

REPORT ON SEMINAR

On “Understanding Cross Country Variations in Business Setup”

The Department of Management Studies successfully organized an insightful seminar on the topic “**Understanding Cross Country Variations in Business Setup**” on **21st April 2026 at 10:30 AM** for the students of Management Studies. The distinguished speaker for the session was **Dr. Sonia Singh Bansal**, who is presently serving as the **Director of Toss Global Management, UAE**.

The seminar was conducted under the esteemed guidance of **Dean, Department of Management Studies, Prof. Ashutosh Dixit**, and **Chairperson of the Department, Dr. Rajiv Sindhwani**. The event was efficiently coordinated by **Prof. Ashutosh Nigam** and **Dr. Renu Aggarwal**.

Dr. Sonia Singh Bansal commenced her lecture by introducing the diverse dimensions of international business and highlighting the significance of understanding business environments across nations. She elaborated on the various processes and strategies adopted by organizations to successfully navigate the complexities of global markets. Her presentation offered valuable perspectives on regulatory, cultural, economic, and operational variations that influence business setup in different countries.

The students warmly welcomed Dr. Bansal with great zeal and enthusiasm. More than **70 students** from the Department of Management Studies actively participated in the seminar and benefited from the enriching discussion. The session proved to be highly informative and provided deep insights into the theme of **Cross Country Variations in Business Setup**.

The seminar concluded on a positive note with an expression of gratitude through a formal **vote of thanks** to the esteemed speaker, organizers, and participants for making the event a great success.





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

DEPARTMENT OF MANAGEMENT STUDIES

SEMINAR



SPEAKER
DR. SONIA SINGH BANSAL
(Director, Toss Global Management, UAE)

UNDERSTANDING CROSS-COUNTRY VARIATIONS IN BUSINESS SETUP

21-04-2026 DEPARTMENT OF MANAGEMENT STUDIES 10:30am

DEAN
PROF. ASHUTOSH DIXIT

CHAIRPERSON
DR. RAJIV SINDWANI

COORDINATORS
PROF. ASHUTOSH NIGAM
DR. RENU AGGARWAL

