NiTi

JK LAKSHMIPAT UNIVERSITY
ज्ञानम् अमृतम्
JKLU

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Institute of Management

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Director's Note

It is with great pride and optimism that I address you through the third issue of NITI, our internal magazine that embodies the spirit, intellect, and aspirations of our academic community. This year has been a defining chapter in our journey. In our commitment to shaping future-ready leaders, we have introduced the four-year BBA (Honours) programme, thoughtfully designed to align with emerging industry demands and global academic standards. With specialized pathways in Business Analytics, Marketing, BFSI, and Entrepreneurship, we aim to empower our students with not just knowledge, but clarity of purpose and direction in an increasingly dynamic world. We have also launched BBA with a Certification from KPMG in India programme, which caters to students seeking industry and consultancy skill-based learning.

This year our pursuit of excellence has been further strengthened by the addition of distinguished faculty members from IITs and IIMs, whose expertise, research orientation, and passion for teaching will enrich our academic ecosystem and inspire our students to think deeper, question more, and innovate fearlessly. Our faculty members continue to be the intellectual backbone of the institute, actively contributing to knowledge creation and dissemination across national and international platforms.

In alignment with the transformative vision of the National Education Policy (NEP), we have embedded its core principles into our curriculum, promoting multidisciplinary learning, flexibility, experiential engagement, and holistic development. Education, for us, is not merely about acquiring degrees, also about nurturing thinkers, creators, and responsible citizens.

Wishing all of you happy learning ahead.



Dr. Ashwini Sharma

Acting Director, Institute of Management, JK Lakshmipat University, Jaipur

Students at work

Summer Internship Project



Kanika Maheshwari

Kanika completed her Summer Internship at Abundita Capital Pvt. Ltd., a wealth management and financial product distribution firm associated with Nippon India Mutual Fund. She worked on analyzing investor preferences, organizing primary data, and understanding fund categories to support personalized portfolio creation. Through Excel-based analysis and client interactions, Kanika gained insights into how mutual funds operate, the role of advisors in guiding investors, and how risk appetite shapes financial decisions. This internship strengthened her analytical and communication skills, deepening her interest in the finance and wealth management sector.

Simran Kodwani

Simran did her 45-day internship at Mahima Builders in Jaipur, where she gained a realistic inside look at how finance drives a real estate company. She addressed practical challenges such as pending KYCs, tight approval timelines, documentation clarity, and system errors, witnessing firsthand how small delays can impact entire projects. Working with the finance team taught Simran the value of accuracy, clear communication, and organization during high-pressure periods. She grew more confident in handling responsibilities and understanding real financial workflows beyond theoretical concepts.





Kashish Saini

Kashish completed a 45-day internship as a Digital Marketing Intern at Manipal Hospital, Jaipur. Working closely with the marketing team, her responsibilities included creating social media content, designing posts for health campaigns, and managing the hospital's online presence. She also analyzed audience engagement and supported the planning of digital promotions. The creative and collaborative nature of the work allowed her to experiment with new ideas daily. This internship helped Kashish sharpen her design and communication skills, boosted her confidence, and provided real exposure to digital marketing functions within the healthcare sector.

Parth Gupta



Parth completed his Summer Internship at AU Small Finance Bank as a Banking Operations Intern, where he studied how real-time dashboards influence managerial decision-making. His work involved collecting primary data through surveys and interviews with approximately 150 employees, analyzing internal dashboards, and conducting a SWOT analysis of the reporting system. The research-based role focused on usage patterns, decision speed, trust levels, and operational challenges. Parth learned that effective technology adoption depends on staff training, data accuracy, and change management, while simultaneously strengthening his analytical and problem-solving skills.



Dheevi Fozdar

Dheevi completed a Summer Internship at JK Lakshmipat University in the Office of Student Affairs under the guidance of Mr. Deepak Sogani. The role focused on supporting the planning, execution, and analysis of the Aarambh 2025 Orientation Program. Dheevi was entrusted with creating structured feedback tools, designing Google Forms, collecting student responses, and evaluating program effectiveness. The work required strong analytical abilities and an understanding of student behavior. Through this experience, Dheevi gained hands-on experience in data interpretation and event coordination.

Liza Jain



Liza completed her summer internship in the core marketing department of Ophelia Homes Pvt. Ltd., Jaipur, working on the “Integrated Marketing: B2B Collaboration and Data-Driven Campaign” project.

Her role encompassed B2B lead generation, CRM pipeline development, competitive benchmarking, and designing communication materials such as email campaigns and pitch decks. She also contributed to BTL activities and independently closed a client deal worth ₹25 lakhs.

The internship provided strong practical exposure to integrated B2B marketing and strengthened her skills in strategic planning, negotiation, and brand communication.



Vandan P. Shah

During his summer internship at Mobyink Innovations, a leading digital marketing agency in Jaipur, Vandan worked extensively on building brand awareness through social media and influencer marketing strategies. The role involved creating engaging digital content, collaborating with influencers, and managing campaigns for fashion and e-commerce brands. Vandan utilized industry tools like Canva, Sora AI, and Instagram Analytics for campaign optimization. The experience developed valuable insights into data-driven decision-making and teamwork, fostering professional growth in digital marketing.

Chahat Khandelwal

Chahat completed an internship at Kogta Financial (India) Ltd., supporting core HR processes including recruitment, selection, joining formalities, and background verification. Beyond understanding workflows, the experience helped her develop strong professional skills such as confident communication and effective coordination within a corporate setup. Managing daily targets and follow-ups improved Chahat's time management and discipline, while working with the HR team strengthened teamwork and organizational abilities. The internship provided real exposure to structured systems, making HR feel practical and engaging.





Kritika Jain

Kritika completed her summer internship at Mobyink Innovations, focusing on D2C and e-commerce brands. She primarily worked on LinkedIn outreach and lead generation, using tools like LinkedIn Premium and SignalHire to connect with founders and decision-makers. Additionally, she contributed to pre-sales activities, including data scraping and cold calling, and assisted with marketplace onboarding by listing products on platforms like Myntra, Nykaa, and Amazon. This experience highlighted the connection between digital marketing, sales, and e-commerce operations, significantly improving her research and professional communication skills.

Hardik Yadav



During his summer internship at Shri Kalyan Group of Education, Hardik worked on a research project titled “Digital vs. Human Touch: A Study of Parents’ Preferential Behaviour during College Admission Counseling.” The role involved conducting surveys with over 100 parents and students, interacting with counselors, and analyzing data to understand family decision-making processes. The work blended field research with real-time observation. This experience strengthened Hardik's communication skills, taught him how to handle sensitive discussions, and deepened his understanding of parental psychology and educational trends.



Prabal Agarwal

Prabal’s capstone project focused on Paytm during a period of heavy RBI regulatory pressure. Prabal studied the company's growth, the issues surrounding Paytm Payments Bank, and the strategies deployed to stabilize operations. A key insight from the project was Paytm’s adaptability, specifically shifting UPI and merchant services to partner banks to maintain smooth operations. Financial reviews indicated narrowing losses and improving cash flow. Prabal also learned how features like Soundbox alerts and clear interface design helped rebuild trust, highlighting the importance of compliance and transparency in fintech.

Ananya Purohit



In her Capstone project, Ananya analyzed Paytm’s journey as a fintech leader, focusing on rapid growth, the impact of its IPO, regulatory challenges, and revival efforts. The team evaluated the business model, revenue sources, and competitive strategy to understand how external risks influenced performance. The objective was to identify the factors behind both success and setbacks.

The team found that while innovation fueled growth, compliance gaps and aggressive pricing created financial pressure. Major takeaways included the importance of regulatory compliance and how strategic agility enables business recovery.

Academic Events

Management Development Programme

The Institute of Management organized JKO Immersion 2.0, a three-day management development programme held from May 19–21, 2025, for young managers of JK Organization. The programme focused on enhancing leadership skills, strategic thinking, & collaborative learning through interactive sessions and real-world insights.



Designed to create lasting impact, the immersive experience strengthened professional capabilities while fostering alignment with organizational values and future vision.



A session on calculation tricks using Vedic Mathematics at AU Ignite

Dr. Sameer Mittal conducted sessions on fast calculation techniques using Vedic Mathematics at AU Ignite on January 17 and 24, 2025. The program supports underprivileged youth in building career opportunities across various sectors.

AI in Fintech

Mr. Sanchit Taksali, CFA, delivered a compelling session on AI in FinTech on September 12, 2025, for BBA Banking and FinTech students, under the coordination of Dr. Sumit Kulshrestha. The session offered valuable insights into emerging career avenues and the transformative role of AI in shaping modern banking.

Praktikum'25 National Summer Internship Contest



Internship Project Contest, concluded successfully on September 26, 2025. Organized by the Institute of Management, JKLU, and coordinated by Dr. Azhar Ahmed Sheikh, the event provided a stage for students to present industry-relevant projects.

A total of 23 students participated, representing institutions such as IIRM (Jaipur), SPSU (Udaipur), Sangam University (Bhilwara), and others. The contest fostered meaningful knowledge exchange on current industry practices and professional development. Divya Tewatiya from Jaipuria Institute of Management, Jaipur, secured the winner's position, while Anushka Sahay from the same institute was declared the runner-up.

Management Development Programme

On November 3-4, 2025, the Institute of Management successfully conducted a specialized "Finance for Non-Finance Program" tailored for corporate professionals. The program was led by Dr. Lokanath Mishra and Dr. Ashwini Sharma from the Institute. The cohort consisted of 22 participants from JK Tyre Industries Ltd., who engaged in an intensive two-day curriculum designed to bridge the gap between operational expertise and financial literacy.

The curriculum focused on equipping non-finance professionals with essential skills, including:

- Interpretation of Financial Statements
- Investment & ROI Analysis
- Financial Decision-Making (via Excel)
- BizLab Simulations

The program successfully enhanced the financial acumen of the participating professionals, fostering better decision-making in their respective roles.





Masterclass on “Effective People in Organisations” by Prof. T. V. Rao

Prof. T. V. Rao conducted a masterclass on “Effective People in Organisations” on November 8, 2025, providing valuable insights into building effective individuals within organizational settings. Participants actively engaged in discussions and shared perspectives, making the session highly enriching and interactive. Prof. Rao is widely regarded as the “Father of HRD in India” and a distinguished management expert. He co-founded the HRD function at Larsen & Toubro and has also served as a professor at IIM Ahmedabad.



Session on “Crypto Cards and QR Codes: The Great Money Transformation”

Dr. Riya Sureka conducted a session on “Crypto Cards and QR Codes: The Great Money Transformation” at Asian World School on November 18, 2025, where students actively participated in discussions and demonstrations.



Session on “Self-Smart with EI”

Prof. Monika Agrawal, Professor and Head, HR & FPM, at Jaipuria Institute of Management, Indore, delivered a session titled “Self-Smart with EI” on 11th February 2025. She emphasized the importance of Emotional Intelligence (EI) as a critical capability in today’s technology-driven world, highlighting its role in leadership, teamwork, stress management, and personal well-being. Drawing from her academic expertise and research in organizational stress and work-family issues, she shared valuable insights on developing emotional intelligence for professional and personal excellence.



Seminar on “Budget 2025: Inside/Out”

Dr. Amey Sapre, Associate Professor at the National Institute of Public Finance and Policy, New Delhi, delivered an insightful seminar titled “Budget 2025: Inside/Out” on 19th February 2025, focusing on the Union Budget of the Government of India and offering valuable perspectives on key announcements and their broader economic implications.

Session on “Careers in Management Consulting”

An Invited session on “Workings of Management Consulting Firms” was conducted on February 14, 2025. Mr. Mohit Vora, Program Director at KPMG India, shared practical insights into strategy, operations, and career pathways in consulting. The session was moderated by Dr. Ashwini Sharma.





Special Sessions at IM

21ST JANUARY 2025

Mastering the Common Admission Test (CAT)

The Institute of Management successfully organized an exclusive session on mastering the Common Admission Test (CAT) in collaboration with LPT Edtech Pvt. Ltd. The session was led by Mr. Mukesh Jain, Vice President – CAT & IPMAT Division at LPT Edtech and an alumnus of MNIT Jaipur. Drawing from over two decades of institutional legacy and his experience of mentoring thousands of aspirants, he shared effective strategies, preparation tips, and insights into securing admission to premier B-schools, including the IIMs.

20TH FEBRUARY 2025

Innovation & Market Disruption: Strategies for Successful New Product Introduction

The Institute of Management organized an engaging seminar on “Innovation & Market Disruption: Strategies for Successful New Product Introduction”.The session was delivered by Prof. Atanu Ghosh, Head, School of Management & Entrepreneurship at IIT Jodhpur. With prior academic associations at IIT Bombay and IIM Ahmedabad, Prof. Ghosh shared valuable insights on strategy, innovation, and market disruption through real-world examples and case discussions.

24TH FEBRUARY 2025

Green Investments: Unlocking Financial Gains

The Institute of Management organized a seminar on “Green Investments: Unlocking Financial Gains Through Sustainable Business Strategies”. The session was delivered by Dr. Boola Chaudhary, faculty at VGU, Jaipur who shared insights on sustainable finance and policy-linked investment strategies. The seminar provided students with valuable perspectives on aligning sustainability with long-term financial growth.

21ST MARCH 2025

An Introduction to AI

A workshop led by Dr. Kshitiz Verma (Associate Professor, IET, JKLU) was successfully conducted for BBA IV Semester students. The session, provided valuable insights into contemporary developments in financial technology. The interactive workshop was well-received and enriched students’ academic and practical understanding of the subject.

16-17TH MARCH 2025

Microfinance: Transforming Lives and Communities

The Summer Social Project Workshop titled “Microfinance: Transforming Lives and Communities” was successfully conducted for BBA Banking & FinTech students. Two day sessions were led by trainers from AU Small Finance Bank, who provided practical insights into the transformative role of microfinance in community development. As a mandatory academic component carrying two credits, the workshop enriched students with experiential learning and industry exposure.

25TH SEPTEMBER 2025

Career Opportunities and Pathways through ACCA & CMA

An insightful session on “Career Opportunities and Pathways through ACCA & CMA” was conducted by Imarticus Learning. The seminar provided students with clarity on globally recognized qualifications, their structure, benefits, and long-term career prospects.



Placements

10.8	5.6	6
Highest CTC	Average CTC	Median CTC

Annual CTC in lakhs (INR)

Select Recruiters

thrillophilia | Clix Capital | Muthoot Finance

SAFL | बैंक ऑफ़ बड़ौदा Bank of Baroda | Kubermart

NAV | jaro education | COSMOS SOLUTIONS YOU CAN TRUST

CLIX | Get ePay | hike

IntelliPaat | LEARNING ROUTES | ICL Islanders Containers Line

CCCT
Events

Diversity and Inclusion Week

Student-Led Dialogue: "What's Your Story?"

On February 27, 2025, the Centre for Communication and Critical Thinking hosted "What's Your Story?" as part of Diversity & Inclusion Week. Facilitated by BCA student Trisha to promote peer engagement, the session featured an interactive D&I quiz and guided storytelling. The event successfully fostered empathy and open dialogue, allowing students to share personal narratives and appreciate the diverse experiences within the community.





Heritage Walk through a Gender Lens

On March 1, 2025, the Centre for Communication and Critical Thinking, in collaboration with the Office of Student Affairs and Pravah, conducted a heritage walk designed to view Jaipur through a gender lens. The route, stretching from Tripolia Gate to Govind Dev Ji Temple, moved beyond traditional tales of kings to explore the silenced histories of other genders. Stops at Tripolia Bazaar, Badi Choupad, and Hawa Mahal facilitated discussions on architecture, local livelihoods, and water scarcity. The walk concluded with two powerful takeaways: the importance of conscious travel and the need to critically question historical narratives.



Workshop for Faculty and Staff on Campus Inclusivity

On March 1, 2025, the CCCT and The YP Foundation (TYPF) co-hosted a workshop for faculty and staff during Diversity and Inclusion Week. Building on an 18-month collaboration, the three-hour session focused on assessing progress toward a safer, youth-friendly campus. Participants examined the role of intersectionality in creating a discrimination-free environment and strategized on the practical implementation of key policy recommendations. The event reinforced JKLU's commitment to integrating sustainable, inclusive practices across academic and administrative frameworks.



Poster Making

As a part of Diversity and Inclusion Week, the Centre for Communication and Critical Thinking organised a poster-making event on 4th March, 2025, to help the students explore diverse ideas, thoughts, cultures, traditions and emotions related to diversity and inclusion.

The participating students unleashed their creative juices and designed some beautiful posters. For their attractive and meaningful representations of diversity, Pakhi Sharma and Mahak Kathat were awarded the first and second prize respectively.

Men-Engage on International Women's Day

On March 5, 2025, the CCCT, in collaboration with the Office of Student Affairs and Men-Engage Rajasthan, conducted a session on men's identity and mental health at Boys Hostel II. Attended by 30 students, the workshop addressed the societal pressures of masculinity that often prevent men from seeking emotional support. Through group activities analyzing the terms "*Pursuh*" and "*Mard*" students deconstructed gender norms. The discussion explored the impact of patriarchy and toxic masculinity on personal well-being and gender-based violence, concluding with student reflections on committing to positive behavioral change.







Community Celebration

On March 6, 2025, the CCCT concluded Diversity and Inclusion Week with a vibrant community celebration. The event featured an open mic where students, faculty, and staff showcased their unique cultural identities through song, dance, and poetry. The week ended on a high note with the national anthem, reinforcing the spirit of unity amidst diversity at JKLU.

Reading and Discussion Circles

On January 24, 2025, the CCCT successfully conducted the sixth edition of its "Reading and Discussion Circles". The session attracted 23 students who engaged in a focused analysis of Edgar Allan Poe's classic short story, The Tell-Tale Heart. Participants actively discussed the narrative's themes and shared similar personal experiences, creating a collaborative environment for literary exploration and critical reflection. The seventh edition of its "Reading and Discussion Circles" on September 25, 2025 and was attended by 32 students.









An Eco-Walk in an Urban Jungle

On September 20, 2025, CCCT organized "An Eco-Walk in an Urban Jungle" at *Dol Ka Badh*, Jaipur, for students of the "Technologies of Risk and Ecological Welfare" course. Led by public policy expert Mr. Ashutosh Ranka (IIT-K, LSE), the walk helped students examine the intersection of ecology, urban spaces, and governance. Through on-site interactions with locals and analysts, participants gained practical insights into how technology and policy align with societal needs in an environmental context.



Writing Perspective in Contemporary Indian Children's Literature

CCCT organised a workshop titled 'The Other Side: Writing 'Perspective 'in Contemporary Indian Children's Literature,' led by Ms. Mariyam Fatima, Editor at Penguin Random House India. The workshop explored how different perspectives—especially that in children's literature—can shape storytelling. The session guided students through the intricacies of writing for young audiences, using Samina Mishra's Jamlo Walks. The workshop helped participants understand the importance of perspectives in crafting narratives and solutions for audiences of various ages and social groups.

What's Your Story?

CCCT hosted an event titled 'What's Your Story?'. This popular storytelling event was held on September 11th 2025. The theme for this edition of the series, was 'I was Influenced by...'. The edition made the students reflect on the major influences in their lives in the context of their past, present and future. Participants shared personal stories and anecdotes about the influences which drove them and shaped their future goals, which included loved ones, emotions, and events in their lives.







The Long Interview

Dr. Monika Soni

Asst. Professor, IM JKLU, Jaipur

How would you describe yourself in one sentence?

I would describe myself as a lifelong learner who believes in sincerity, empathy, and learning a little every day.

You are serving as the BBA Programme Coordinator. How has this role been for you?

Being a Programme Coordinator has given me a completely new perspective about academics. Earlier my interaction was limited to the classroom, but this role helped me understand what students expect from faculty, how coordination among teachers works, and how important it is to maintain a balance between program requirements and student needs. I am responsible for ensuring that the academic program runs smoothly and for addressing the issues that arise during its conduct. It has made me more empathetic and solution-oriented.

From your experience, what qualities do today's BBA students bring with them?

BBA students today come with remarkable confidence and openness to learning. They are curious, technology-friendly, and not afraid to express their opinions. I find that they are very quick in adapting to new ideas and platforms, whether it is presentations, analytics tools, or entrepreneurial thinking.

What I admire the most is their willingness to participate. These students are not passive learners—they want to explore, question, and create.

How is BBA different from other undergraduate programs?

I feel BBA is not just a degree; it is a personality-building program. Unlike many other undergraduate courses that remain largely theoretical, BBA focuses on communication, teamwork, leadership, and decision-making from a very early stage. BBA students are constantly exposed to presentations, case discussions, internships, and industry interaction. This makes them more practical and confident. I often tell parents that BBA does not only prepare a student for a job—it prepares them to manage life, people, and opportunities.

You teach Organizational Behaviour and HRM. How have Organizational Behaviour and HRM evolved over time, and what is their relevance today?

These subjects have evolved tremendously over the years. Earlier, Organizational Behaviour and HRM were largely seen as support functions focused on policies, administration, and basic people management. Today, they have moved to the very core of organizational strategy. The focus has shifted from controlling people to understanding people—from managing attendance to managing engagement, creativity, and wellbeing. With globalization and technology, workplaces have become far more diverse and complex. We now have multiple generations working together, hybrid work cultures, and employees who seek meaning and growth, not just salaries. This has expanded the role of OB and HR from traditional personnel management to areas like leadership development, organizational culture, inclusion, mental health, and ethical decision-making.

Their relevance today is greater than ever because even the most technology-driven organizations succeed or fail based on human behaviour—how teams collaborate, how leaders communicate, and how employees feel valued. OB and HRM provide the lens to understand these human dynamics and convert them into sustainable organizational performance.

Moving from your coordinator role to your identity as a teacher—what made you choose this profession?

Teaching came to me very naturally. My mother is a government school teacher, and I grew up watching her dedication toward students and the respect she earned through her work. Observing her, I understood early how powerful and meaningful this profession is. When I was in the first year of my BBA, I started teaching students, and that was the moment I realized how much I truly enjoyed guiding and interacting with young minds. I have also worked as a Teaching Associate at IIM Udaipur, and that experience gave me a lot of learning and deeper clarity about my profession in a more profound way. Over the years, I have had the opportunity to work both in a state university and in a private university as a faculty member, which helped me understand diverse student backgrounds and institutional cultures. Today, I teach Organizational Behaviour, Human Resource Management courses to BBA students, and I feel these subjects allow me to connect deeply with their thinking and aspirations. During my MBA, while many of my friends were preparing for corporate roles, I was already imagining myself in a classroom, discussing ideas and guiding students. I understood quite early that pursuing a PhD was the right path for me, and my current academic journey is a continuation of that

Over the years, how have you seen student's expectation from academia changing, and how has that influenced your approach as a teacher?

I have seen a remarkable shift in students over the last few years. Today's students are far more confident, expressive, and tech-savvy than before. They come to the classroom with access to enormous information, strong opinions, and a clear sense of what they want from their education. At the same time, their expectations have also changed—they look for practical exposure, real-life relevance, and quicker outcomes rather than only theoretical understanding.

The teacher–student relationship has also transformed. Earlier it was more authority-driven; now it is more of a partnership where students want dialogue, mentoring, and mutual respect. This change has made me rethink my own role in the classroom. I have gradually moved from lecture-based teaching to discussions, case studies, activities, and experiential learning so that students feel involved rather than instructed.

I also notice that students today handle many things together—academics, internships, social media presence, and personal goals—which sometimes makes them impatient. My role has therefore become not only to teach concepts but also to help them slow down, reflect, and develop critical thinking and emotional balance.

How do you handle conflicting situations in the classroom?

Conflicting situations in the classroom are also part of learning. Students come with different



opinions, backgrounds, and emotions, so disagreements are natural. I try to handle them with patience and empathy—first listening to the student, understanding the reason behind the behaviour, and then guiding the discussion back to respect and learning. I believe a teacher's role is not to win an argument but to create a safe space where students can think, question, and still feel valued.

How can management education further strengthen the learning experience of students?

I strongly feel that the biggest gap today is between information and application. Students have unlimited access to knowledge—through the internet, courses, and social media—but what they often miss is the ability to connect that information with real situations. In my classroom, I see that students can explain concepts very well, yet they hesitate when asked to apply the same idea to a live problem or a human situation.

From my experience as a teacher and Programme Coordinator, I have realized that students need more than lectures—they need exposure. Industrial visits, live projects, internships, interactions with practitioners, and even small responsibilities inside the campus teach them far more than slides. I always tell my students that management is not learnt only by reading; it is learnt by observing people, handling conflicts, making mistakes, and reflecting on them.

At JKLU, we continuously try to move in this direction, but personally I believe we must create even more spaces where students experience the real world early—so that education does not remain only a degree, but becomes preparation for life.

Your career has also moved toward research. How did this journey begin?

My journey toward research was not sudden—it grew slowly from my classroom experiences. While teaching, I often felt that many questions students asked did not have simple textbook answers. I realized that to become a better teacher, I needed to understand problems more deeply. That curiosity gradually pushed me toward research.

I chose to pursue a PhD in an interdisciplinary domain because real organizational issues are never limited to one subject. Research taught me to question assumptions, to listen to different perspectives, and to look for evidence before forming opinions. It completely changed the way I teach—I no longer see concepts as fixed theories but as living ideas connected to people and society.

Currently, I am pursuing my Executive PhD from IIM Sirmaur, which is a continuation of this learning journey. There were moments of doubt and struggle, but my parents' support and my own belief in learning kept me going. Today, research for me is not only an academic requirement; it is a way of thinking and growing. It helps me connect my classroom with real organizational challenges, and this mindset continues to guide everything I do.

Would you advise students to consider teaching as a career, or should management students focus only on corporate jobs?

I always tell my students that management is not only meant for corporate jobs. Teaching is equally a beautiful and meaningful career. If someone enjoys learning, sharing knowledge, and guiding others, academia can be very fulfilling. Careers should be chosen based on interest and purpose, not only on salary. The corporate world needs good managers, but education also needs passionate teachers—and both are equally important.

With all administrative duties, teaching, and your own learning journey, if you get some free time, what do you like to do?

In my free time, I love to spend time with my son—playing with him is the most refreshing part of my day. I also enjoy dancing; it helps me relax and reconnect with myself. Another thing I truly love is travelling. Travelling gives me a lot of learning—it allows me to meet new people, observe different cultures, and look at life from fresh perspectives.

If you were not in this profession, what would you have chosen?

Honestly, I have never really thought on those lines because I always wanted to be a university teacher. Teaching was never just a career option for me; it was a dream. But if not this, I feel I would have been in some artistic field—something connected with creativity and expression.

Any Readings that have inspired you?

I enjoy reading simple, meaningful books rather than only academic texts. Two books that have influenced me deeply are Sudha Murty's Wise and Otherwise, which beautifully captures everyday human emotions and kindness, and The 7 Habits of Highly Effective People by Stephen Covey, which has shaped my understanding of discipline, priorities, and personal growth.

What is the one quality students must develop to succeed?

Patience and consistency. Many students today expect immediate results, but real success is built slowly and steadily. Rather than relying only on motivation, they must build discipline and regular effort—that is what truly differentiates them in the long run.

I often tell my students that careers are not made in big dramatic moments; they are shaped by small everyday choices—attending classes sincerely, reading a little more, improving one skill at a time, and not giving up after one failure. The world they are entering into is competitive and uncertain, and only those who can stay consistent despite distractions will be able to grow.

Patience also means trusting the process. Not every effort shows instant reward, but every effort adds something to our personality and competence. If students can learn to respect time, stay grounded, and keep working even when results are invisible, they will be ready not only for professional success but also for life.

At last, is there any quote or person who motivates you in life—someone you consider your role model?

I am deeply inspired by Sudha Murty. Her simplicity, compassion, and grounded outlook toward life have always influenced me as a teacher and as a person. One of her quotes that I truly believe in is:

"Having good relationships, compassion, and peace of mind is much more important than achievements, awards, degrees, or money."

— Sudha Murty

Faculty Achievements



Dr. Ashwini Sharma

Felicitated by Dr. Alpana Kateja, Honorable Vice Chancellor, University of Rajasthan during the Educationist Meet organized by Imarticus Learning on 5th July, 2025.

Invited to attend a two-day National Workshop on Building Excellence in B-Schools: Academic Leader's Strategies for Institutional Development organized by Association of Indian Management Schools (AIMS) at Hyderabad during Aug 1-2, 2025.

Attended a five-day Faculty Development Programme (online) on Time Series Forecasting organized by IIM Shillong during August 17-31, 2025.

MDP conducted on “Finance for Non-Finance” during 3 - 4 November and 2 - 3 December 2025 for the sales and marketing executives of JK Tyre Industries Ltd.



Dr. Lokanath Mishra

Received Best paper award for the research paper titled “Assessing the drivers of credit risk in fintech lending” at the annual conference "Management Education and Research Colloquium-2025" organized by IIM Kashipur on 23-25th May 2025.

Attended an MDP titled “CSR Capability Building for Social Impacts” jointly organized by IIM Udaipur and JKO. The workshop was held at JKLU during April 17-18, 2025.

Kedia, P., & Mishra, L. (2025). Deciphering bankruptcy risk in fintech firms: exploring key factors and implications. Journal of Credit Risk. Scopus Indexed and ABDC ‘C’ Category.

MDP conducted on “Finance for Non-Finance” during 3 - 4 November and 2 - 3 December 2025 for the sales and marketing executives of JK Tyre Industries Ltd.

Conducted 16-hour Faculty Development Program on “Business Simulation” through AIMA Bizlab for faculty members across leading institutions, including PSG Institute of Management, Manav Rachna International Institute of Research and Studies, MIT Art, Design & Technology University, AMET Business School, and Dayananda Sagar College of Arts, Science & Commerce.

Presented a paper titled “SRI Indices and Risk Hedging in India: Promise or Illusion” at IIM Calcutta Finance Research Conference-2025 on December 28, 2025.



Dr. Sheetal Mundra

Delivered a session on “Design Thinking” at IIIM Jaipur on April 1, 2025. The session was attended by the students of MBA, BBA, MCA and BCA programs.

Presented a paper titled “Impact of Innovation, Human Capital, and Digitalization on Sustainable Growth in Top Five Economies of The World: A Panel Data Approach” in the conference INCONSYM-2025: Business, Technology & Sustainability – Planet, People & Profit, held on January 30-31, 2025, at Symbiosis Institute of Business Management, Hyderabad.

Vadukiya, S., & Mundra, S. A (2025). Measurement Framework for Green Supply Chain Management and its Relationship with the Circular Economy Principle in MSME’s. Asian And Pacific Economic Review. DOI: https://doie.org/10.10399/APER.2 025454699. (ABDC – C).

Accompanied 17 HSB students to the Lee Kong Chian School of Business (SMU) for the I2XL Programme, which combined classroom learning with industry exposure through workshops, field visits, and real-time consulting projects, enhancing students’ global perspective and concluding with project presentations and certification.





Dr. Punam Mishra

Invited to serve as a Jury Member for the 23rd Annual National-Level Summer Project Presentation Competition “SPARDHA-2025”, held on 13th November 2025 and organized by FMS-IRM, Jaipur.

Presented a research paper titled “Merging the Orient and the Occident for the Ideals of Education” at the International Conference IHRC-2025, organized by IIM Jammu on 27–28 November 2025.

Successfully completed an Executive Program in Digital Marketing from IIM- Indore (March 2025-August 2025) (online mode).

Presented a paper titled “Exploring the Dichotomy Between Brand Attachment and Brand Loyalty in the Hospitality Industry" in International Conference on Evidence Based Management (ICEBM) Towards a Sustainable Future, organized by Department of Management, BITS Pilani, Pilani Campus & Department of Management Studies, BITS Pilani, Dubai Campus during March 20-22, 2025.

Presented a paper titled “A Study on Exploring the Antecedents of Online Store Usage" in 4th International Marketing Conference (iMarC IV), organized by IIM-Shillong during January 23-24, 2025.



Dr. Monika Soni

Presented a paper in 4th International Conference on Innovation and Sustainable Business Practices in the Digital Era 2025, on " Actions Speaks Louder : Unveiling CSR Authenticity in Employees Eyes in India", Organised by VIT- AP, University (online)-14th Feb, 2025.

“Delivered session on “Data Analysis and Interpretation using SMART PLS” at Ganpat University, Mehsana 18-19th April, 2025.

Delivered a session on “Smart PLS: A Hands-on Guide” at Amity University, Jaipur on 23rd April, 2025.



Dr. Sameer Mittal

Co-authored an article titled "E-Waste Management Challenges in India From the Perspective of Producer Responsibility Organizations" published in the IEEE Access (Scopus indexed, WoS indexed) Journal outlet. The article focusses on creating a more environmentally sustainable ecosystem by focussing on effective E-waste management and the role of producer responsibility organizations. The full version of the article can be accessed from the link https://doi.org/10.1109/ACCESS.2025.3553203.



Dr. Riya Sureka

Nominated to attend a workshop on paper development at IIM Bangalore. The workshop was organized by the Academy of Management's Journal outlet Academy of Management Learning and Education on April 24, 2025.

Appointed as an Editorial Board Member of Humanities and Social Sciences Communications, Springer Nature Limited.

Delivered a session on "Crypto Cards and QR Codes: The Great Money Transformation" at Asian World School on November 18, 2025, at 9:00 AM.

Conducted sessions on Bibliometric Analysis at Amity University, Jaipur on 21 April 2025. The sessions were part of a 5-day workshop.



Dr. Vijaylakshmi

Co-supervised a PhD student for English Literature on 'The Efficacy of Discourses in The English Textbook of Class IX Among the Students of Coastal Area in Thiruvananthapuram District in Kerala'. Nirwan University, Jaipur Sept'25 (Ph.D. awarded).

Presented a paper "Assimilating Aristotle's Theory of Persuasion with Vivekananda's Ideals of Education", 19th International Conference GJ-IntConMITE: Globalizing Indian Wisdom: IKS in the Contemporary World, 12th December '25.

International HR Conference (IHRC) 2025 on the theme “The Future of Fusion: Fuelling Innovation, Resilience, and Sustainable Success” titled “Merging the Orient and the Occident for the Ideals of Education” at IIM Jammu from 27-28th November’25.

Co-authored a paper presented in International Conference on ‘Sustainable Management Strategies for India’s Future’ titled “Indic Knowledge System Through the Lens of Critical Thinking” at IIM Kashipur in collaboration with Brunel University London titled ‘Indic Knowledge System through the Lens of Critical Thinking’ from 9-11th May’25.

Presented a paper in International Conference “De-colonising Narratives and Interpretations: Literary and Cultural Studies in India” at University of Rajasthan, Jaipur on “The Logic of Tradition: Indic Knowledge and Critical Reasoning” from 28 Feb-1st Mar’25.



Dr. Azhar

Invited as a Keynote Speaker at the Two-Day National Workshop on "Research Methodology and Statistical Analysis", organized by Mandsaur University, Mandsaur (M.P.), held on July 25–26, 2025.



Dr. Sumit Kulshrestha

Successfully completed a certification on “Concepts & Applications of Algorithmic Trading” offered by NSE Academy.

Verma, S., Gaur, J. Y. S., Yadav, M., & Sengupta, A, Kulshrestha, S. (2025). Changing Role of Higher Education in Reducing Social Inequalities in Developing Countries. In Higher Education and SDG10 (pp. 31–48). Emerald Publishing Limited.

https://doi.org/10.1108/978-1-83549-806-420251003” in September 2025.

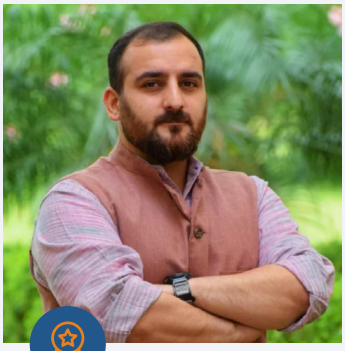
Presented a paper titled “SRI Indices and Risk Hedging in India: Promise or Illusion” at IIM Calcutta Finance Research Conference-2025 on December 28, 2025.

Invited as a Session Chair at “International Conference on Management, Business & Economy (ICMBE)” at Department of Management Studies, SKIT-Jaipur, Jaipur on December 02, 2025.



Dr. Nitya Pawar

Presented a working paper titled ‘Critical Bhakti: Religion through Translation and Performance’ at an International Symposium on Academic Study of Religion, jointly organized by The India Centre, FLAME University, India and Wellesley College, USA on August 7-8, 2025 at FLAME University, Pune.



Afreen Faridi

Faridi A. (2025).Floods in Punjab and the Himalayan Region. Economic and Political Weekly, 60(37), 8–9. https://doi.org/10.71279/epw.v60i37.46382

Successfully completed the 2025 JPS Asia Writeshop in Critical Agrarian Studies, held in Beijing from June 30 to July 13, 2025, co-organized by the Journal of Peasant Studies (JPS) and the College of Humanities and Development Studies (COHD) at China Agricultural University.

Successfully completed the Course on Qualitative Methods in Labour Research conducted by the V.V. Giri National Labour Institute, Noida from July 14-18, 2025.

Received the 2025 International Degrowth Events Grant (1000 Euros) from the International Degrowth Network. The grant supported the Young Scholar’s Workshop on Growth and Agency, organised by CCCT in collaboration with Dr. Niharika Pandit at JK Lakshmipat University on 2–3 January 2026.



Dr. Rijul Chaturvedi

Attended an FDP on Entrepreneurship and Innovation at MNIT Jaipur. The workshop was organized by MNIT's Innovation and Incubation Centre from 21-25 April, 2025.

Chaturvedi, R., Verma, S., & Srivastava, V. (2025). From Customer Relationships to AI Companionships: Transforming Marketing with Feeling AI. Vision, 09722629251340483. an ABDC ranking journal in June 2025.

Delivered a guest session on "AI for customer experience" organized by Morden Digital Innovation Foundation (MDIF) strategy Conclave at Park Prime Jaipur on 7th September 2025.

Successfully defended the Doctoral research titled "Exploring The Influence of Digital Social Companionship on Online Shopping Experiences: A Comparative Analysis of Human and AI" at IIM Mumbai on 19th September 2025.

Awarded with PhD degree Certificate in 2nd Annual Convocation at IIM Mumbai on 20th September, 2025.



Dr. Shubham Ranjan

Presented a paper titled "Beyond Female Breast Cancer: Gender-Specific Profiles and Outcomes in India" in the 13th Annual Conference of the Indian Health Economics and Policy Association (IHEPA), IIT Mandi, India during 12th – 13th December 2025.

Ranjan, S., Thakur, R., Kasnia, T., & Singh, P. (2025). Changing patterns of diabetes and modifiable risk factors across genders in India. Journal of Public Health, 1-15. Sep 2025. https://doi.org/10.1007/s10389-025-02609-8

Attended workshop on "Health Econometrics and Machine Learning using Python" conducted during 13th Annual Conference of the Indian Health Economics and Policy Association (IHEPA), IIT Mandi, India during December 10th-11th, December 2025.

Student Achievements



Ms. Kanika Maheshwari, a BBA student, actively demonstrated her creative and intellectual excellence by securing 1st place in the Anti-Ragging Poster Making Competition and 3rd place in a Psychology Competition organized by the University of Rajasthan in collaboration with UNICEF, competing among participants from 15+ universities.

Ms. Agrima Kesari, a first year BBA student presented her paper titled “Fintech and Green Finance: A systematic review and future research directions” at the International Conference on Empowering Viksit Bharat@2047: Innovations in Finance, Inclusion & Economic Growth, held on 13th-February 14, 2025, organized by the Department of Management Studies & Industrial Engineering, Indian Institute of Technology (Indian School of Mines), Dhanbad. Ms. Agrima Kesari was working under the guidance of Dr. Riya Sureka.

Khushi Agarwal (BBA 2022-25) pitched her startup and secured ₹50,000 in funding during Aarohan – The Startup Summit 2025, held on February 28, 2025.

Dikshika Bumb (BBA 2022-25) secured first position in DIY Innovation Station organized by IIC JKLU.

BBA students from the basketball team secured the runner-up position at Spardha '25, held as JKLU from February 21 to 23, 2025.

Ananya Purohit (BBA 2023-26) has been selected to join the McKinsey Forward Program offered by McKinsey & Company. On 11th April, 2025, she has also passed Research Analyst Certification Examination from National Institute of Securities Markets (NISM) with 61.25%.

Divyansh Sharma (BBA 2022-25) proceeded to Hanyang University, South Korea for pursuing his final semester over there.

Ms. Vadukiya Shruti Durlabhji has been awarded her Ph.D. under the supervision of Dr. Sheetal Mundra for her research titled "Green Supply Chain Performance Measurement Framework: An Exploratory Study."

Some Notable achievements of BBA Students

- **Kaushanki Soni** – Working as R2R Associate at Accenture.
- **Ananya Purohit** – Certified Research Analyst from the National Institute of Securities Markets (NISM) and currently an Indirect Tax Intern at EY.
- **Nehal Agarwal** – Pursuing Masters in Finance and Business Analytics at K J Somaiya Institute of Management.
- **Raghav Sharma** – MBA (Marketing) student at Symbiosis International University Dubai.
- **Ayush Kothari** – Deputy Manager at ICICI Bank.
- **Vansh Vyas** – Pursuing higher studies at the University of Suffolk.
- **Ananya Soni** – Studying MSc International Business at the Newcastle University Business School.
- **Ritika Bhola** – Pursuing MBA at University Canada.



Games
and Leisure

LEADERSHIP PYRAMID CHALLENGE

Leadership is not built overnight — it develops step by step, layer by layer, through clarity of purpose and consistent action. Much like a pyramid, strong leadership stands on a solid foundation and gradually rises toward meaningful impact. This interactive challenge reflects the structured journey of effective leadership. Each layer of the pyramid contains scrambled words that together form a powerful and inspiring leadership statement.

Unscramble each level of the pyramid below to reveal the complete message.

SREDAEL

EVIRD STLUSER

HGUORTH DLOB

YGETARTS GNORTS

KROWMAET EVITCEFFE

NOITACINUMMOC DNA A ERALC NOISIV

Instructions

- Unscramble each row to form meaningful words.
- Keep the pyramid structure intact while solving.
- Read the completed words from top to bottom to reveal the final leadership statement.

Reflection

Each layer represents an essential quality that strengthens leadership. When combined, these elements create a balanced and impactful approach to management and growth.

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