

## **DEPARTMENT OF MANAGEMENT STUDIES NEWSLETTER**

*NEWSLETTER (Vol. 2, Issue 5) July-September, 2022*

### **Introduction**

The Department of Management Studies aims to promote academic growth by offering high quality PG and Doctoral programs. The department was established in 2008. It offers MBA with specialization in Finance, Marketing and HR with intake of 60 students. The doctoral program was started in 2011. The Department also offer Bachelors of Business Administrations (BBA). The department has well educated and research oriented experienced faculty members. The department has modern and well-equipped infrastructure facilities.

### **1. Activities organised by the department**

#### **(a) Alumni Talk titled, “Career Prospects for Management Students”**

**Dated: 16th July, 2022**

Department of Management Studies, J C Bose University of Science & Technology, YMCA, Faridabad organized Alumni talk on “Career Prospects for Management Students” on 16th July, 2022. The objective of the webinar was to provide a platform to the students to get the opportunity to interact with the alumni of the Department, Mr. Devkant Sharma, Global Product Leader at HCL Technologies Global Product & Technology Organization (GPTO) was the speaker for the event. He has a total experience of more than 13 years in IT Infrastructure. He excels in the field of Pre-sales, Product Management & Business Development. He has worked closely with different OEMs like Cisco, Palo, Alto, Fortinet, HPE, Huawei, Hitachi, VMware, & Microsoft. The seminar started with a warm welcome to the dignitaries, speakers, faculty members and the students by Ms. Kritika Verma and Ms. Akanksha Dwivedi of MBA program. More than 120 students of MBA, BBA and B.Com (H) courses joined the talk and interact with Mr. Devkant. Firstly Mr Devkant shared his experiences and narrated how he developed himself and his skills. He

presented about the multiple career opportunities for management students and also about career prospects in the IT sector for BBA, B.Com (H) and MBA students.

After that, students interacted and asked relevant questions related to their future and employability skills in a Q/A session. The webinar was coordinated by Mr. Vikas Kumar. The webinar ended with a vote of thanks by the students' coordinators.

**J.C. BOSE UNIVERSITY**  
OF SCIENCE AND  
TECHNOLOGY, YMCA,  
FARIDABAD

**Department of Management Studies**  
Presents  
“**Alumni Talk**”

**Expert Speaker:**



**Mr Devkant Sharma**  
Global Product Leader, HCL Technologies,  
(MBA Alumni Batch 2010)

**Patron:**  
Prof. S.K.Tomar  
Vice-Chancellor  
JC Bose UST, YMCA, Faridabad

**Co-Patrons:**  
Dean: Prof. Ashutosh Nigam  
Chairperson: Dr. Rachna Agarwal

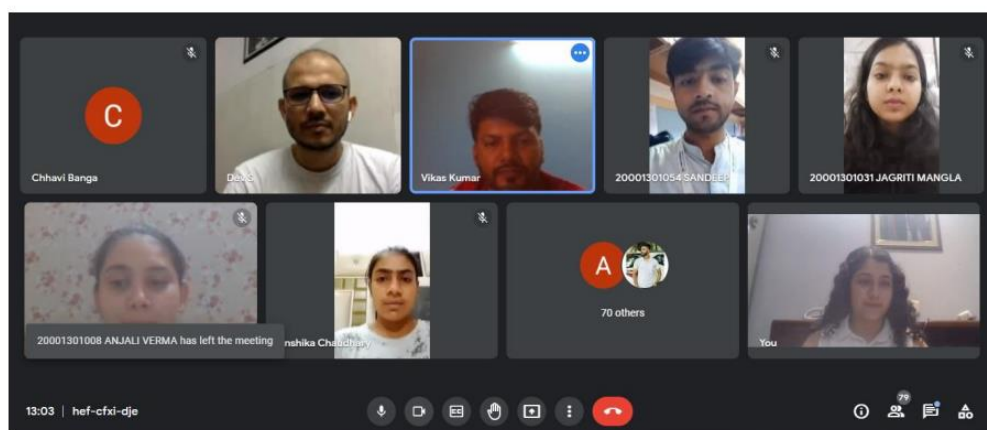
**16th July, 2022**  
Time: 12.00 PM to 01.00 PM

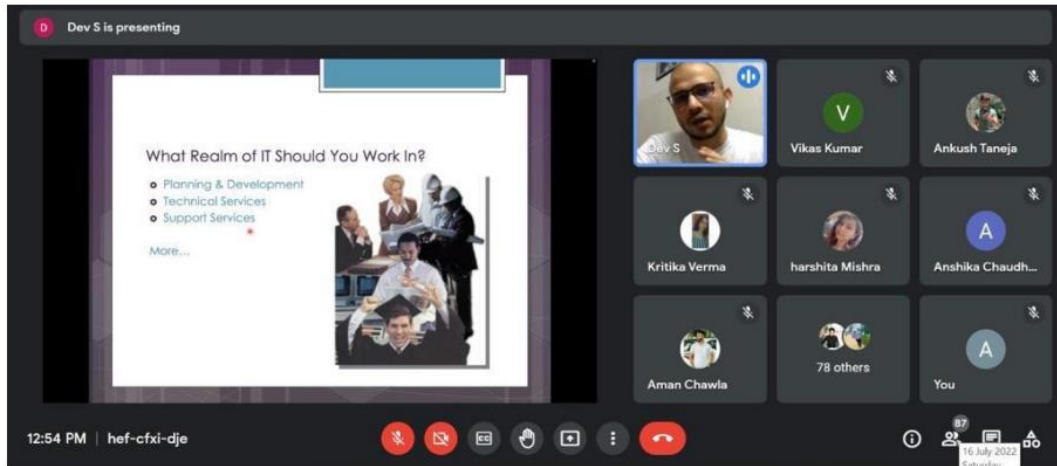
Faculty Coordinator  
Mr. Vikas Kumar

Student Coordinators  
Ms. Kritika Verma  
Ms. Akansha Dwivedi

Google Meet  
<https://meet.google.com/hef-cfxi-dje>

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**(b) Lecture Series-Seminar on “Role of Social Media in Education sector”**

**Date & Time:** 15<sup>th</sup> July 2022, 4 pm onwards

**Expert:** Dr. Rupali Madan, Assistant Professor, Department of Management Studies

**Objective of the event:** To share the knowledge with faculty members and research scholars.

The session was organized on 15<sup>th</sup> July 2022 at 4 pm in the conference room of Department of Management Studies. Dr. Rupali Madan, Assistant Professor was the resource person. She started the session by describing the significance of social media these days. She has further explained the emerging role of social media in education sector by giving relevant examples. It was highly interactive session and all the faculty members and research scholars were benefitted from the session. Dr. Jyotsna Chawla, Dr. Shruti & Dr. Anirudh were the lecture co-ordinator.



**J.C. BOSE UNIVERSITY**  
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YMCA, FARIDABAD (HARYANA)  
(NAAC 'A' Grade Haryana State Government University)

DEPARTMENT OF MANAGEMENT STUDIES  
**LECTURE SERIES ON “ROLE OF  
SOCIAL MEDIA IN EDUCATION SECTOR”**

**Friday, July 15, 2022 | 4:00pm**

**VENUE:** Conference Hall, Department of Management Studies



**Speaker**

**Dr. Rupali Madan**

Asst. Prof., Department of Management Studies

**Dr. Rupali Madan** is working as Assistant Professor. She is having 15 years teaching experience. She has published papers in various international journals, national journal, national / International conferences. She has organized various Faculty Development programs and expert lectures.

Faculty members, research scholars and PG students of all the departments are cordially invited.

Dr. Rachna Agrawal  
(Chairperson)

Dr. Ashutosh Nigam  
(Dean)

Organizing Team

Dr. Jyotsana Chawla

Dr. Aniruddh Vijay

Dr. Shruti Malik

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**(c) Lecture Series-Seminar on “Creativity in learning Organization: An Emergent Perspective”**

**Date & Time:** 17<sup>th</sup> August 2022, 3.30 pm onwards

**Expert:** Dr. Anushree Chauhan, Assistant Professor, Department of Management Studies

**Objective of the event:** To share the knowledge with faculty members and research scholars.

The session was organized on 17<sup>th</sup> August 2022 at 3.30 pm in the conference room of Department of Management Studies. Dr. Anushree Chauhan, Assistant Professor was the resource person. She started the session by discussing the role of creativity in learning organization. She also highlighted the emerging perspective by providing some recent examples. It was highly interactive session and all the faculty members and research scholars were benefitted from the session. Dr. Jyotsna Chawla, Dr. Shruti & Dr. Anirudh were the lecture co-ordinator.



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DEPARTMENT OF MANAGEMENT STUDIES

**LECTURE SERIES ON**

**“CREATIVITY IN LEARNING ORGANISATION:  
AN EMERGENT PERSPECTIVE”**

Wednesday, August 17, 2022 | 3:30pm

**VENUE:** Conference Hall, Department of Management Studies



**Speaker**  
**Dr. Anushree Chauhan**  
Asst. Prof., Department of Management Studies

**Dr. Anushree Chauhan** is working as Assistant Professor. She is having 13 years teaching experience. Her areas of interest are organizational behavior and human resource management. She has published papers in national and international journals.

Faculty members, research scholars and PG students of all the departments are cordially invited.

Dr. Rachna Agrawal  
(Chairperson)

Organizing Team

Dr. Ashutosh Nigam  
(Dean)

Dr. Jyotsana Chawla

Dr. Aniruddh Vijay

Dr. Shruti Malik

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**(d) Lecture Series-Seminar on “Investment Process & Alternatives”**

**Date & Time:** 19<sup>th</sup> September 2022, 3.30 pm onwards

**Expert:** Dr. Neha Goel, Assistant Professor, Department of Management Studies

**Objective of the event:** To share the knowledge with faculty members and research scholars.

The session was organized on 19<sup>th</sup> September 2022 at 3.30 pm in the conference room of Department of Management Studies. Dr. Neha Goel, Assistant Professor was the resource person. She started the session by explaining the concept of investment process. She has further elaborated the smart ways to investment and various alternative for investments. It was highly interactive session and all the faculty members and research scholars were

benefitted from the session. Dr. Jyotsna Chawla, Dr. Shruti & Dr. Anirudh were the lecture co-ordinator.



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YMCA, FARIDABAD (HARYANA)**  
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DEPARTMENT OF MANAGEMENT STUDIES  
**LECTURE SERIES ON**  
**“Investment Process and Alternatives”**

Monday, September 19, 2022 | 3:30pm

**VENUE:** Conference Hall, Department of Management Studies



**Speaker**

**Dr. Neha Goyal**

Asst. Prof., Department of Management Studies

**Dr. Neha Goyal** is working as Assistant Professor. She is having more than 13 years teaching experience. She has published papers in national and international journals. She has organised FDPs, Conferences and Various Programs.

Faculty members, research scholars and PG students of all the departments are cordially invited.

Dr. Rachna Agrawal  
(Chairperson)

Dr. Ashutosh Nigam  
(Dean)

Organizing Team

Dr. Jyotsana Chawla

Dr. Aniruddh Vijay

Dr. Shruti Malik

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## Publications

- Gupta, R., Agrawal, R. & Gupta, A. (2022). Flying Journey and the contemporary customers combating Covid-19: The need of the hour, International Journal of Applied Decision Sciences, 15(5), 623-640. <https://doi.org/10.1504/IJADS.2022.125488>
- Agrawal, R. & Gupta, R. (2022). Perception of customers splurging the prospects of Bancassurance: Evidence from Indian Banking firms, International Journal of Management Practice, 15(4), 488-510. <https://doi.org/10.1504/IJMP.2022.124600>

## Conferences (National/International), Workshop/FDP/STTP Attended

- Dr. Rachna Aggarwal, Solving the conundrum of green initiatives in India: An Analytic Hierarchy Process, International Conference on Sustainable Goals, IIM Bodhgaya, 16-09-2022 (Online).
- Dr. Rachna Aggarwal, Is the Digital Surveillance a Necessity or Discretionary? PMC bank from Facilitator to a Slayer., Conference on Excellence in Research and Education, IIM Indore, 3-5 June 2022 (Online).
- Dr. Parveen Kumar, Participated in FDP on “Cardinal role of quality education in developing self reliant India from 7 July-14 July 2021.

- Dr. Gunjan Gumber, Advance and Innovative Approaches in Management Education, AICTE Training and Learning (ATAL) Academy, 5-7<sup>th</sup> July 2021.
- Dr. Gunjan Gumber, Professional Development Program, J.C. Bose University of Science and Technology, YMCA. One week (6 days), 28<sup>th</sup> June to 03<sup>rd</sup> July 2021.
- Dr. Gunjan Gumber, Services Marketing: A Practical Approach , NPTEL – AICTE, One week, 1st Jan-28 Feb 2022.
- Dr. Neha Goyal, Basic Statistical Analysis and its interpretation using SPSS, Ispire Softech Solutions, Chennai, 3 days, 18<sup>th</sup> sept-20<sup>th</sup> sept 2021.