2025. Dr. Anees has completed Graduation from MJP Rohilkhand University, Bareilly, MBA (Marketing & HR) from UP Technical University, Lucknow and PhD (Marketing) from Indian Institute of Technology (Indian School of Mines) Dhanbad. He has 14 years of experience. In his most recent position, he was associated with SOIL School of Business Design, Gurugram as Assistant Professor.

# 6. FACULTY MENTORSHIP REFLECTIONS

## FROM DR. DEEPTI SHARMA



When students take the time to share their experiences, it offers a rare and deeply touching window into how mentorship shapes confidence, learning, and personal growth. Students from my BTech 2017 batch shared how my guidance, beginning with initiatives such as Royal BMU and continuing through student clubs like Savera, helped them move past self-doubt and step into leadership roles they never imagined for themselves. Being present as a mentor during these journeys allowed me to support them as they discovered their own potential and led teams with growing confidence. Reflections from the BA LLB 2020 batch reminded me how important experiential learning, shared stories, and simply listening can be in building trust and confidence. I always tried to create classrooms where students felt heard, treated fairly, and encouraged to bring their own experiences into the learning process. Students from the BA Law 2023 batch in English I spoke about how enthusiasm, approachability, and a calm, inclusive classroom environment made learning feel engaging and accessible. Moments like our outdoor classes inspired by Shantiniketan helped create

connections that went beyond textbooks. Across all these interactions, mentorship for me has meant showing up consistently, listening with care, and believing in my students even before they fully believed in themselves. Knowing that these moments stayed with them, and helped them grow both academically and personally, continues to be the most fulfilling part of my journey as a faculty mentor.

### **FROM DR. CHIRAG MALIK**



As part of the formal mentor–mentee initiative at SoM, I have mentored several students across academic, personal, and career-related dimensions. One particularly meaningful mentoring experience involved a first-year MBA student who was struggling with academic confidence, especially in quantitative and research-oriented courses. During our initial mentoring interactions, the student expressed anxiety around analytics and research methods, which were affecting class participation and overall performance. I worked closely with the student to diagnose the root of the issue—limited prior exposure to data-driven thinking rather than lack of ability. Over the course of the semester, I provided regular academic mentoring through one-on-one discussions, helped the student reinterpret feedback constructively, and guided them in applying analytical tools to simple, real-world problems. Beyond academics, mentoring conversations also addressed time management, self-belief, and professional communication skills. By the end of the term, the student demonstrated a noticeable improvement in analytical reasoning, classroom engagement, and assessment performance. More importantly, the student developed confidence in approaching problem-solving tasks and later chose an analytics-focused project for their summer internship. This experience reaffirmed my belief that effective mentoring extends beyond academic guidance—it involves listening, building trust, and enabling students to recognize and develop their potential. I continue to apply these mentoring principles in my interactions with students to support their holistic academic and professional growth.

### **FROM PROF. PRASHANT VERMA**



The first experience reaffirmed for me that mentorship often matters most in moments of crisis. When a student in the Axis Bank Bharat Banking Program faced a serious medical and psychological challenge, my role went beyond coordination or compliance. It became about restoring dignity, confidence, and a sense of future. By working closely with medical professionals, the Dean Student Welfare, hostel staff, peers, and the student’s family, we focused on creating a supportive ecosystem rather than isolating the student or treating the situation as a risk alone. Consistent mentoring conversations reinforced the belief that a medical condition does not define a student’s capability or professional potential. With integrated medical, psychological, and institutional support in place, the student was able to stabilize, continue the program, and eventually transition into a banking internship. This journey reinforced my belief that compassionate, mentoring-led leadership can turn moments of vulnerability into lasting confidence, continuity, and student success.

Secondly, mentoring the NSS over the past few years has taught me that meaningful student leadership grows when legacy and vision move forward together. When I formally took on the mentoring responsibility this year, my intent was not to replace what existed, but to honour the foundations laid by earlier mentors while helping students imagine what NSS could become next. I focused on empowering student leaders to take ownership, make decisions, and see NSS not just as a club, but as a platform for citizenship, responsibility, and leadership. Initiatives like the “Health First Knowledge Series: Epilepsy” showed me how mentored students can turn empathy into informed action, building awareness, reducing stigma, and strengthening campus preparedness. Organizing the first-ever 7-day NSS camp was another defining moment, one that fulfilled a long-held institutional aspiration and moved NSS toward nationally aligned, structured engagement. Through this journey, I saw students grow in confidence and purpose, and the institution move closer to sustainable impact. It reaffirmed my belief that when mentorship respects the past, trusts the present, and plans for the future, student organizations can become powerful engines of change.

## FROM DR. VAISHALI SHARMA



When students continue to share their professional journeys and seek guidance even after graduating from the University, it reflects the deepest impact of mentorship. These ongoing conversations, long after classrooms and campuses are left behind, speak of trust, respect, and a lasting connection. For a faculty member, earning this confidence is not just professional validation but a lifelong achievement that makes the journey of teaching truly meaningful.

## FROM DR. JOLLY MASIH



Supporting students goes beyond addressing academic requirements; it involves understanding their circumstances, offering reassurance, and guiding them through challenges with empathy and clarity. Providing timely support and helping a student navigate institutional processes can significantly ease stress and restore confidence.

My interactions with students reinforced my belief that mentorship is rooted in trust, responsiveness, and encouragement. When students feel supported, they are better equipped to manage pressures, take responsibility, and continue their academic journey with renewed focus. Such experiences underscore the importance of creating a learning environment where students feel heard, guided, and empowered to succeed.

# 7. GLOBAL CONNECT

## (i) GLOBAL LEARNING PROGRAM (GLP) OVERVIEW (JUNE-JULY 2025)

The 21<sup>st</sup> Research Colloquium was held on 20<sup>th</sup> August 2025 at Hub C at the BMU campus. Prof. Pratik Modi and Prof. Anirudh Agrawal were the esteemed speakers. Prof. Modi presented his research on “Conceptualizing a Performance-Contingent Governance Framework for Franchisor-Franchisee Relationships”. Prof. Anirudh presented on the topic “Corporate Philanthropy: A Review and Research Agenda”.

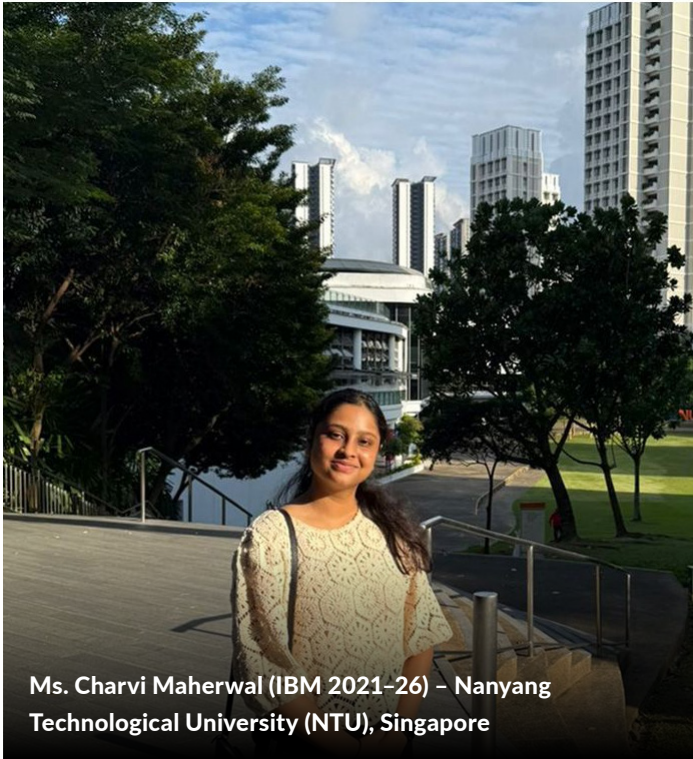
- **Student Testimonials (In 2025- three of our students participated in the Global Immersion Program)**
  - a. **Ms. Charvi Maherwal (IBM 2021–26) – Nanyang Technological University (NTU), Singapore**

“The NTU Singapore immersion broadened my global perspective through exposure to advanced academic practices and multicultural teamwork. It significantly enhanced my confidence and preparedness for global careers.”
  - b. **Mr. Ujjwal Chaurasia (MBA 2024–26) – University of Leeds, UK**

“The University of Leeds experience strengthened my strategic thinking and global business understanding. Engaging with international faculty and peers added substantial value to my MBA journey.”

**c. Mr. Harshit Manoj (BBA 2023–26) – University of Leeds, UK**

“The Leeds immersion offered practical insights into global management and cross-cultural collaboration. It was a transformative experience that shaped my academic and professional outlook.”



Ms. Charvi Maherwal (IBM 2021–26) – Nanyang Technological University (NTU), Singapore



Mr. Ujjwal Chaurasia (MBA 2024–26) – University of Leeds, UK



Mr. Harshit Manoj (BBA 2023–26) – University of Leeds, UK

## (ii) INTERNATIONAL DELEGATES VISITED BMU

### Oxford UK delegation visited BMU on November 7<sup>th</sup>, 2025



A team of three delegates from Saïd Business School, University of Oxford, UK—Ms. Jo Fawkes (Director of Global Inclusion and Youth Education), Mr. Manos Kapterian (Chief Operating Officer), and Mr. Anshul Sharma (Project Director)—visited BML Munjal University (BMU) for strategic discussions. Delegates from SoM also actively participated in these deliberations. As an outcome of these discussions, a Summer School opportunity for SoM students at the University of Oxford is planned to be launched in 2026.

### **(iii) VISIT OF PROF. GERRY GEORGE, GROUP MANAGING DIRECTOR, INTERNATIONAL MEDICAL UNIVERSITY (IMU), MALAYSIA, 28<sup>TH</sup> NOVEMBER 2025**



On 28th November 2025, BML Munjal University hosted Prof. Gerry George, Group Managing Director, International Medical University (IMU), Malaysia, for an engaging session with students and faculty. During his presentation, he provided detailed insights into the MBA in Healthcare Management, highlighting its advantages, industry relevance, and future career prospects, along with an overview of the Master of Health Informatics and Analytics program and its growing significance in the global healthcare ecosystem. The interaction reinforced avenues for academic collaboration with IMU Malaysia and opened discussions on creating enhanced international learning and progression opportunities for BMU students.

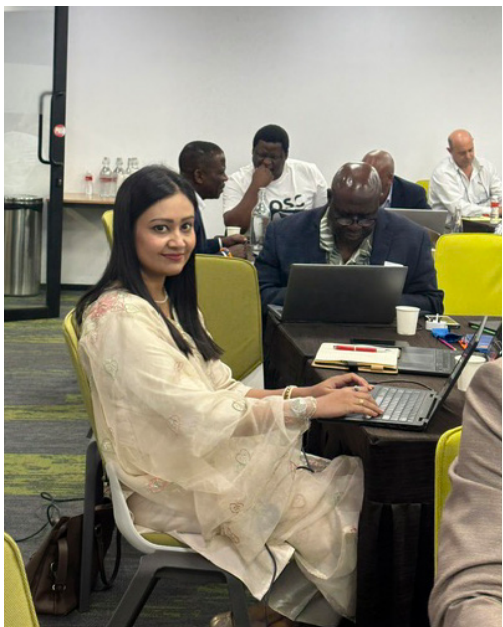
### **(iv) UNIVERSITY OF SHEFFIELD, UK DELEGATION VISITED BMU ON DECEMBER 5<sup>TH</sup>, 2025**



A delegation from the University of Sheffield, UK (World Ranking #92) visited BML Munjal University (BMU) on 5th December for a productive discussion on potential collaboration opportunities. The meeting was hosted by the Office of International Affairs, with active participation from faculty members and Assistant Deans (Internationalisation). As an outcome of the discussions, a Summer School initiative for 2026 is proposed, and other modalities of the Memorandum of Understanding (MoU), including academic collaboration and student engagement, are currently under deliberation.

## (v) REPRESENTATION OF SOM ON GLOBAL PLATFORM

### a. BMU's SOM Participation in the AABS 2025 African Deans & Directors Forum

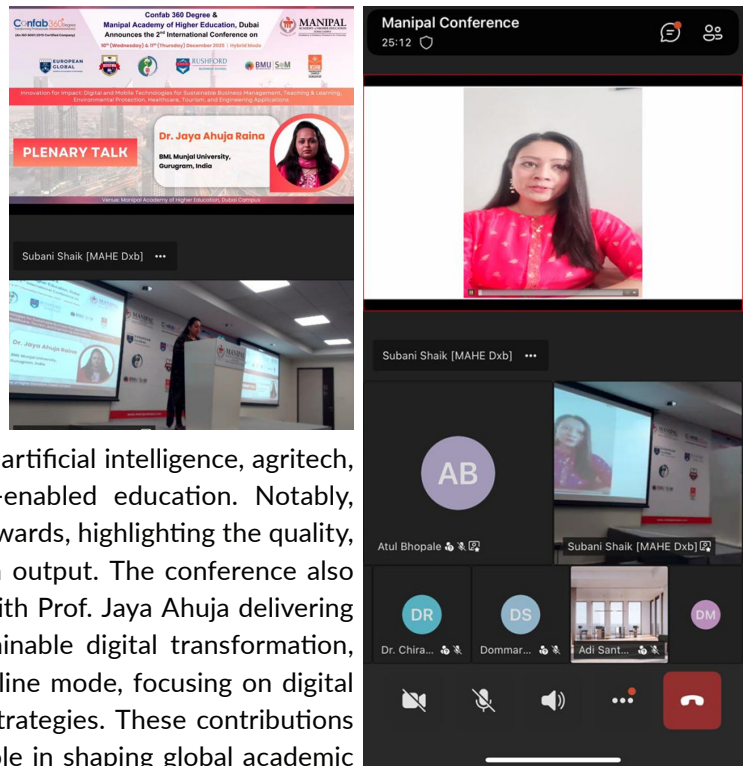


BML Munjal University (BMU) proudly participated in the AABS 2025 African Deans & Directors Forum held at Woxsen University, Hyderabad, from 11–13 November 2025, with Dr. Jolly Masih, Associate Professor & Assistant Dean – International Affairs, School of Management, representing the university. The forum brought together academic leaders from Africa, India, and the wider Global South to deliberate on the future of management education, entrepreneurship, governance, and experiential learning. On the opening day, discussions centered on AI-powered strategic governance and prompt engineering, featuring practical demonstrations of tools such as Google Gemini and NotebookLM for policy drafting and institutional decision-making, aligning strongly with BMU's technology-driven academic vision. Dr. Masih actively engaged in networking sessions with leaders from South Africa, Ghana, Kenya, Zimbabwe, Namibia, and India, exploring opportunities for collaborative programs, faculty and student mobility, and Africa-India knowledge partnerships. On the second day, she delivered an invited talk titled “Emerging Entrepreneurial Systems in Africa and India,” where she highlighted shared trends in youth-led innovation, community-

based entrepreneurship, digital and frugal innovations, and the importance of context-specific management frameworks and experiential learning models. She also participated in high-level deans' dialogues and the Impact Innovation Circles Workshop, which focused on innovation-led transformation, social impact initiatives, and cross-border student-faculty collaboration. The final day emphasized entrepreneurship education, inclusive innovation, and the future of research and knowledge creation in the Global South, with strong emphasis on developing indigenous management theories and collaborative research ecosystems with societal impact. Overall, Dr. Jolly Masih's participation significantly strengthened BMU's international engagement, reinforced its commitment to Global South collaboration, and opened meaningful pathways for future partnerships, joint research, and experiential learning initiatives across Africa and India.

## **b. Strategic Partnership with MAHE Dubai Campus and Rushford Business School, Switzerland for the 2nd International Conference on Innovation for Impact: Digital and Mobile Technologies for Sustainable Business Management, Teaching & Learning, Environmental Protection, Healthcare, Tourism & Engineering Applications (17–19 December 2025)**

BMU-SoM entered a strategic partnership for the 2nd International Conference on Innovation for Impact: Digital and Mobile Technologies for Sustainable Business Management, Teaching & Learning, Environmental Protection, Healthcare, Tourism & Engineering Applications, held from 17–19 December 2025, in collaboration with Manipal Academy of Higher Education (MAHE), Dubai Campus, and Rushford Business School, Switzerland. As part of this partnership, SoM made a strong academic contribution with the presentation of 15 research papers by faculty members and student research teams across multiple technical sessions, addressing themes such as digital governance, artificial intelligence, agritech, healthcare innovation, sustainability, and technology-enabled education. Notably, four papers from SoM were recognised as Best Paper Awards, highlighting the quality, originality, and real-world relevance of BMU's research output. The conference also featured distinguished keynote and plenary sessions, with Prof. Jaya Ahuja delivering an in-person plenary address on leadership and sustainable digital transformation, and Dr. Jolly Masih presenting a keynote session in online mode, focusing on digital innovation, data analytics, and future-ready business strategies. These contributions reinforced SoM's thought leadership and its growing role in shaping global academic discourse on innovation-led sustainable development.



## **(vi) SOM SIGNED 3 NEW MOUS IN MIDDLE EAST IN DECEMBER 2025**

BMU-SoM expanded its global footprint by establishing academic collaborations with three leading higher education institutions in Dubai and Abu Dhabi. These partnerships are aimed at strengthening student and faculty exchange, joint research initiatives, innovation-led projects, and cross-cultural academic engagement. Through these collaborations, SoM seeks to provide enhanced international exposure to its students, promote collaborative and interdisciplinary research, and create pathways for shared teaching, learning, and innovation. The alliances further reinforce SoM's commitment to internationalisation and its vision of building a globally connected, future-ready academic ecosystem.

Partner Institutions:

- Abu Dhabi School of Management (ADSM), Abu Dhabi
- Wellington Dubai Campus, Dubai
- Horizon University College, Ajman



# 8 ● From our Alumni Network

## ALUMNI ACHIEVEMENTS

### Success Story of Sai Sandesh Baruda

Sandesh Baruda was honored with the Distinguished Alumni Award for the year 2025-26. Sandesh has demonstrated steady professional growth and a strong record of external engagement since beginning his career. An alumnus of BMU, he has delivered training workshops on Doughnut Economics at leading institutions across Dublin, including University College Dublin, Technological University Dublin, and Trinity College, introducing students and faculty to sustainability- and equity-focused economic frameworks. In addition to his academic engagement, Sandesh has represented his organization at prominent platforms, including delivering a talk at Google Ireland for the Legacy programme and collaborating with the Mayor of Dublin to introduce the Charter of Inclusion at City Hall. He has also contributed to youth development and financial literacy through sustained involvement with Junior Achievement Ireland, supporting student skill-building beyond the classroom.

Sandesh has been actively involved in initiatives promoting diversity, inclusion, and civic responsibility, including supporting the unanimous adoption of the Charter of Inclusion by the Dublin City Council. Alongside these achievements, he has maintained a strong academic trajectory, successfully passing 9 of 13 ACCA examinations on his first attempt, with full Chartered Accountant qualification expected in 2026. His journey reflects BMU's emphasis on academic rigour, social responsibility, and leadership beyond the workplace.

### Success Story of Nityam Garg

Guided by the belief that data drives impact, Nityam Garg exemplifies BMU's emphasis on analytics-driven decision-making and professional versatility. An alumnus of BML Munjal University, Nityam built a strong foundation in business analytics during his undergraduate studies, developing critical skills in analytical thinking, strategy, and time management. Currently pursuing a PGDM in Big Data Analytics at the Goa Institute of Management, Nityam has gained early professional experience across diverse roles. As General Manager at BitSmart and Brand Manager at MadBoss Caterers, he led data-backed campaigns, strengthened digital presence, and optimised platforms such as Swiggy and Zomato. His role as Business Development Manager at Skill Fleet further enhanced his expertise in data-driven marketing, business strategy, and client engagement. Alongside his professional journey, Nityam has demonstrated a strong commitment to social responsibility through nearly three years of volunteering with the Robin Hood Army. He is currently gaining exposure to global financial systems as a Business Development (IB) Intern at HSBC. Continuous upskilling through platforms such as LinkedIn Learning, including certification in Tableau, reflects his commitment to lifelong learning. Nityam's journey highlights how academic grounding, industry exposure, and purpose-driven learning can translate into impactful careers.

## Success Story of Antariksh Adhikary

Guided by resilience and a commitment to lifelong learning, Antariksh Adhikary has built a strong professional journey marked by growth and global perspective. A proud graduate of BML Munjal University, he further strengthened his academic foundation by completing the International Masters in Business at SDA Bocconi Asia Center. He is currently working as a Research Associate at Amrop India, contributing to executive search and leadership advisory work. Antariksh has consistently combined academic excellence with practical experience. His leadership roles include serving as Head of Operations at Enactus (BMU Club), where he led impactful social initiatives, and gaining hands-on experience in business development and client engagement at PRATHAM Test Prep. His roles at iQuestStar Edutech and The Strategists and Entrepreneurship Club at BMU helped sharpen his skills in project management, team coordination, and event execution. Demonstrating a strong commitment to future-ready learning, Antariksh has earned certifications in Generative AI Ethics and IT and Cybersecurity Risk Management. His journey reflects adaptability, strategic thinking, and human-centric leadership, and stands as a testament to the University's emphasis on global exposure, leadership, and professional excellence. We congratulate Antariksh on his achievements and wish him continued success.

## MBA ALUMNI PLANTATION DRIVE

BMU-SoM organized a plantation drive, celebrating the legacy of the passing out MBA batch through a meaningful and eco-friendly initiative. Each batch planted a sapling as a symbol of growth and remembrance, leaving behind a green mark on campus. Faculty members and staff joined the event, encouraging students and engaging in informal interactions that fostered a sense of community. The event offered a relaxed setting for meaningful conversations between students and teachers beyond the classroom environment.



# 9 INDUSTRY CONNECT

## INDUSTRY MENTORSHIP PROGRAM (IMP): CONNECTING CLASSROOMS TO CORPORATES



The Industry Mentorship Program (IMP) at BML Munjal University continues to strengthen student's corporate readiness through active engagement with senior professionals from leading organisations across sectors. This year, mentors from Joyson Safety Systems, HDFC Bank, Niva Bupa Health Insurance, LinkedIn, Radisson Hotel Group, JLL India, Compass Group India, EXL, BT Group, Li & Fung, Haleon (GSK), A G Info Group, 1Point1 Solutions, CARPE DIEM (Inspire), CAPCOS, Dramantram, The Marketing Gliders, and other consulting and leadership advisory firms participated in the program. Through one-on-one mentoring, interactive discussions, and continuous feedback, students received guidance on career planning, professional behaviour, communication, and interview preparation. These engagements translated into successful placements and internships across manufacturing, banking, healthcare, hospitality, consulting, and global supply chains.

The IMP has not only enhanced student employability and confidence but has also strengthened long-term industry-academia linkages, reinforcing BMU's commitment to experiential, mentorship-driven learning and industry relevance.

## MOMENTUM 3.0: INDUSTRY PERSPECTIVE

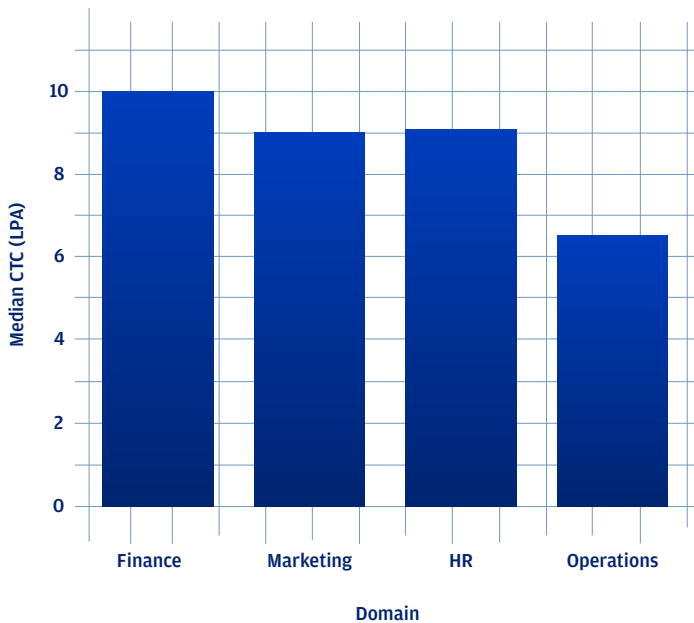


MOMENTUM 3.0 offered recruiters a valuable platform to engage with emerging talent, providing firsthand exposure to students' communication skills, professional attitude, leadership potential, and overall readiness for corporate environments. The elevator-pitch format enabled HR leaders to quickly assess student preparedness while also creating opportunities to share industry insights, career guidance, hiring expectations, and current market trends. The event strengthened corporate-campus relationships by opening avenues for future internships, placements, workshops, and guest lectures. Industry participants appreciated the enthusiasm, curiosity, and professionalism displayed by students, leaving with a positive impression of the institution's talent pool and its commitment to career-focused learning.

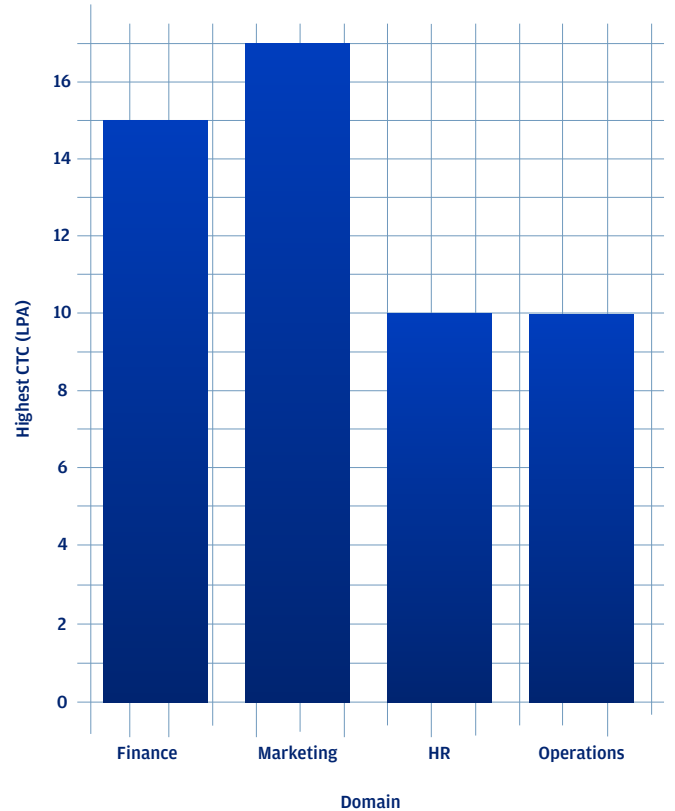
# 10.

# FROM THE CAREER GUIDANCE & DEVELOPMENT CENTRE

MBA 2024-26: Domain-wise Median CTC (LPA)



MBA 2024-26: Domain-wise Highest CTC (LPA)



## Recruiters | MBA 2024-26


## MBA (2024-26) | Final Placement Recruiters (till December 2025)

S.No.	Company	Glassdoor
1.	TVS Motors	3.6
2.	BNY	3.5
3.	FoxHog	3.4
4.	Hero Moto Corp	4
5.	Seed Fin Cap	3.4
6.	Policy Bazaar	3.4
7.	Schneider Electric	4.2
8.	Keyence	3.8
9.	Ameriprise Financial	3.8
10.	Carrier Midea	3.7
11.	Reliance BP Mobility Ltd	3.1
12.	ABFRL	3.8
13.	Transsion Holdings	3.2
14.	Varroc Technologies	3
15.	AAJ Supply Chain	3.9
16.	Axis Bank	3.6
17.	UMA (Peru)	3.5
18.	Infollion Research	3.5

19.	Sapphire Human Capital	3.8
20.	Rolling Arrays	4.2
21.	Consillio	3.4
22.	Sutherland	3.6
23.	Repos Energy	4.4
24.	Make My Trip	4.1
25.	Café Coffee Beverages	3.4
26.	S&P Global	4.1
27.	Protiviti	3.7
28.	TBO	3.3
29.	Watertec India	3.1
30.	Grant Thornton Bharat	3.7
31.	Hero Fincorp	3.4
33.	Gulf Oil	3.9
34.	Gartner	3.9
35.	Edgistify	3.9
36.	ICICI Bank	3.7

## MBA (2025-27) | Summer Internship Recruiters (till December 2025)

S.No.	Company
1.	BNY
2.	KPMG
3.	Reliance
4.	AAJ SCM
5.	Easy Fix
6.	Fortis Healthcare
7.	Carrier Midea India
8.	TVS Motors
9.	SMC Global

# Editorial Team



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Masih**



**Dr. Adwitiya  
Mishra**



**Ms. Shivangi Pande  
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