



Institute of
Management Technology
Ghaziabad, Delhi NCR



IMTGंतव्य

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IMTGantavya | IMT Ghaziabad Quarterly Newsletter

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Prof. Subhajit Bhattacharyya

DIRECTOR'S MESSAGE

The modern business era is one that is evolving continuously and rapidly. This era is characterised by continuous innovation, high degree of obsolescence, ever changing consumer needs, continuously expanding choices and preferences, multi-dimensional competitive forces, high degree of technological intervention, and what not. This is an era when every action of an individual can be captured, analysed and used in making business decisions. This is an era when man has to upskill continuously and hone the creative and innovative acumen to remain above machine all the time, lest they be obsolete.

The challenge for management education therefore is to constantly upkeep their offerings to meet the evolving skill need of industry to remain relevant as they fly with time. IMT Ghaziabad is agile enough to stand up to these challenges and strives to remain ahead of time. It's program offerings are testament to that.



Prof. Rajnandan Patnaik

FROM THE DESK OF DEAN-ACADEMICS

This Financial year started amidst lockdown and confusion. However, we could manage to conduct all our pending classes and exams, online; conduct virtual internships and released results. Our preparation to move from in-person class, along with its rigor and learning depth, to online classes started; and slowly we became more polished and confident to create the same 'magic' online. Our preparation for upcoming academic year, program structure change, and even reaccreditation reports for AACSB was kept on track with us working virtually, yet seamlessly. We managed to deliver more than a dozens of meaningful webinar for our students, prospects and the industry. Amongst these webinars, I represented IMT Ghaziabad as the panel speaker at the Horasis Global Visions Community on the topic "The New Leadership in the Tumultuous Twenties" during the Horasis India Meeting on June 22' 2020, with a gathering 400+ of the most senior members-from Government, Industry and Academia-to jointly inspire India's future. At the conference, I brought a new concept of "Integrated Leadership", where the real leader aggregates the success of every situation leader to solve large problems and achieve overarching goals. This kind of leadership is going to be the dominant style of leadership during the next decade. Operationally, this quarter, under new restrictions and expectations, IMT Ghaziabad has prepared itself well to conduct the classes, research and outreach for the community and the industry.



Prof P.K. Biswas

FROM THE DESK OF DEAN-RESEARCH

Dear Stakeholders,

Thank you very much for your overwhelming response to our first issue of IMT Gantavya . We are still passing through an extremely difficult phase in the human history. We have lost lives of lot of people through the pandemic COVID - 19, economy has slowed-down, productivity has been affected and many people have lost their jobs. However, we still have to make optimum use of resources available to us – this is the essence of management.

We are keeping in touch with our prospective students for all programs through series of webinars. We are trying to keep the morale of students high through continuous engagement.

Eagerly looking forward to host the new students in the campus as and when it is feasible.

Till then, stay safe & secured.

NEW FACULTY MEMBERS AT IMT GHAZIABAD



Prof. Amita Sharma

Prof. Amita Sharma has earned her doctoral degree from the Indian Institute of Technology Delhi in the area of Portfolio Optimization and M.Phil. and M.Sc. degree from the Department of Operations Research, Delhi University. Before joining IMT Ghaziabad, she was working in the Department of Mathematics, Indian Institute of Information Technology Guwahati as an Assistant Professor.

Prof. Sharma primarily works in portfolio optimization, which includes the construction of optimal portfolio by appropriately building the optimization models based on a specific objective and risk tolerance and subsequently testing the performance of the portfolio by quantitative and statistical tools on real market data.

Prof. Sharma's research papers have been published in *Optimization*, *Annals of operations research*, *OR spectrum*, *Optimization and Engineering*, *Journal of Computational and Applied Mathematics*, and *Physica A*.



Prof. Shawn Mathew

Prof. Shawn Mathew is a graduate of the Fellow Programme in Management (FPM-Marketing) from IIM Ahmedabad and holds a B.Tech. Degree in Computer Science and Engineering. Prior to joining IMT Ghaziabad, he was a faculty member in the Area of Marketing at IIM Jammu. He has also worked as an Adjunct Faculty / Visiting Professor with IIM Kozhikode, IIM Amritsar and AIIM Ahmedabad. His pre-doctorate industry tenure includes stints with Cognizant Technology Solutions (CTS) and the A.P. Moller - Maersk Group.

Prof. Mathew is an American Marketing Association (AMA) - Sheth Foundation Doctoral Consortium Fellow (2011) and was co-awarded the Public Health Research Initiative (PHRI) Grant (2016). He is a Fellow of the Max Planck Summer Institute on Bounded Rationality (2017) and TAPMI-Max Planck Winter School on Bounded Rationality (2017). He is a semi-finalist of the Pareto Fellowship (Centre for Effective Altruism, Oxford University, 2016), an AIM -AMA Sheath Foundation Doctoral Consortium Fellow (2014) and winner of the Liam Glynn Travel Scholarship (2011).

Prof. Mathew's research interests are interdisciplinary in nature and focus on simplifying consumer decision-making. His teaching interests include Consumer Behavior, Brand Management, Digital Marketing and Behavioral Economics. His research papers have been published in *Journal of Promotion Management*, *Economic and Political Weekly* and *Bulletin of the Association of French Geographers*.



Prof. Tapas Ranjan Moharana

Prof. Tapas Ranjan Moharana is a graduate of the Fellow Programme in Management from XLRI Jamshedpur in the Marketing Area. He has been awarded as the Outstanding Doctoral Student of the Year 2020 (XLRI Gold Medal) in memory of K V K Raju. He has more than ten years of experience in Industry and academia. His teaching interests include consumption and wellbeing, marketing research, and advertising.

Prof. Moharana has published four research papers in reputed refereed journals such as *Journal of Brand Management*, *Marketing Intelligence and Planning*, and *Prabandhan: Indian Journal of Management* among others. He is also the recipient of the 2019 ANZMAC Early Career Asia/Asia-Pacific Country Scholarship, which was based on his research paper and resume. He has contributed to several National and International conferences such as ANZMAC, ISMS Marketing Science Conference, AMA Summer Conference, NASMEI (Great Lakes, Chennai), MARCON (IIM Calcutta), and ICBPM (NIT Rourkela) among others. His research interests include celebrity endorsement, celebrity worship, parasocial relationship in endorsements, sports sponsorship, and engagement in travel research.

FACULTY PUBLICATIONS

Papers published by IMT Ghaziabad faculty in peer-reviewed journals during April-June' 2020 (Names of IMT Ghaziabad faculty has been highlighted in bold)

Abhishek, Bhamoriya, V., Gupta, P., Kaushik, M., Kishore, A., Kumar, R., Sharma, A., & Verma, S. (2020). India's Food System in the Time of COVID-19. *Economic and Political Weekly*, 55(15), 12-14.

Abstract: India's complete lockdown has caused unnecessary disruptions in the food supply chain, with the scarcity of labour making it even worse. A sharp decline in demand is imminent with the financial sector being in a freeze and incomes having shrunk for everyone, except for the small salaried class. Consumer sentiment and business outlook on recovery are bleak. While ensuring the free movement of essential goods and availability and safety of labour can mitigate the immediate disruptions in the supply chain, unclogging the financial sector and restoring optimism in the market will take time and heroic efforts from the government.

Alnakhli, H., **Singh, R.**, Agnihotri, R., & Itani, O. S. (2020). From cognition to action: the effect of thought self-leadership strategies and self-monitoring on adaptive selling behavior. *Journal of Business & Industrial Marketing*. DOI: [10.1108/JBIM-06-2019-0302](https://doi.org/10.1108/JBIM-06-2019-0302)

Abstract: As salespeople are constantly facing different customers with various needs and wants and engaging in various sales situations, salespeople must deploy their inner capabilities in practicing adaptive selling behavior during and across sales interactions. This study investigates the effect of salesperson's thought self-leadership and self-monitoring on adaptive selling behavior. We draw on the social cognitive theory of self-regulation to develop our model and examine the relationships between thought self-leadership, self-monitoring, and adaptive selling behavior. We empirically test the model using data from 335 pharmaceutical salespeople working across several countries in Asia. Findings suggest that thought self-leadership impacts adaptive selling behaviors, especially when salespeople have self-monitoring skills. In light of these results, we explore implications, limitations, and conclude by suggesting directions for further research.

Chatterjee, T.K., & **Rishi, B.** (2020) Determining Factors of Length of Stay of Indian Domestic Tourists, *Asean Journal on Hospitality and Tourism*, Vol. 18, No. 1, pp. 29 -42.

Abstract: There is a trend of shortening lengths of stay (LOSs) in tourism, coupled with more frequent trips. Since tourism revenue derives from the duration of stay of tourists at destinations, tourism marketers are interested in attracting those tourists who stay for longer, and thus more profitable durations. Indian domestic tourism is a vast market, but it has been insufficiently researched. As a result, destination marketing organizations (DMOs) are constrained to depend more on hunches in their efforts to attract tourists. This study attempts to identify the determining factors of the length of stay of Indian domestic tourists with empirical evidence adopting multiple regression and the MARS (multivariate adaptive regression splines) model. The findings fill an essential gap in the tourism literature, as pertains to lengths of stay at Indian destinations. They also help destination marketing organizations better understand the nuances of tourist behavior, so they can craft appropriate marketing strategies that attract those tourists who tend to stay for longer durations.

Kataria, A., Kumar, S., Sureka, R. & **Gupta, B.** (2020), "Forty years of Employee Relations – The International Journal: a bibliometric overview", *Employee Relations*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/ER-10-2019-0410>

Abstract: This paper examines the leading trends for the journal *Employee Relations* upon its completion of 40 years of publication. Using the Scopus database, the leading trends in authorship, institutions, countries as well as cited documents along with the articles citing it were analysed to provide an analytic overview of the journal over the period of 1979–2018. The paper presents a graphical visualization of the bibliographic data with bibliographic coupling and co-citation analysis using the visualization tools of similarity viewer software as well. The results indicate that the journal is on a progressive trend both in terms of productivity as well as the level of influence in the areas for which it is indexed. The journal receives the maximum influence from the UK, including its most productive authors and institutions. The journal has published research on prominent topics in human resource management, employee relations and the field of industrial relations. It has also published 25 special issues on recent trends in the domain of Human Resource (HR). This article offers the first comprehensive evaluation of the intellectual structure and research contributions of the journal over its lifespan.

Mishra, S., Jain, S. & Malhotra, G. (2020). The anatomy of circular economy transition in the fashion industry. *Social Responsibility Journal*, Vol. ahead-of-print No. ahead-of-print.
<https://doi.org/10.1108/SRJ-06-2019-0216>

Abstract: Purpose – Unsustainable fashion consumption and wasteful practices have recently garnered attention in practice and academia; however, research in this field is limited. This study is based upon an extensive review of the literature and aims to fill this gap by providing an in-depth understanding of various drivers and actors operating in the closed-loop fashion value chain. The purpose of this study is to develop a framework of transformation from the linear economy (LE) to the circular economy (CE) for the fashion industry based on “transition theory.”

Design/methodology/approach – This study is conducted in two phases. In Phase 1, a bibliographic compilation on the given subject is done. In Phase 2, data about the case company is collected through trade media and semi-structured interviews with the founder and the designers.

Findings – The study found that key drivers for the closed-loop fashion value chain are collaboration with partners, innovation, waste management system, customer connect and changing utilization patterns. Based on the extensive literature review and analysis of the case study, it can be concluded that to incorporate CE principles, namely, reduce, repair, reuse and recycle into current business models, redefining existing value propositions and transforming various business model elements is essential.

Practical implications – A three-level (discrete level, aggregator level and the peripheral level) framework is developed that can help the fashion industry in transition from LE to CE. This study will help fashion houses to understand how they can work in tandem with various stakeholders to develop sustainable business models.

Originality/value – This paper contributes to research by advancing the understanding of how to further develop and redesign an innovative business model framework for the circular fashion value chain. A three-level framework is developed that can be used for transition from LE to CE, especially in the fashion industry. This study is one of the first research that has tried to analyze the Indian case company for CE practices in fashion.

Paul, M., Upadhyay, P., & Dwivedi, Y. K. (2020), "Roadmap to digitalisation of an emerging economy: a viewpoint", *Transforming Government: People, Process and Policy*, Vol. ahead-of-print No. ahead-of-print.
<https://doi.org/10.1108/TG-03-2020-0054>

Abstract: This paper posits a critical analysis of digitalisation initiatives of emerging economies with a focus on India. It suggests granular policy measures towards realising the dream of a competitive, empowered and knowledge-based society. To this extent, the paper juxtaposes and compares policy measures undertaken by several governments to facilitate digitalisation in their country. The policy measures embarked upon have been critically analysed in terms of their relevance, challenges for their implementation and adoption at the back of the prevailing social and economic fabric of the country. At the same time, attempts have been made to benchmark it against the best practice standards weighed in by the industry studies. The paper has also laid down a robust agenda for future research that can be replicated for any country.

Shankar, A., & **Rishi, B.** (2020) Convenience matter in mobile banking adoption intention, *Australasian Marketing Journal*, Vol. ahead-of-print, No. ahead-of-print.

Abstract: The purpose of this study is to explore how different dimensions of online convenience impact mobile banking (m-banking) adoption intention. The findings from 432 banking users show that access convenience, transaction convenience, and possession/post-possession convenience predict m-banking adoption intention, with the chief driver being the possession/post-possession convenience. Further, results suggest that the intention to adopt m-banking leads to m-banking adoption and usage. These findings offer unique insights to banks about how to make m-banking platforms more convenient for enhancing the pace of m-banking adoption intention and usage. This study also makes several contributions to mobile commerce and online convenience literature.

Sharma, T. G., Tak, P., & Kesharwani, A. (2020). Understanding Continuance Intention to Play Online Games: The Roles of Hedonic Value, Utilitarian Value and Perceived Risk, *Journal of Internet Commerce*, 19:3, 346-372, DOI: [10.1080/15332861.2020.1756189](https://doi.org/10.1080/15332861.2020.1756189)

Abstract: The current study examines how the perception of negative consequences or risks interacts with hedonic and utilitarian values in predicting gamers' continuance intention to play online games. We examine the proposed model by conducting an empirical study of the responses of two hundred and one (201) online gamers using structural equation modeling. From our results, hedonic value positively impacts the continuance intention to play online games, whereas utilitarian value does not significantly impact online gaming behavior. Furthermore, at higher perceived risk levels, hedonic value enhances the online game continuance intention whereas utilitarian value has insignificant effect. At low perceived risk levels, both hedonic and utilitarian values

have significant effect on continuance intentions to play online games. The study discusses the theoretical contributions as well as practical implications of our findings.

Book chapter published by IMT Ghaziabad faculty during April-June' 2020

Abhishek, Saxena, R., & Kumari, R. (2020). Farmers' Producer Organization (FPO) of Kaushalya Foundation: Enabling Social Inclusion of Women Through Technology. In Latha Poonamallee, Joanne Scillitoe & Simy Joy (Eds.), *Socio-Tech Innovation: Harnessing Technology for Social Good* (pp. 203-221). Palgrave Macmillan.

Abstract: Kaushalya Foundation (KF) had started a project to improve the productivity of pulses/lentils in 20 villages of Bihar state in India. The project envisaged working with small and marginal farmers in drought prone district of the state. KF planned to eliminate and remove the inefficiencies in the pulse value chain by improving the production and productivity of pulses, and building market linkage. KF employed technology as an enabler for project implementation which involved training on improved farming techniques and equipments. KF also procured set of new farming equipments which could be hired by farmers as per their requirement at reasonable rates. KF also developed a mobile application, which it named as "FPO Connect," as an integral component for ensuring deliverables of project. The book chapter traces the journey of KF in implementing the project and surmounting the challenges faced.



Cases published by IMT Ghaziabad faculty during April-June' 2020

Abhishek, Mukherjee, S., & Patra, Y. (2020). "UrbanClap: Marketplace for On-demand Services (A)," IIM Ahmedabad Case Centre ID: IIMA/MAR0512(A). Ahmedabad, India: Indian Institute of Management, Ahmedabad.

Mukherjee, S., Patra, Y., & **Abhishek.** (2020). "UrbanClap: Marketplace for On-demand Services (B)," IIM Ahmedabad Case Centre ID: IIMA/MAR0512(B). Ahmedabad, India: Indian Institute of Management, Ahmedabad.

Abstract: UrbanClap was setup in October 2014 to address the opportunity of bringing the workforce from the unorganised sector into the mainstream using the power of technology. It was an on-demand marketplace for services available through a mobile app. In the initial years, UrbanClap, developed as a horizontal marketplace, saw intense competition from existing and new players who were operating in the hyperlocal services space. UrbanClap competed in the on-demand service marketplace by categorising its services into a lead generation business (where it connected the customer with the service provider and charged a fee for matchmaking) and a fulfilment business (where it took end-to-end responsibility for quality of service delivery). After three and half years of operations, the three co-founders wondered if it was time they moved out of lead generation and instead focussed on the fulfilment business.

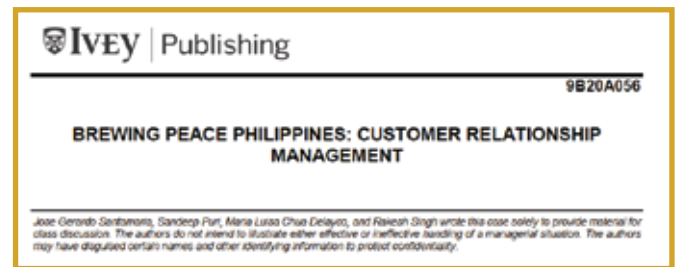
Chauhan, Ajay Kumar, & **Chaklader, Barnali.** (May 6' 2020). "Do Local Investors Exhibit Smart Value Investment? Empirical Evidence from India" *Global Business Review*. Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1177/0972150920915330>

Abstract: The authors have studied the investment behaviour of 'foreign institutional investors' (FIIs) and 'domestic institutional investors' (DIIs) in the Indian stock market for positive feedback trading and smart money value investments. The data of daily investment of FII and DII in Indian stock markets along with NIFTY daily returns was collected. Multivariate causality approach VAR and were used and it was found that FII investments follow positive feedback trading approach whereas DII follow smart money value investments in the Indian stock market.

Santamaria, Jose Gerardo, Puri, Sandeep, Delayco, Maria Luisa Chua, & **Singh, Rakesh** (2020). "Brewing Peace Philippines: Customer Relationship Management", Ivey ID No. 9B20A056. London, Canada: Ivey Publishing.

Abstract: Brewing Peace was a company based in the Philippines that sold coffee beans. Despite having a base of 80 customers, 70 per cent of its business depended on 9 key accounts; this included its biggest buyer, Concepcion Coffee Enterprises Limited (CCEL), which accounted for 20 per cent of Brewing Peace's revenues. After a ₱30 million order from CCEL with a profit margin of less than 20 per cent, a payment period of 90

days, and a short delivery time, the co-founder of Brewing Peace was forced to review its relationship with its biggest client. The dilemma facing Brewing Peace was that it could not accept this order on CCEL's terms without jeopardizing the company's payment terms with its vendors and affecting the supply for orders, worth ₱25 million, to its other customers.



Gupta, Rakesh, Nafees, Lubna, & Guha, Saumyajit (2020). "Extracarbon: Working for a Cleaner Future", Ivey ID No. 9B20M044. London, Canada: Ivey Publishing.

Abstract: ExtraCarbon was a company focused on the sorting stage of India's unorganized waste management industry. The company was founded in 2013 with owners' capital and some investments from friends and family. In October 2018, one of these friend investors expressed a desire to exit the venture. Although ExtraCarbon had made steady progress since its founding, the company did not have enough money to buy out the investor's stake, and the company's valuation was too low for the investor to benefit from leaving the venture. The investor complained that the founders had never taken his advice to scale up the venture more quickly, which would have benefitted all stakeholders by providing a better valuation and attracting more investors to the company. The incident led the founders to review their current scale of operations and make more ambitious growth plans for the company, including setting an ambitious revenue target of US\$6 million by 2021. The challenge was to identify resources and ways to achieve this target. What strategy would help the company reach its target in a largely unorganized industry?

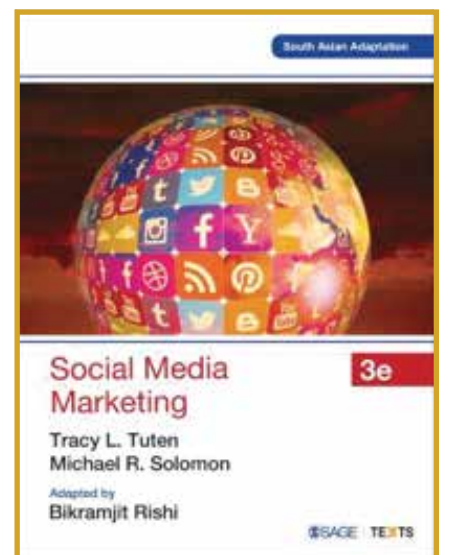
Gupta, Rakesh and Nafees, Lubna (2020). "Pharmeasy: Expansion Dilemma Amidst Regulatory Uncertainties", Ivey ID No. 9B20M090, London, Canada: Ivey Publishing

Abstract: The two co-founders of PharmEasy, an online medical store and pharmacy website launched in 2015, faced a new challenge in December 2018. Recent judgments by the Madras and Delhi High Courts had suspended the operations of India's more than 250 online pharmacies until new industry regulations could be drafted. Only a few months earlier, in August 2018, the Indian government had released proposed draft regulations for the online sale of medicine. However, an organization representing more than 850,000 pharmacists in India had staged a one-day strike to protest the government's proposal. Should PharmEasy take a cautious approach with its ambitious expansion plans until the government introduces regulations? Or would its competitors seize the opportunity to move forward aggressively to gain market share? The co-founders recognized that the regulatory uncertainty was creating confusion. They needed to decide on their next steps quickly—and communicate their intentions to all stakeholders.

Book published by IMT Ghaziabad faculty during April-June' 2020

Tuten, T.L., Solomon, M.R., **Rishi, B.** Social Media Marketing, Sage, New Delhi. (Indian Adaptation)

Abstract: Social Media Marketing blends essential theory with practical application. It covers core skills such as strategic planning for social media applications, incorporating these platforms into the brand's marketing communications, and harnessing social media data to yield consumer insights. This textbook outlines the "four zones" of social media—community, publishing, entertainment, and commerce—which marketers can use as a part of the strategic planning processes to achieve their core objectives. The new edition has been extensively updated and expanded to include a new chapter on tactical planning and execution and covers the latest research within social media marketing. It also incorporates new case studies and examples, including Facebook, Instagram, Twitter, and Snapchat; and discusses these in relation to globally recognized brands. This adaptation integrates India-specific examples, cases, and data to make the content suitable for the students of South Asia.
<https://in.sagepub.com/en-in/sas/social-media-marketing/book274645>



FACULTY ACHIEVEMENTS

Awards received by IMT Ghaziabad faculty members

Prof. Abhishek and **Prof. Richa Saxena** co-authored a book chapter titled “Farmers’ Producer Organization (FPO) of Kaushalya Foundation: Enabling social inclusion of women through technology” in the edited book “Socio-Tech Innovation: Harnessing Technology for Social Good” which won USD 1,000 award for the best chapter in the book.

IMT Ghaziabad faculty members as Invited Speakers

Prof. Ashok Haldia addressed Webinar by ET CFO on May 01’ 2020 on “COVID-19 infected financial statements: Road ahead for auditors and CFOs”.

Prof. Ashok Haldia addressed CFO outreach programme organized by ICAI for ASSOCHAM members on June 19’ 2020 on exposure draft of International Accounting Standards Board, and Presentation & Disclosure of Financial Statement.

Prof. Ashok Haldia moderated a session on non-GAAP disclosures, user’s perspective in an online programme organised by ICAI for national and international audience on June 23’ 2020.

Prof. Ashok Haldia addressed a webinar jointly organised on June 24’ 2020 by IIIPI and International Finance Corporation, Washington on implications of COVID-19 on Insolvency and bankruptcy regime.

Prof. Kasturi Das delivered an invited talk on “ISDS and Climate Change Policies: A barrier, facilitator, or neither” at the 114th Annual Meeting of the American Society of International Law (ASIL) titled: “The Promise of International Law”. The original event was scheduled to be held in Washington, D.C. on April 1-4’ 2020 and got postponed. It was converted into virtual format due to the COVID-19 pandemic and was held on June 25-26’ 2020. Prof. Das shared the panel with Ms Danielle Morris (Wilmer Cutler Pickering Hale and Dorr LLP), Mr Kevin D Mohr (King & Spalding), Mr Carlos Sole (Socio KPMG), and Ms Gabriela Alvarez Avila, Curtis (Mallet-Prevost, Colt & Mosle, S.C.)



Prof. Kasturi Das was invited by the British High Commission, New Delhi as an Expert Panelist for the selection of the candidates for one-year Chevening Scholarships 2020-21. The panel discussion took place on April 27’ 2020.



Prof. Kasturi Das was invited by Climate Strategies, UK in a series of virtual Round Table Discussions on **“The Green Rebound: Mobilising COVID responses for climate neutrality”**. Prof Das shared the panel with leading climate and energy policy experts from all across the globe. The discussions culminated into three policy briefs.



Prof. Kasturi Das was invited by the European Roundtable on **Climate Change and Sustainable Transition (ERCST)** and the **Council on Energy, Environment and Water (CEEW)** as a “Key Speaker” at the virtual India-EU “town hall meeting” on “Role of Border Carbon Adjustments in Raising Climate Ambition” held on June 25’ 2020. Prof. Das shared the panel with Mr. Jairam Ramesh, Member of Parliament, Rajya Sabha and Former Minister of State (Independent Charge) Environment and Forests, Government of India; Mr. Mahendra Singhi, President, Cement Manufacturers Association and Managing Director & CEO, Dalmia Cement (Bharat) Limited; Mr. Robert-Jan Jeekel, Head of European Institutional Affairs & EU Energy & Climate policy, ArcelorMittal; Ms. Seema Arora, Deputy Director General, Confederation of Indian Industry (CII); Mr Chanakya Chaudhary, Vice President (Corporate Services), Tata Steel Limited; Prof. Michael Mehling, Deputy Director, MIT Centre for Energy and Environmental Policy Research (MIT CEEPR); Mr. Andrei Marcu, Founder and Executive Director, ERCST and Dr. Arunabha Ghosh, CEO, CEEW.

Other Achievements of IMT Ghaziabad faculty members

Prof. Ashok Haldia was appointed as a Member of Accounting Standards Board of ICAI which formulates accounting standards for adherence by entities.

Prof. Ashok Haldia was appointed as a member of Accounting and Finance Services Sectional Committee of Bureau of Industrial Standards.

Prof. Ashok Haldia wrote an article titled “Do companies impacted by COVID-19 remain a going concern” carried by ET CFO on May 05’ 2020.

Prof. Sapna Popli was invited as an external expert for the marketing area course review meeting by ITS (Institute of Technology & Science), Ghaziabad, held on June 26’ 2020.

Prof. Sapna Popli was invited for the annual Academic and Corporate Advisory Council Meeting of the Army Institute of Management & Technology Greater Noida as a member of the council for the ACAC meeting held on June 20’ 2020.

IMT GHAZIABAD COVERAGE IN MEDIA

Webinars to tell youths how to upgrade job skills

TIMES NEWS NETWORK

New Delhi: Climbing the corporate ladder requires unique skill sets as the competition gets tougher at the top. The prevailing situation due to the Covid-19 outbreak has added a new dimension to the challenges—concerns of new opportunities and job security. Empowering oneself with new skills and upgrading oneself is key here, if one wishes to come out of any situation as a winner and an executive MBA is one of them.

Mission Upskill is an initiative by The Times of India to help professionals and students upskill themselves and move ahead of the curve. The initiative aims to achieve this through a series of webinars with industry experts and education partners, starting June 30 (Tuesday).

Live interactions will be conducted for the young executives and students

Mission Upskill

To register for free and ask questions, log on to www.TOLin/MU or scan the QR code below



during which experts will not only take questions but also allay the prevailing anxiety and offer a 360-degree perspective

on executive MBA.

The first webinar on "Catapult your career with executive MBA" on Tuesday evening from 5 pm onwards will have Mitesh Agarwal, vice-president, global key and lead accounts, Oracle India; Gaurav Srivastava, regional director-South Asia, Graduate Management Admission Council; Neeru Mehta, vice-president, people development and learning, head of HR India region at GlobalLogic; Subhaji Bhattacharyya, director (acting), IMT Ghaziabad and professor Rashmi K Aggarwal, programme chair — PGDM Executive and professor in the area of economic environment and policy, IMT Ghaziabad.

To tune in, log on to The Times of India's Delhi Facebook page from Friday 5 pm to 6 pm. To register for free and ask questions, log on to www.TOLin/MU or scan the QR Code.

Webinars to tell youths how to upgrade job skills, Sunday Times, June 28' 2020

THE TIMES OF INDIA, NEW DELHI *
TUESDAY, JUNE 30, 2020

Mission Upskill

Live webinar

Topic

Catapult your career with executive MBA

SPEAKERS

Dr Subhaji Bhattacharyya, Director (Acting)- IMT Ghaziabad; **Prof Rashmi K Aggarwal**, Program Chair- PGDM Executive, IMT Ghaziabad; **Mitesh Agarwal**, Vice President - Global Key and Lead Accounts, Oracle India; **Gaurav Srivastava**, Regional Director - South Asia, Graduate Management Admission Council® (GMAC®); **Neeru Mehta**, Vice President- People Development & Learning, Head of HR India Region at GlobalLogic

Today, 5pm onwards

Mission Upskill, Live Webinar, Times of India, June 30' 2020

How Covid-19 has made exec MBA most sought after

TIMES NEWS NETWORK

Gurgaon: While the world is reeling under an economic crisis due to the Covid-19 pandemic, the number of applications for an MBA course in the top 20 institutes across the world has seen an increase. Apprehensions over job security and career progression, along with more disposable time due to remote working, are pushing many working professionals to pursue executive master's degree in business administration.

This trend was noted at TOI's webinar titled "Catapult your Career with Executive MBA", a distinguished panel discussed the role and scope of an executive MBA in current times. The panel included Dr Sudip Bhattacharya, director, IMT Ghaziabad; Professor Rashmi K Aggarwal, IMT Ghaziabad; Gaurav Srivastava, regional director, South Asia, GMAT; Mitesh Agarwal, vice-president, global key and lead accounts, Oracle India; and Neeru Mehta, vice-president, people development and learning, GlobalLogic.

An executive MBA, as opposed to a regular MBA, is directed at professionals with work experience. "This programme gives a more holistic experience to the executives," explained Agarwal. It also allows the executive cross cultural and organisational learning.

This is the right time to undertake an executive

MAKING OF AN ENTREPRENEUR

Q Given the current situation, how is executive MBA helpful?

An executive MBA is helpful as the programmes are designed after engagement with the industry. These courses are more in sync with organisational needs, which is substantial advantage during an economic downturn.

Q What is the difference between a general MBA and an executive MBA?

What are the benefits of executive MBA in India? Executive MBAs are specifically for working professionals. There is a requirement of a minimum five years of experience. These programmes are developed with a focus



THE PANEL: (Clockwise from top right) Neeru Mehta, Gaurav Srivastava, Dr Subhaji Bhattacharyya, Mitesh Agarwal, Prof Rashmi K Aggarwal

Mission Upskill

on experiential learning and most case studies taught in such courses will be around managerial issues.

Q Any advice for executives preparing for GMAT?

As one can now write GMAT from home, it is a great time to take the exam. While applying for the programme and choosing colleges, candidates must look at

countries that have handled the pandemic well and look for schools in these countries. There are some very good examples in Europe and South East Asia.

Q What is the ideal age to pursue an executive MBA?

Most people pursuing an executive MBA are in late 20s or early 30s.

Q What are the trends right now with regards to MBA programmes?

The more popular programmes are in finance, consulting and IT. There are some very good specialised programmes in Singapore, Hong Kong and Australia, which are highly preferred right now.

MBA programme, GMAT being one way of gaining admission, said Srivastava. He advised, "Executive MBA candidates must do proper research on the country and programme they wish to apply for. One should also work out about the time one can spend in a country post-course completion because travel will be restricted in the near future."

Bhattacharya also pointed out that his institution had indeed seen a hike in admission for executive courses. "While there has been an increase in admissions, there are also ap-

prehensions about the timeline of the courses because the colleges might not resume physical classes anytime soon," observed the director of IMT Ghaziabad.

With many sectors confronted by operational issues due to the pandemic and the lockdown, up-skilling has gained even more significance. "We are looking to hire people who are not only abreast of the latest knowledge, but are also willing to learn," said Mitesh Agarwal. "We are looking at various ways people can up-skill themselves and right now, an

executive MBA is a great opportunity, specially with the option of digital courses."

With the frequent changes in technology, organisations have now started supporting their employees who want to pursue courses such as executive MBAs. Some companies even sponsor their employees. "If an organisation is looking at a very specific skill set, it will step in and sponsor 100% of the course fee," contended Mehta. "However overall, companies will invest in these programmes if they align with the organisational objectives."

How COVID-19 has made exec MBA most sought after, Times of India, July 1' 2020

IMT GHAZIABAD PREPAREDNESS FOR COVID-19

IMT Preparedness for Online Classes

When IMT Ghaziabad was declared closed for a week of March 16-20' 2020 due to Government announcement, we were in the last week of study. The end term exams of first year was due from week of March 23' 2020. On March 22' 2020, country wide lockdown was declared for three weeks. The institute geared up with online classes for remaining subjects in first week of April with an ease, thanks to preparedness of experienced faculty with online mode teaching. Faculty members at IMT Ghaziabad had been doing online synchronous teaching with few external partners in executive education space since 2008. That experience gave us the confidence to immediately switch to online mode of teaching and examination. Moving beyond the traditional methods of teaching, we incorporated the different pedagogy modes, which are very popular in many foreign nations. In modern time, where information is easily accessible from anywhere without the limitation of the physical borders, there is a lot which can be achieved using these modes of education.

Online Exam for First Year in April 2020

Execution of examination for any academic institution is the most sacred activity. Exams are the best method of evaluating the knowledge of one's mind. It is an outcome of learning. In a traditional approach, the examination was conducted in a particular location with the invigilators to maintain the discipline of the process. The invigilators are there to make sure that the process goes smoothly. Every institution has its way of setting up the papers and preparing the format of the exam. But when the circumstances change and traditional method isn't an option then exam pattern also gets revised and this way the online exam execution process comes handy.

The challenge was that by April month, few students had started their internship. Hence it was decided that exams will be held on weekends. IMT Ghaziabad took **"Take Home Exam"** for the first time. Question papers were sent to students on Saturday morning and answer scripts were expected after twenty-four hours, on Sunday morning. It required the shift in preparing question papers, where professors quizzed them on application rather than concept. In order to facilitate the learning, the institute sent e-books for students specially arranging the same from publishers, since students left campus in hurry and many did not have books or reading materials. Application based question papers left less chance of cheating or copying from internet, yet answer sheets were checked for plagiarism before evaluation. The deadline of exam was set after taking all the factors in consideration, such as the difficulty of the paper, and how much average time it will take for a student to complete it. The questions were designed in a way that without having the actual knowledge of the topic, it wasn't possible to achieve good marks. The examination pattern was much appreciated by students as some of them even sent mails of appreciation.

Summer Internship

Due to unprecedented business, corporate and social situations, we allowed students to work on either internship with a company or otherwise industry linked projects with faculty (referred as academic projects), research papers or case study as per their choices. The summer internship experiences of select students have been provided later in the newsletter.

Summer Internship Mentoring

IMT Ghaziabad allocates a faculty mentor to every student during eight weeks of summer internship period. Faculty mentor usually visits student at the place/company of internship during this period and gets in touch with industry mentor too. This time as per AICTE directives, internships were virtual and students were advised not to visit offices. Experts warned unprecedented time lockdown and uncertainty of future may lead to many mental issues among people. Hence this time faculty mentors did virtual mentoring via online/ virtual meetings with students on a regular basis. Thus we served both the purpose of guiding students during internship and mental support if needed.

Summer Internship Presentation

The summer internship program gives our students an exposure to the industry culture and real-time experience of how things work on the ground. The summer internship projects of our student were completed on June 30' 2020, post which the presentation sessions were conducted on virtual mode in front of a faculty panel. Microsoft Teams application was used to hold the presentation session. The students were divided into small groups consisting of five students in each panel and each student had a fixed time slot and panel had a dedicated time slot. Students and faculty members enjoyed virtual presentations and going forward it may be the way it will be held. All the summer internship project presentations were completed before students join for second year class.

Plan for Academic Year 2020-21

Though Institute was eagerly waiting for hustle-bustle of students in campus, due to the current regulatory directives we are geared up to conduct sessions online till we can have physical presence of students in campus. Presently Institute has converted eight class rooms into studio mode for facilitating online teaching. Also, eight modular/ mobile systems will be provided to faculty members who prefers to take class from their own offices. This will help us to follow social distancing with lesser students in class (as and when we will be allowed to host them at campus) and simultaneously streaming the class online to few students wherever they are. Second year Term V classes has started from July 15' 2020 and Foundation term of first year will start from August 3' 2020 both online. Institute is using MS Team software for conducting classes.

Inducting First Year Students

The new batch of PGDM 2020-22 is set to join us on August 3' 2020 for the Foundation term. Before joining the institute, students must complete the registration which will happen through virtual meetings. To familiarise the student with the IMT Ghaziabad environment, we have scheduled Pre-Orientation webinars for the students. Pre-orientation classes are held from July 1-30' 2020 on Lifesize platform. The purpose of the Pre-Orientation program is to give the students the exposure of various aspects of the IMT Ghaziabad and welcoming them to the family. The Pre-Orientation program helps the students knowing more about the PGDM program, different streams, courses, electives and various other activity. The batch is also given free access to few MOOC programs (Coursera) to help them prepare for their MBA.



Prof. Mrinalini Shah
Chairperson, PGDM 2 Year Program

STUDENT EVENTS AND ACHIEVEMENTS AT IMT GHAZIABAD



Our student **Paramjeet Singh Arora** in his Summer Internship Project at Piramal has been awarded with the **Best Project Award**.

Student Affairs and Welfare Council

The Student Council organised a series of Webinars in collaboration with Business Standard on topics of “How do Retail Business Build Resilience”, “Online Learning & Career Prospects in the “New Normal” Age”. Eminent speakers like Mr. Krishnarao Buddha (Parle Products), Prof. Debabrata Das (Tezpur University), and Ms. Rasika Prashant, CMO, Soulflower participated in these webinars.

E-Cell

E-Cell collaborated with HostelFund – India’s first funding platform for student entrepreneurs. They also conducted a series of “Entrepreneur Speaks” where members of the E-Cell interacted with prominent entrepreneurs to showcase their experiences and journeys.

Markup

‘Boojho Toh Jane’ is the inter-college marketing trivia contest organized by MarkUp-Marketing Club of IMT Ghaziabad digitally to keep the marketers updated about some of the best brand communications in the lockdown. In this contest, every day, MarkUp club posted some hints which would help in identifying the brand such as the country it originated, the jingle it was associated or some facts about the brand. The first person to give the right answer got points, which kept adding till the end of the campaign with people having most points becoming the winner. MarkUp ran this campaign for 21 days of the initial lockdown to keep our followers engaged in times of uncertainty. In the end, Riya Kaushik, Arun Tadepalli, and Sanchit Goel emerged as winners.



RECENT MANAGEMENT DEVELOPMENT PROGRAMS

Customized MDP at IMT Ghaziabad

| Date of Program | Name of the Program | Name of Organization | Program Director(s) |
|-----------------|--|--|---|
| May-June'2020 | Leadership Excellence for Airport Professionals (Mod-II) | Delhi International Airport Ltd. (GMR Group) | Prof. Puja Aggarwal Gulati Prof. Richa Saxena Prof. Shalini R Tiwari Prof. Vijay Lakshmi Singh |

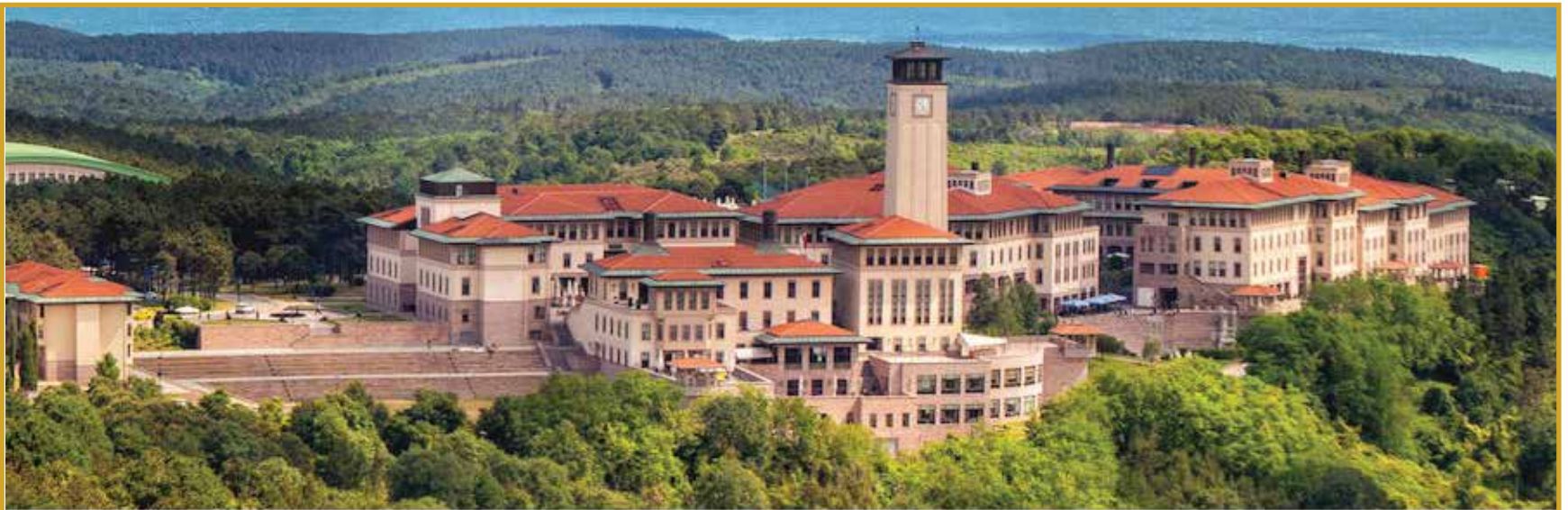
Leadership Excellence for Airport Professionals (LEAP) for GMR-DIAL

Shifting gears-Custom Training from intensive 'in-class' on campus experience to 'online'
LEAP program was originally planned as in-class leadership development program scheduled between February and May' 2020. It was planned to have a 3-day module each month from February to May. The first module went as per the plan, however owing to the COVID-19 situation, a lockdown was announced in the month of March, which hampered the further delivery of the programs. In the month of May' 2020 due deliberations happened between the Program Directors and GMR-DIAL HR team to explore the possibility of conducting sessions virtually. We conducted few sessions virtually in the month of May. Given the challenge related to virtual sessions we adhered to having not more than 2 sessions a week. It was important not to overburden the participants as they were also discharging their official duties- some from their workstations and some from homes. The experience of virtual sessions was an experiment and in the process we also learnt a many things. For example, choice of technology platform. For the initial sessions we used Lifesize platform for conducting sessions. Most of the time it went well however, we realized that lack of features like Chat was hampering the interactivity of the sessions. Hence, for the following sessions we shifted to Microsoft Teams. It is working well so far. Another challenge was in terms of connectivity issues- sometimes the participants lost connectivity because of technical reasons for which not much could have been done. Initially, we also struggled in making the sessions interactive and taking them beyond the lecture mode. With the help of features like polls, whiteboard etc. we were able to engage the participants to a large extent. The overall experience of virtual sessions so far has been exciting.

IMT Ghaziabad started and conducted various Online Executive Education Programs in partnership with different learning platforms during April-June' 2020.

| Launch Date of Program | Name of the Program | Name of Partner / Client | Program Director(s) |
|------------------------|--|----------------------------|--|
| May 04' 2020 | Post Graduate Certificate Program (IMT-11) – Batch 2 | UpGrad Education Pvt. Ltd. | Prof. Puja Aggarwal Gulati |
| April 04' 2020 | Block Chain Technology Management (Cohort-3) | UpGrad Education Pvt. Ltd. | Prof. Poonam Garg |
| June 27' 2020 | Block Chain Technology Management (Cohort-4) | UpGrad Education Pvt. Ltd. | Prof. Poonam Garg |
| April' 2020 | PG Program in Marketing with Specialization in Digital Marketing (Batch-2) | Edureka | Prof. Abhishek and Prof. Bikramjit Rishi |

INTERNATIONAL RELATIONS CENTRE UPDATES



**KOÇ
UNIVERSITY**

Website: www.ku.edu.tr

IMT Ghaziabad partnership with KOÇ University, Turkey

Institute of Management Technology, Ghaziabad, has consistently strived to partner and collaborate with the premier Universities of the world. In line with its tradition, International Relations Centre at IMT Ghaziabad, is proud to announce KOÇ University, Istanbul, Turkey as the latest addition to its list of international partners.

About our Partner

KOÇ University was founded in the year 1993. Over the years it has grown into becoming one of the leading universities in Turkey. "Times Higher Education rankings 2019" ranks it as one of the top three universities in Turkey. FT ranked it as the 66th best in Europe, in the year 2018. The University offers an extensive portfolio of 29 Master and 26 Ph.D. programs. The school is accredited internationally by AACSB and EQUIS and has been rated as a 4 Palmes school by Eduniversal.

We look forward to a long-standing relationship with our new partner.

INDUSTRY CONNECT AT IMT GHAZIABAD

Guest Speakers from industry at IMT Ghaziabad for PGDM- Executive program on Course Contemporary Issues in Management (CIM) during April-June’ 2020



| Name of the Guest Speaker | Designation and Organisation | Session Topic/Theme of the CIM Session |
|---------------------------|---|---|
| Mr. Anil Bhasin | President-Havells India Ltd | Mr. Bhasin explained the basic human nature, and highlighted a key principle – “when you win its progress, when we all win its a revolution”. During the course of life, it's important to follow the path of ethics, values & principles, thereby improving on a regular basis. |
| Ms. Rashi Paliwal | HRBP- Haworth | Ms. Paliwal insisted on looking at crisis as an opportunity and finding ways to encash it, to think out of the box, be resilient and prepare ourselves for the post-pandemic situations. She also talked about different personality types, the strengths, and how working on our strengths can help us achieve our goals. |
| Dr. Shubhra Chakraborty | Business Strategist - Philips and Founder @ Poshan. | Dr. Chakraborty emphasized on personal branding and gave us a wonderful insight about the personal branding and judicious utilization of the social media platforms to encash your connections. She encouraged all to dig deeper for the industry and role specific knowledge. She also emphasized the role of wider reading in personal development. |

PLACEMENT SNIPPETS FROM IMT GHAZIABAD

Summer Internship Experiences of our Students



Aishwarya M. Chaudhari
GroupM

My internship began on May 11' 2020. Although communication on the exact data on inception of the summer internship was delayed, the process of induction was smooth. We were then divided into various projects, allocating us to each of GroupM's strategic units. I was a part of Mediacom. My project was 'To understand the impact of COVID-19 on consumer behavior for a leading MNC FMCG player in India', which was basically an analysis of the 'hygiene' category. Social listening using various tools like Talkwalker, Meltwater, Unmetric and google Trends was performed. Regular team calls with project guide, mentor and feedback calls coupled with Fun Friday games ensured that we stayed in touch and on track. My internship with GroupM helped me learn various trends and ways of communicating in the media world, which ultimately gave me view from another dimension altogether as we consumer traditionally see. Overall, I had an enriching and wholesome learning experience.



Aritri Chatterjee
Perfetti van Melle

I was given a very interesting project on building Corporate Branding. My mentor, Mr. Rajesh Ramakrishnan, MD of PVM India, was extremely supportive. He ensured that I got the chance to explore my project thoroughly and taught me to cover the breadth before diving into the depth. I learned to create my own goals, the strategies to help achieve those goals and my weekly milestones. The biggest takeaways from my Internship was Ownership and Self-motivation. Working closely with some of the leaders in the organisation, I discovered how the concepts we learn in classroom and the experience we gain in the real world transforms into becoming productive strategies for any company.



Anantha Krishnan G
Next Education Pvt Ltd

Next Education is a leading organisation in the Indian Edu-Tech industry. The global pandemic situation and the nationwide lockdown following it, have forced educational institutions to adopt virtual classroom set ups. Being able to intern as a product management intern and help design a learning ecosystem that help in developing personalised learning path for the student was a very unique and challenging experience. The internship was a unique experience not just because of the project, but also because it gave a glimpse of the experience of what could be the new normal and showing how despite physical distances ideas could collate while working on a live project. The experience may not have reached what we had imagined, but it was far better than what it could have been.



Harshit Bapna
Cisco

It was the first time Cisco started a summer internship program for MBA students. The online internship was initially of ad-hoc nature, which was gradually streamlined into a project management schedule training. Our internship can broadly be categorized into two parts, first, a project management training and its applications, second, research topics to provide insights to company leadership. We completed CAPM (Certified Associate in Project Management) training and assignments for four weeks and later worked on two research topics for remaining four weeks. As we were not able to receive our Cisco laptops due to nation-wide lock-down, much of our work was based upon open source project materials ranging from IT to construction industry. We were also assigned a mentor/manager who was responsible to guide and track our progress in our internship journey. Overall, it was a good learning experience given all the constraints.



Kanav Kaushal
ITC Limited

The internship with ITC Limited was indeed a roller-coaster ride and my inception into the corporate world wouldn't have been better. SIP has provided me with the best exposure to professional journey via a mix of great learning and sailing through sudden big challenges under this unprecedented situation. It was an amazing phase where I got to unlock many potentials. I worked with ITC in the brand team of YiPPee! Noodles led by Mrs. Kavita Chaturvedi, who curated and made YiPPee!, the second largest noodle brand in the country in less than a decade. Although, this period passed in the blink of an eye but ITC and my team has left such impact that will certainly stay lifelong with exceptional learning, beautiful memories and new connections that influenced in shaping my perspective as marketer.



Kunal Kumar Sahu
ValueLabs

I was interning as a consulting intern and the role involved studying of various existing services in the company and suggesting a technological solution to reduce efforts and costs. The suggestions I gave ranged from implementation of an application to automating the current processes with an amalgamation of RPA and AI/ML. During the internship I learnt the importance of empathizing with all the stakeholders for understanding the current processes and designing a solution. Apart from empathy I also learned about different tools like SwimLane flow charts, Producer Consumer Crossmaps and Priority Matrix, to name a few, that are used to understand a process. Also while conducting secondary research I learnt about various industry standard technologies and processes that are used by various companies



Rashi Rai
Compass Group India

Amidst this global pandemic, Compass Group made sure that they informed us in advance that they will be going ahead with the internship to avoid any panic-like situation. It was a virtual internship but the learning curve was not compromised even the least bit. Starting from a virtual on-boarding where various leaders addressed us interns and shared their thoughts on the situation we were in and how we were going to move forward. With regular sessions with my guide and mentor, I hardly felt the gap that many faced during a work-from-home setup. All channels were always open for communication, from video conferencing to phone calls. We also had regular sessions with prominent leadership of the company where we learnt about the different functions and the sectors that Compass Group operates in. Not only was Compass Group tackling the global pandemic, they were on the front lines by organizing various campaigns for meal distribution, regular uploads of immunity boosting foods on their social media handles and their support services handling fumigation, sanitation etc for various facilities. My experience with Compass Group has been profoundly insightful into the industry and the knowledge will definitely aide in my future endeavors in the business world.



Roshan R Verma
Academic Internship

This year challenges for Internships were extreme. I was supposed to join an organization but due to the COVID-19 circumstances, it never started. I got the second Internship offer from Peacock Solar. But the joining date was set on 15 June WFO (at Ajmer), which was not possible. In such unprecedented time, institute came as the savior. We were allowed to choose IMT Ghaziabad faculty as our own mentor. In addition, we were also given freedom to suggest a topic by the mentor. I ended up working on "Application of Artificial Intelligence in HR". I learned various concepts about this new technology, which could help in any decision-making process related to the adaption of AI. Moreover, I got to know about the most recent technology in HR and how this technology can be beneficial in the business processes, especially in HR.



Zenith Sigfrid
Paperflite

I interned at Paperflite. Headquartered in the US, Paperflite is a mobile-first sales enablement platform that helps businesses to deliver an interactive and hyper-personalized content experience using data and analytics. Being my maiden experience of a virtual project, it was challenging, in the initial phase, to tackle multiple projects. However, the vibrant and upbeat culture of Paperflite helped me quickly pull up the socks. They organized virtual team-building activities and games to chase away the Monday blues. With this, I was able to complete a herculean task of creating a content marketing guide including 100+ templates of each marketing collateral – press release, brochures, case studies, testimonials, POVs (Point-of-view) and how-to guides. I successfully created a framework for the marketing collateral required at each stage of the buyer journey, thus, helping Paperflite position themselves as a thought leader.

RECRUITER'S CORNER

"Recruiting trends in the wake of COVID-19"

The COVID-19 coronavirus is becoming the accelerator for one of the greatest workplace transformations of our lifetime. None of us would have ever experienced a situation like this before. To businesses and employees, they have adapted or are in line to adapt to new normal but our future generation who has not seen everything being done in virtual world may find some things missing.

Business leaders have been experimenting to disrupt their old practices which relied heavily on face to face learning and pivot to developing proof of concepts for learning on-the-job using the latest consumer technologies. Few trends are:



Bhawana Dhawan
Head- HR & Admin, Pladis

- 1. Virtual recruitment is the new normal** - Far higher utilization of teleconferencing technologies such as Skype and Zoom for interviews. Onboarding is another area of recruitment which has now gone virtual. Recruitment processes are adapting to social distancing. On the bright side, many key decision makers are now more readily available, partly because of travel restrictions that have cleared their schedules, and that speeds up the processes.
- 2. Remote working** - Remote working means doing your job in your usual working hours from a location other than the office, producing the same high-quality work as you would normally, collaborating with your colleagues using technology, and being responsive to your manager and your team. Some tips for remote working are - Stick to a routine, create a workspace, get fresh air and stay connected, Fight the urge to multitask.
- 3.** According to Forbes, more companies will move from hiring based on **degree pedigree to hiring based on skills** and more apprenticeship jobs will surge.
- 4. Transparency in workload and culture** – In absence of face to face rapport building, new entrants must understand the culture from their managers and focus on building trust. Transparency is one of the winning traits, therefore having clear understanding of the expectations and outcomes on workload must be sought

While there are challenges, the same challenges are opening opportunities which didn't exist before. There are new industries opening up like Face mask and Sanitizers, Same is true with Insurance, Medicine, e commerce and many more. In this situation what can the students do to adapt themselves to the new ways of working.

- 1. Become a keen observer of current affairs** – please read voraciously on current affairs and discuss with your friends the impacts of these events in our life.
- 2. Accept that change is inevitable** – don't react negatively to change even if it hurts us in the short term. Acceptance of inevitability of change is first step in using it
- 3. Adapt to the change** – re-assess your goals and put resources like time money effort in changing yourself for the new goals
- 4. Virtual water cooler opportunities** – Working remotely can be isolating, try frequent chat messages and catch up sessions and get involved with team as much as possible. The future of work is future of well- being of workers - Acknowledge Anxiety is common and don't avoid consulting a shrink –please take advise of doctors and counsellors onboard (if any).

Most of the students (almost 50%) will be doing jobs that they have not thought about till now. Its either through technology change or through change in society due pandemic, war etc. So it is very essential to make students aware of the mental capability required to deal with such situation as much as more theoretical knowledge about subject matter in the traditional sense.

LIBRARY – ACTIVITIES AND NEW INITIATIVES

Virtual Workshops

IMT Ghaziabad Library organised a number of Virtual Workshops for Faculty, Research Associates and Research Scholars. The purpose of these Virtual Workshops was to facilitate the academic community in effectively making use of various databases for teaching, learning, research and consultancy.

| S.No. | Webinar Training Workshops | Date |
|-------|--|----------------|
| 1. | EBSCO Discovery Training Service: Discover the Undiscovered | June 09' 2020 |
| 2. | CMIE Prowess IQ: Training Workshop | June 06' 2020 |
| 3. | EMIS Global Services: Workshop Session | June 02' 2020 |
| 4. | Ace Knowledge Portal: Training Workshop | May 30' 2020 |
| 5. | Multimedia Resource for Teaching and Learning The HS Talks-Business & Management Collection | May 20' 2020 |
| 6. | Elsevier Webinar on Fine Tuning Research Planning using Elsevier Tools- ScienceDirect Scopus & Mendeley | May 16' 2020 |
| 7. | Overview of EBSCO Discovery Services | April 07' 2020 |

New Databases / Resources added to IMT Ghaziabad Library

Scopus

Elsevier's Scopus is the largest abstract and citation database of peer-reviewed literature. Scopus is designed to serve the information needs of researchers, educators, students, administrators and librarians across the entire academic community. Scopus provides platform and analytical tools to showcase and leverage research quickly.

EBSCO Discovery Services

EBSCO Discovery Service is an all-inclusive search solution that makes in-depth research easy. The platform offers sophisticated features and functionality that anticipate user intent, helping them get to exactly what they are looking for quickly and easily.

e-Marketer Pro

eMarketer PRO provides access to data and insights covering the key digital topics and industries in 90+ countries. eMarketer's content focuses on understanding how consumers spend their time and money online and how professionals can best communicate with them via digital channels.

HBR Ascend

HBR Ascend helps bridge the gap between education, ambition, and jobs you undertake to fulfil that ambition. It offers clear, practical advice centred around skills most critical to success, such as Personal Growth, Managing, and Leading, Working Smarter, etc. Under each category, you will find thoughtfully curated articles, infographics, tools, podcasts, and videos that have been contextualized to address the unique needs of Graduating students and early-career professionals.

Euromonitor Passport – Cities and Industrial

Euromonitor International Cities provide information and data on identifying and benchmarking key cities, Consumer profiling and Urban profiles and Industrial provide information on data sizing for markets, evaluation risk and potential and benchmarking.

Business Insider Intelligence

Business Insider Intelligence is a premium research service provided by Business Insider. It specializes in business intelligence and data-driven research that provides deep analytical insight into the latest global trends and developments.

ALUMNI CORNER

Alumni Achievements



Mr. Nandan Srinath
Batch of 1991
(PGDM 2 Year)

Mr. Nandan Srinath, with three-decade career in companies like Bennett, Coleman and Co. Ltd, Coca Cola India, Godfrey Philips, Indya.com and Draft Worldwide, has been recently appointed the Executive President of Entertainment Network India Limited.



Ms. Pooja Goel
Batch of 2020
(PGDM 2 Year)

Ms. Pooja Goel has built a not-for-profit venture called Pink Collar Professionals to help women-led small business flourish in the digital age. She is an enthusiast of analytics and is an active social worker. Ms. Pooja has previously worked at Infosys and EdgeVerve.



Mr. Vishwanath Tiwari
Batch of 2004
(PGDM PT)

Mr. Vishwanath Tiwari, with over fourteen years of experience in business development, sales, and marketing, has been recently appointed as the Chief Operating Officer of Birla Tyres. Mr. Tiwari has been a part of companies like CEAT Tyres, LG Electronics Pvt Ltd before joining Birla Tyres.

ALUMNI CONNECT SERIES FOR PGDM EXECUTIVE PROGRAM 2020

| Guest Speaker(s) | Session Topic/ Session Theme |
|---|---|
| Mr. Manoranjan Das; Mr. Rajneesh Kumar; Mr. Sibhasish Mishra; Mr. Vaibhav Gupta; Mr. Vineet; Ms. Shivani Sanwal; Mr. Ajit Kumar Singh; Mr. Deepanshu Aggrawal (PGDM Executive 2016-17 Batch) | Topic: Ice-breaking session with seniors <ul style="list-style-type: none">• Journey pre and post-MBA• How the PGDM Executive have transformed their career• Tips to the current batch to be interview ready• The power of networking and peer learning• Specific areas of improvement, skillset to acquire to have an edge over others |
| Mr. Aditya Ghosh International Business- Manipal Hospitals Pvt Ltd (PGDM Executive 2011-12 Batch) | Topic: COVID-19 and the changing market dynamics <p>Mr. Aditya Ghosh took the batch through his profound memories of IMT Ghaziabad days, his journey post-MBA, and advised the batch to always keep a positive outlook and focus on upskilling themselves. The knowledge he shared on his extensive experience of working with the Healthcare Sector and Government (as part of CII) as well as in the development of International Businesses was a great learning experience for the budding future leaders.</p> |

| Guest Speaker(s) | Session Topic/ Session Theme |
|---|---|
| Mr. Mazhar Hossain Corporate Strategy- Ola Electric Mobility Pvt. Ltd. (PGDM Executive 2013-14 Batch) | Topic: Leveraging the power of Executive MBA Mr. Mazhar Hossain encouraged the enthusiasm of the batch and contributed value by responding to all their queries. He emphasized on “Connecting the Dots & Filling the Gaps” action plan and elevate career towards the dream choices. He motivated students to use Chaos as a ladder and to focus and strategize the next few months amid the pandemic COVID-19 and make the best outcome for a long-term successful career. |
| Mr.Ravi Purohit; Mr.Ashish Srivastav; Mr.Ankit Mohanty; Mr. Subhashish; Mr. Akash Govani; Ms. Sweta Upadhyay; Mr. Sumit Gaurav; Mr. Altaaf Navith; Mr. Ankit Kumar; Mr. Krit; Mr. Tarun (PGDM Executive 2017-18 Batch) | Topic: Post-Executive MBA experience The alums shared valuable tips and advice to the current batch. “Career is a Marathon” – they said and advised the current batch to think from a long-term perspective, to push and help each other and work as a team, have extensive peer discussions, and realistic career goals. They emphasized the importance of networking and leveraging the power of LinkedIn. |
| Mr. Ashish Banka People Leader- Compass Group (PGDM Executive 2009-10 Batch) | Topic: Positivity in adversity One has to stop small fights and start fighting for their vision and mission. In these times, one needs to come out of their cocoon and network better by leveraging social media. Make the best of your present, and always have a back-up plan. Towards the end, he explained that in the process of learning, one also needs to unlearn and relearn to reach perfection. |
| Ms. Kanika Kohli Founder- 2minCoach.com (PGDM Executive 2004-05 Batch) | Topic: How to Design Think your Life Ms. Kanika Kohli has advised the batch to be empathetic towards themselves, understand the biases and their own distorted reality, and be mindful of the distractions. She also spoke at length on obstacle management, how to get rid of stickiness syndrome, and emphasized on always having a clear set of goals. |
| Mr. Krishna Ballal Quality Analyst- Barclays (PGDM Executive 2013-14 Batch) | Topic: The corporate world - A post MBA scenario Mr. Krishna Ballal laid emphasis on the importance of work ethics, integrity, behavior & proper communication in the corporate world. The ways to adapt to the global workplace culture and emerging as a differentiating professional with self-development & knowing your potential were the key highlights of his session. |

ALUMNI THOUGHTS

IMT Ghaziabad alumnus Akash Gupta (PGDM, 2006-08 Batch) has penned this article.

When I look back at my IMT days from 2006-2008, the two years at IMT have shaped me as an individual. Being a member of the placement committee has instilled in me a sense of confidence and helped me imbibe in me the corporate culture. With a tight schedule and targets to meet, it prepared me for my upcoming journey in the corporate world. Back in those days I remember participating in the activities of the Marketing club and E-cell.

Post my MBA, I joined Dell Services in a business development role. It helped me understand the nuances of the corporate world better. My days in Airtel allowed me an opportunity to explore, learn faster and implement a lot of processes. Back then 4G used to be new thing and I was super excited to be onboarded on the team. The startup world was booming during those days with startups such as Ola, Paytm, Snapdeal making their mark with their value propositions in the consumer's mind. I always wanted to start something of my own and something new that will touch lives and bring changes.

I got an opportunity to work in Snapdeal which at that time was a startup. I was in the mobile marketing team which helped me learn a lot more. It was a fast-paced learning environment with new challenges every day. After spending a few glorious years there, I again joined another startup. This time it was in the Fintech industry- Mobikwik. I was heading the marketing team there managing a team of 30 people. It was around this time; I was exploring a lot of ideas from different space to start my own venture. The dream to start something of my own was always there with me. I must acknowledge the fact that it is not easy to give up a well-paying job and a secure life to start something of your own. Nevertheless, it's an adventure.

I started my start up journey with a team of about 7-8 members. Today Zypp has a team of 200 people across 4 cities, still expanding across geographies and growing in the rental electric scooter space, ensuring last mile deliveries.

Speaking of the recent times, COVID-19 has posed a lot of challenges, with our customers working from home, we had fewer rental demands. However, there were few firms that reached out to us looking for last mile deliveries. And seeing it as a good opportunity, we made a core team, set up a vertical for the last mile deliveries, partnered with lot of shops and ensured deliveries of essential items. Not only did our clients save cost by using our rental services, it also contributed in reducing carbon footprints making our environment greener.

I personally feel, shared electric mobility is going to be the next huge thing, as people are becoming more aware of environmental pollution and how electric vehicle helps in reducing carbon footprints. There are going to be a lot of changes and new normal, with social distancing making it imperative to hold meetings virtually. However, there will be new opportunities. We need to adopt new ways of thinking and approaching customers one step at a time.

No doubt times are tough; however, I would like to request the current batch of students not to look at salaries when starting up their career. What must they look for is to choose a job they find interesting, where they can get a chance to learn holistically and touch lives. If they want to start something of their own, then start making a team of 2-3 members and look for the problems and brainstorm on the number of ways it can be solved.

IMT Ghaziabad is a great place to be, take this opportunity to draw out maximum from the campus life, the learnings and your peers and make a mark for your alma mater.



Akash Gupta
Co-Founder and CEO
Zypp Electric Mobility

Unprecedented times require extraordinary gumption!

(A message for current MBA batches from the last recession hit batch.)

IMT Ghaziabad alumnus Nilabh Kumar (PGDM-Finance, 2007-09 Batch) has penned this article for the current batch, given some parallels with the times which his batch had seen during 2007-09.

2020 has been tough. There is no doubt that the world has never seen anything like what we are experiencing right now. It's particularly harsh for all of you who have recently become the first batch ever to have interned over Teams/Zoom/Skype or those who are about to enter an MBA program virtually.

Before we pursue our MBAs/PGDMs, we are always recommended that what matters most are not the courses themselves but the overall experience which an institute offers. Whether it be networking within the batch, getting chances of interacting face to face with the industry/alumni networks, being exposed to team work and collaboration (and getting a sense that teams are often imperfect), the fantastic college library to the softer aspects which one cherishes for a lifetime including all-nighters to complete projects, group watching of cricket/football matches, late night celebrations, getting dressed up for key occasions and the not too bad mess/cafeteria.

The reason I can relate to your situation is because I am from the batch which last thought of themselves as the most unfortunate batch ever, the batch which saw Lehmann Brothers come for pre-placement talks & then declare bankruptcy within the next 3 days.

Ours was a batch where things quickly turned from being superb to horribly wrong. While entering IMT Ghaziabad in 2007, I knew that at that point things were too good to be true as placement records were being broken every year across colleges.

While I knew that at some point economic cycle will turn creating a trough, I couldn't fathom how it will actually play out. While our batch had seen all our seniors going out with multiple job offers and companies fighting for candidates, our batch on the contrary had seen just 6-8 companies turn up for the first day of placements. Within a year, placement rules changed to a person becoming eligible only for one job offer – even if the next interview you have been shortlisted for is your dream role. If you have a job you were out of the process (though no one really complained about that – given how bad the hiring scene was). Entire placement week went by with only 80-85 in a batch of 360 getting placed. Even adding all PPO cases took the total barely over the 130 mark till the end of the 'placement' week.

While I was fortunate to be placed on the third day of the placement week, I accepted a job offer which I was not really proud of at that point of time (in hindsight I know I was foolish to have thought so). I never saw the final placement figures for our batch, but I am reasonably certain that nearly 25% won't have got placed till the end of our 2 years of MBA.

Why am I telling you all this?

It's because, tough times come but they do get over. Despite starting with job offers which most of us had not hoped for when we had joined IMT, most have done quite well in the last 11+ years with lot of us more than making up for the bad start we had – both in terms of roles and compensation. We were the first batch in a while which didn't take things for granted. We knew what adversity was and that we needed to be at our best at all times and constantly look for ways to make a difference wherever we were. Despite our wider world view, we also know that our actions are only one part of the equation, and that there are much bigger forces at play. So we do expect that shocks would come – potentially requiring us to put in hard work in new directions all over again. For most of us, we are not just doing our jobs, but looking for ways in which we and our teams can add maximum value to the organisations we are a part of.

So what does the experience of batch 2007-09 mean for all of you who find yourself stuck in an unprecedented situation. While we do not have control over the pandemic or its macroeconomic and political implications,



here's what you should do in your two years (some of these are based on my reflections on things which I didn't do during my MBA – but which I should have done):

Network aggressively

Most MBA colleges now have a much larger batch size than earlier. While it is definitely a disadvantage when it comes to final placements, but it can be a huge advantage in the long run. What you have at your disposal is a large network of not just 500+ people from your batch but at least 500+ in your senior/junior batch. Do not let this virtual environment be a hindrance as everyone else in your batch would be looking to connect as well.

Diversify your profile & skill-sets

Be highly engaged with forums and extra -curricular activities. In the long run no one cares what GPA you had during your MBA (that doesn't mean that 'you' should not care about your grades). As a manager what matters is how good are you in unstructured thinking, coordination and execution. What industry wants is people who get the job done and not people who only get good scores. Being involved in areas beyond academics makes you think in directions which one would traditionally skip. Remember that these 2 years are a test run for what you would be doing in your careers. You would be expected to manage multiple areas & KPIs, engage with countless stakeholders, achieve outcomes both for yourself and your team and at the same time ensure that you are learning all the time.

Think about common good

MBA courses (& more broadly our entire education system) generally reward individual performances vs. achieving collective goals. But winning a 2 year journey at all costs can make you look more like a jerk rather than being a real winner in the long run. My strong recommendation will be to NOT think exclusively as an individual & make a good impression on everyone you interact with – including your batchmates. You must realize that during their careers people develop in ways one can't even imagine. Even those who might appear absolutely careless and who are not doing great during the course may end up being high performers in the long run. So always look to work with others around you and try to create maximum goodwill. Your batchmates won't like to stay in touch with or promote someone who was known for stealing undeserved credit in team activities.

Build a strong personal brand by pursuing excellence in at least 2-3 areas

Your future employability and performance will depend on how effectively you can manage and excel in competing priorities. While you may be involved in 5-6 areas during your MBA – do ensure that you are able to differentiate yourselves in a few core areas – and at least one of these should be non-academic. Your ability to position yourself as a specialist in a few key areas can really help you grow in your career.

Take class presentations very seriously

What we don't realize (or are not even made to realize) during our MBA is that a much bigger takeaway than the interesting case studies we analyze or the projects we complete is the development of our capability to present ideas effectively before a room full of people. Generally, I and a lot of my batchmates used to focus all of our energies in developing slides and putting almost zero attention to improving how we present and convey a compelling story to our audience. I later realized that it's our ability to effectively drive point of views through conversations both in formal and informal settings which help us win business, drive teams, manage stakeholders and ultimately succeed at our workplaces.

Acknowledge that uncertainty is for all – you are not alone!

During your tenure in such uncertain times, you will constantly feel that luck has short changed you. You would think that while those before you got a fair deal, you have been robbed of a chance at having a great career. But trust me – everyone is getting impacted – irrespective of how experienced you are, what's your level of expertise or which sector you are a part of. Everyone is insecure – some more, some less. Some may even lose their jobs (I hope not), and would require restarting their careers all over again.

Stay level headed & be flexible in your approach

Generally, you may have been told by many to approach your curriculum in a targeted way. The expectation is that you should target a few specific roles and work towards them. However, circumstances like this demand a much greater level of flexibility than usual. Be ready to take up roles which you may not have even considered aspirational till a few months back. This is because of two reasons. First – in such an environment, your dream roles may not even have openings. Second – and more importantly – often your dream roles may not ultimately be in line with your preferences. When I joined my first job after MBA, I was not sure what I was getting into but just took it because that was the one which came my way (naturally the pay was also nowhere close to ideal back then). Fortunately, it served as a good starting point, gave me some good experiences & I could pick some

of the learnings to steer it in a direction which I am now proud of (similar to what a number of my batchmates have successfully done in the last 11 years).

Times change – But emerging opportunities would need you to be ready !

There is no doubt that the coming months will be tough for all of you. This current landscape is nothing what the modern world has ever seen. Entire sectors have collapsed in ways no one could have imagined and others too have shrunk in an unprecedented way. Current landscape would require all of you to put in much more effort than what past batches had to put in. This was similar in our case when we could see most of our immediate seniors having passed out with much less stress and effort (not taking anything away from them as their environment was not as demanding as ours).

But eventually this scenario is bound to lead to a situation where economy will pick up again and industry will start looking up. Everyone will then be looking for professionals who know how to live with & thrive in uncertainty. That's when you will have to be ready with your newly developed skills & experiences. Always remember that the ultimate goal of an MBA program is never to give you a highly paid job, but to position you strongly for the future workforce through the right experiences and skills. Best of luck and feel free to reach out if you have any queries!



We invite your thoughts/articles for publishing in IMTGantavya for maximum reach among alumni community. Please share your thoughts/articles for publication by writing to alumni@imt.edu.

INFRASTRUCTURE HIGHLIGHTS AT IMT GHAZIABAD - LIBRARY

Library @ IMT Ghaziabad - "Empowering Through Knowledge"



Prof. Puja Aggarwal Gulati
Chairperson-Library Committee
IMT Ghaziabad



Dr. Akhtar Hussain
Librarian
IMT Ghaziabad

"It has been a great journey so far to be associated with library. As an academician it is a privilege to be a part of the learning and resource centre which is the heart of any academic institution. At IMT Ghaziabad library our constant endeavour has been to further enrich the resources to help faculty members, research scholars and students in their research and other academic activities. Workshops, conferences, webinars and book exhibitions are some of the initiatives taken by library in past few years. Library committee will continue to be committed towards all the stakeholders"

"Library, IMT Ghaziabad strives to provide high-quality resources and services to the IMT community. We endeavour to translate the changing and diverse research needs of the academic community into innovative and effective services and information experiences. We support IMT community in jointly creating our shared vision of the future. I believe the IMT Ghaziabad library is a unique and incomparable learning resource centre."

Library Brief

IMT Ghaziabad Library is the nerve centre and the heart of the Institute and plays a vital role in supporting, teaching and learning activities, and provides the primary source for individual research at IMT Ghaziabad. The library is meant to help the academic community to keep abreast with the latest development in their area of activities and to provide information support for research and consultancy. At the same time for students, the library is a source to get information support for their course curriculum as well as for their self-development, with a vast collection of learning resources both in digital and print form covering most disciplines taught and researched and is continuously contributing to the Institute's mission and vision.

The library has developed the collection in every possible area of interest to the IMT Ghaziabad community. The library has created an excellent infrastructural facility with all required software tools and technologies. Being an integral part of academic and research work on the campus, the library provides services to support the academic and outreach activities by creating state-of-the-art facilities and offering innovative services. The library has been actively engaged in designing and delivering need-based information services.

IMT Ghaziabad Library works under the supervision of Library Committee which has been constituted to exercise general direction, control, supervision and guidance over the affairs of the library. It works with the objective of formulating the library policy, take decisions on administrative and technical matters, and to suggest, recommend and purchase of library resources.

IT Infrastructure and Facility at Library

IMT Ghaziabad Library is fully Wi-Fi enabled. It is electronic library equipped with 25 computers and with the latest information technology. Digital Display Kiosk is available to experience with new technology and services which make access to information more accessible. Barcode readers, software, 3M EMSS helps to make entire housekeeping activities fast and accurate. The following are highlights of IT infrastructure at library:

- Automation in-house operations – Koha- Open Source Software
- Library Portal for providing complete library and information services
- Electronic Library
- Bloomberg and Thomson Reuters Terminal
- Remote Access (EzProxy) for accessing online databases remotely
- Grammarly- for writing correctly
- Digital Repository – Dspace- Open Source Software
- Photocopier machines, Scanners & Printers
- Information service via email and other tools, i.e., new arrivals, current awareness, current content, e-news clippings, Selective Dissemination of Services (SDI)

Learning Resources

A need-based collection of knowledge resources has been developed in lines with the objectives and activities of the Institute. In addition to print resources, the library has e-books, e-journals, e-magazines, videos, e-cases, newspapers and many more. One can access these resources anytime from anywhere in the campus and most of the resources are available off-campus.

| S.No. | Description | Total No. as on June 30' 2020 |
|-------|-----------------------------------|-------------------------------|
| 1. | Books (in Print) | 49,118+ |
| 2. | e-Books (Reference) | 1,82,910+ |
| 3. | Journals and Magazines (in Print) | 261+ |
| 4. | e-Journals | 14,941+ |
| 5. | e-Magazines & e-Newspapers | 6,000+ |
| 6. | Online Databases | 55+ |
| 7. | Scopus (Elsevier) | 24,600+ |
| 8. | Discovery Services (EBSCO) | 3,00,000+ |
| 9. | Training Manuals | 60+ |
| 10. | Educational Videos | 1,950+ |
| 11. | Newspapers (in Print) | 22 |
| 12 | Bound Volumes of old Journals | 3,051+ |

Digital Resources and Tools

The library provides access to over 55+ databases, which provide scholarly articles and eBooks, company and country data, and primary sources are available through the library portal, all of which complement the Discovery Services and online catalogue of the library. These portals provide online gateways to support teaching, research, and expanded use of the Library digital resources. The resources are available off-campus via remote access services, 1,80,000+ e-books on diverse business and management disciplines, the library. The library subscribes to 14,941+ international e-journals, 6,000+ newspapers and magazines supplemented by 1,950+ online educational videos. The list of select databases is provided:

| Citation Database |
|--|
| SCOPUS (Elsevier) |
| Case Collections |
| Harvard Business Publishing for Educators |
| Emerald Emerging Market Case Studies |
| Scholarly e-Journals Databases |
| ABI/Inform Complete (ProQuest) |
| EBSCO Business Source Ultimate |
| EconLit with Fulltext |
| Elsevier-Science Direct (Business, Management & Accounting) |
| Emerald Premier e-Journals |
| Entrepreneurial Studies Source |
| INFORMS PubsOnline |
| JGATE-Management Sciences |
| JSTOR |
| Oxford Online Journals (Economics & Finance) |
| Research Starters-Business |
| SAGE Journals Online |
| Tylor & Francis (Business, Management & Economics) |
| Wiley Management Collection |
| Country Information Databases |
| Euromonitor-Cities and Industrial |
| Indiastat.com |
| Statista.com |
| Terminals |
| Bloomberg |
| Thomson Reuters |
| e-Magazines & e-Newspapers |
| Business Standard |
| Economic & Political Weekly |
| Financial Times (FT.com) |
| Harvard Business Review |
| Magtzer.com |
| Nikkei Asian Review |
| Press Reader |
| The Economist-Digital Edition |
| Wall Street Journal |
| Discovery Services |
| EBSCO Discovery Services (EDS)-Publication & Fulltext Finder |

| Company, Industry & Financial Databases |
|--|
| ACE Knowledge Portal |
| Business Insider Intelligence |
| CRISIL Industry Research |
| Economic Outlook (CMIE) |
| eMarketer PRO |
| EMIS Global Services |
| EPWRF Time Series Databases |
| ET Intelligence.com |
| ET Prime |
| Euromonitor International-Passport |
| Frost.com |
| HBR Ascend |
| India Business Insight |
| M&A Deal Database |
| NASSCOM Reports |
| Private Equity Deal Database |
| Prowess IQ (CMIE) |
| Real Estate Deal Database |
| Statista.com |
| Taxmann International Taxation |
| Taxmann.com |
| WARC (World Advertising Research Center) |
| Educational Video Databases |
| HS Talks: Business & Management Collection |
| Leadership & Management Video Collection |
| Online Library |
| DELNET Resources |
| OPAC |
| Remote Access |
| Tools for Research |
| Turnitin |
| Grammarly |
| e-Books Databases |
| EBSCO e-Books Academic Collection |
| EBSCO-Business Book Summaries |
| National Digital Library of India |
| World Bank E-Library |

Main Services of IMT Ghaziabad Library

Digital Services - Library operates in a fully automated environment and is focused on web-based and electronic delivery of information. Library's Digital Services develops and maintains information resources and systems that support the academic activities of the IMT Community. Library maintains the library portal, campus-wide access and remote access to online databases, and the library's digital collections systems. Library always interested in developing new partnerships and exploring digital resources to academic research, teaching and consultancy at the campus.

Remote Access Services - Remote Access Service is one of the significant service of the library, all digital resources subscribed by library available to faculty, students, and research scholars currently associated with IMT Ghaziabad to maintain academic research activities, teaching and learning.

Research Support and Information Literacy - IMT Library has initiated Research Services for its users under which Librarian and other staff of the library undertake any reference query posed by the users and provides them with a satisfactory solution. IMT Library provides instruction and assistance in using electronic online resources, which allows access to a wide array of online periodical indexes, case-study, e-journals, Industry and company reports, data sources, e-books, research tools and more. The library can help identify materials that are not available in the library by searching bibliographic databases containing the holdings of libraries across the country. More emphasis on research support tools for users such as scholarly and citation databases, reference management, anti-plagiarism tools, academic writing and author workshop, etc.

Reference and Information Services - Library offers individualized service to assist IMT Community in locating the required information, or information sources available in the library or elsewhere. The library facilitates liaison program to optimize the usage of its resources and services to help faculty and students for academic and research work. The library is keen to help faculty members and students in relation to library services and activities.

- Discover the rich collection of reading materials.
- Identify and use electronic and print reference tools.
- Formulate information search strategies.
- Locate information in the library and elsewhere.
- Answer specific information questions.

Institutional Memberships - The library is a member of the American Information Resource Centre (AIRC), the British Council Libraries (BCL), the Developing Libraries Network (DELNET), the Management Libraries Network (MANLIBNET) and the National Digital Library of India (NDL). The library has established an excellent co-operative arrangement with most of the top b-schools' libraries and consortium to full the academic needs of IMT Community.

External Membership Services - The library is pleased to grant external membership to Research Scholars not affiliated with IMT Ghaziabad and Alumni of IMT Ghaziabad who require the use of the library collections for their scholarly research. External members are entitled to use most of the services of the library, with the exception of borrowing privileges, access to Interlibrary Loan services, and using some databases whose licenses are restricted.



IMT Ghaziabad Library Team

Testimonials about IMT Ghaziabad Library

"When I think of my MBA days, one thing that's constant is IMT Ghaziabad Library. I've spend countless hours there. In a way, library is just like the heart of IMT. LIKE HEART pumps blood to every corner of the body, so does the LIBRARY, it supplies knowledge to all its students and faculty & in IMT case it's always the latest and the relevant one. With its vast collection of almost every genre of books, journal, research paper and easy to search mechanism, one has to hardly look outside. The cherry on the cake is the kind of staff there, always supportive and helpful. I wish all of the people associated with managing IMT Library to keep doing what they've been doing for so many years. It's a world class place & will surely help coming batches in their MBA journey."

Udbhav Dwivedi
(PGDM Executive 2017-18 Batch)

"IMT Library was my go to place during my MBA Days! No, am not that of a nerd, but I always have loved to learn about the world. Numerous books, magazines, newspapers, online journals - Gives you a chance to look inside the world." Spending the nights in library, along with those Nescafé outings with friends will always be memorable.

Abhishek
(PGDM Executive 2017-18 Batch)

Library is the tallest institution of IMT. The staff works with utmost dedication 365 days of years. Whether its one student or hundred. Regardless to say in my two years this is one place where I have found solace, inspiration and peace whenever I wanted."

Rishi Sharma
(PGDM 2017-19 Batch)

"Wonderfully curated library collection and excellent ambiance. A Treasure! As an IMTian of 1998 batch, I am proud to see the evolution of Library at IMT, which used to be really basic during our time.

Rajesh Kumar
(PGDM 1996-98 Batch)

"IMT Ghaziabad Library offers plethora of diversely advanced collection of books covering wide range of business areas. The library is equipped with self-service KIOSK to assist students locating any genre from the collections. In addition to all of this, it offers premium membership with leading business journals & magazines to keep the students up to date with contemporary topics in varied industries. It offers a serene environment to have focused reading attention and equipped with most convenient set up & furniture to complement prolonged laptop working/reading."

Deekshant
(PGDM Executive 2017-18 Batch)

"Libraries have always been a home away from home for me because what is more comforting than being surrounded by books, new and old? And, IMT's library played that very role for me when I joined the college. It provided me the reprieve from a long day of work with the various, comfortable seating areas all around the two-story structure. I could be found there for various reasons- be it preparing for a quiz the next day, researching to write an assignment, getting some extra reading in related to the concepts learnt during the classes, or just unwinding with a novel on the comfortable couches. Even in this COVID 19 scenario, the library is still benefiting the students with the e-newspapers and several relevant articles through emails. It's been a great resource in my MBA journey, and a go-to place on campus all rolled into one."

Aditi Agarwal
(PGDM 2019-21 Batch)

"The past two years at IMT would not have been as they were, had our library not been there. The knowledge that I gained in the past two years, I mostly owe to the library. The staff has always been there to help and support. Their dedication throughout the years definitely deserves a big thank you. I would also like to thank Akhtar Hussain Sir for his very informative and helpful articles."

I extend my greetings, good wishes and gratitude to the entire staff.

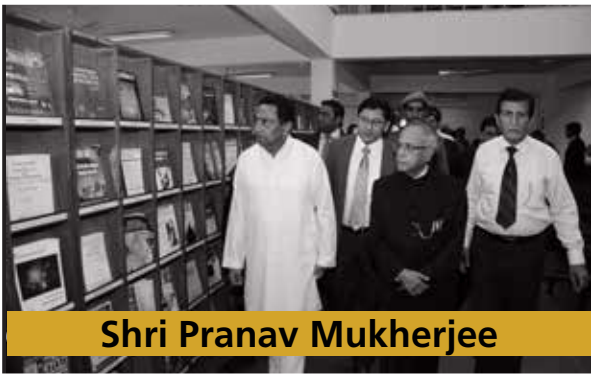
Prakhar Pagare
(PGDM 2016-18 Batch)

Eminent Visitors in IMTG Library

Shri Kamal Nath | Shri Pranav Mukherjee | Shri Adi Godrej | Shri Kumar Mangalam Birla |
Shri Lakshmi Niwas Mittal | Shri N. R. Narayana Murthy | Shri Nandan Nilekani | Shri Ratan Tata |
Shri Sonam Wangchuk | Shri Sunil Bharti Mittal | Shri Uday Kotak



Shri Kamal Nath



Shri Pranav Mukherjee



Shri Adi Godrej



Shri Kumar Mangalam Birla



Shri Lakshmi Niwas Mittal



Shri N. R. Narayana Murthy



Shri Nandan Nilekani



Shri Ratan Tata



Shri Sonam Wangchuk



Shri Sunil Bharti Mittal



Shri Uday Kotak

WEBINARS AT IMT GHAZIABAD

IMT Ghaziabad organized a number of webinars for its students, faculty and alumni.

Webinar on
"Impact of COVID-19 on Economy, Business and Employment"

For Faculty and Students of IMT Ghaziabad

Saturday | May 23rd 2020 | 6 P.M.



Mr. Mussarat Hussain
 Head-Leadership and HR Transformation, Maruti Suzuki India Ltd.

IMT Ghaziabad Organised Webinar on "Impact of Covid-19 on Economy, Business and Employment "

Finance Area of IMT Ghaziabad Organised Webinar on "Covid-19 Implications on Financial Sector "

The Finance Area of IMT Ghaziabad invites to a Webinar on
"COVID-19 Implications on Financial Sector"

Target Audience: Industry Partners, Alumni, Faculty, Students, Officers and Staff

MODERATOR
Ashok Haldia
 Adjunct Professor Finance Area IMT Ghaziabad
 Former MD-PFS

EMINENT PANEILLISTS



Madan Sabnavis
 Chief Economist, CARE Ratings



P.R. Jaishankar
 Executive Director, National Housing Bank



Barnali Chakrader
 Professor and Chairperson, Finance Area IMT Ghaziabad

Thursday | June 04, 2020 | 6 P.M.

Join us for the Panel Discussion on **Designing Sustainably Agile and Resilient Libraries for Post COVID-19 World**

MODERATOR
Prof. Puja Aggarwal
 Associate Professor & Chairperson, Library Committee, IMT Ghaziabad

CONVENOR
Dr. Ashish Thakur
 Librarian, IMT Ghaziabad

PANEILLISTS



Dr. Akhtar Parves
 University Librarian, MAANU, Hyderabad



Dr. H. Anil Kumar
 Librarian & Head, NCMAN, IM Ahmedabad



Dr. K. Rama Pratibha
 Librarian, IM Bangalore



Dr. M.G. Sreekumar
 Chief Librarian & Adjunct Professor, IM Kozhikode



Prof. (Dr.) Ramesh C Gout
 Dean & Head, Kalanchoe Deshpande IGPCA, Ministry of Culture, GOI

Saturday | June 13, 2020 | 11:00 AM on WebEx

IMT Ghaziabad Library Organised Webinar on "Designing Sustainably Agile and Resilient Libraries for Post Covid-19 World"

IMT Ghaziabad Placement Team Organised Webinar on "Skillsets required to manage crisis from multiple country perspective"

IMT Ghaziabad Placement Team Presents Webinar on
Skillsets required to manage crisis from multiple country perspective

MODERATOR
Prof. Richa Saxena
 Assistant Professor, HRM & OB, IMT Ghaziabad

PANEILLISTS



Ms. Radha Sriharsha
 Director - HR, Bharat Chemicals Limited



Mr. Bhaskar Bhandary
 Senior Director - HR, Aarti



Mr. Nipun Vinayak
 Director - People Advisory Services, Great & Kindly

Saturday | June 20, 2020 | 6:00 PM on WebEx

ADMISSIONS WEBINARS

Admissions team organized webinars for PGDM Full Time and Dual Country Programme (DCP) during April-June'2020

| Webinar Date | Webinar Topic | Speaker(s) |
|---------------|--|---|
| June 03' 2020 | Economics and Policy for Uncertain Times | Faculty Members of Economics Area, IMT Ghaziabad |
| June 06' 2020 | MBA journey to 2022: Challenges & Opportunities | <ul style="list-style-type: none">• Dean Academics, IMT Ghaziabad• PGDM Chairperson, IMT Ghaziabad• Anurag Mathur, Head - Institutional, Cross Sell, Aditya Birla Capital (Alumni)• Alekhya Chakrabarty, Marketing Manager, Nestle (Alumni)• Aditi Anand, Head - Brand & Media Strategy, HMD Global (Nokia Mobiles) (Alumni) |
| June 13' 2020 | The Dual Country program of IMT-G: Plan and expectations | <ul style="list-style-type: none">• Dean Academics, IMT Ghaziabad• PGDM Chairperson, IMT Ghaziabad• Dean, IMT Dubai• Program Chairperson, IMT Dubai• Ms. Seema Mitra, Corporate Relations, IMT Dubai• Ms. Renu Misra, Placement Head, IMT Ghaziabad• Akhil Sunder, Sales Coach & Operations Lead, Google (Alumni)• Preksha Tyagi, Assistant Manager - Credit Risk, Barclays (Alumni)• Prudhvi Raju Vysyaraju (Alumni) Consultant Zinnov |
| June 20' 2020 | Leading with Uncertainty: Challenges and Opportunities | <ul style="list-style-type: none">• Prof. Manas Paul, Chairperson, Economics & Environment Policy, IMT Ghaziabad• Prof. Harvinder Singh, Chairperson, Marketing, IMT Ghaziabad• Prof. Surinder Batra, Faculty, IT & Analytics, IMT Ghaziabad• Prof Nikunj Jain, Area Chairperson, Operations Management, IMT Ghaziabad• Vimmi Chachra, Vice President- Human Resources, Sopra Steria (Alumni)• Suryabir Singh, Regional Marketing Leader, India & MEA, Cvent (Alumni)• Rahul Nagpal, Lead Consultant, Infosys (Alumni)• Nilabh Kumar, Assistant Director, Ernst & Young (Alumni) |

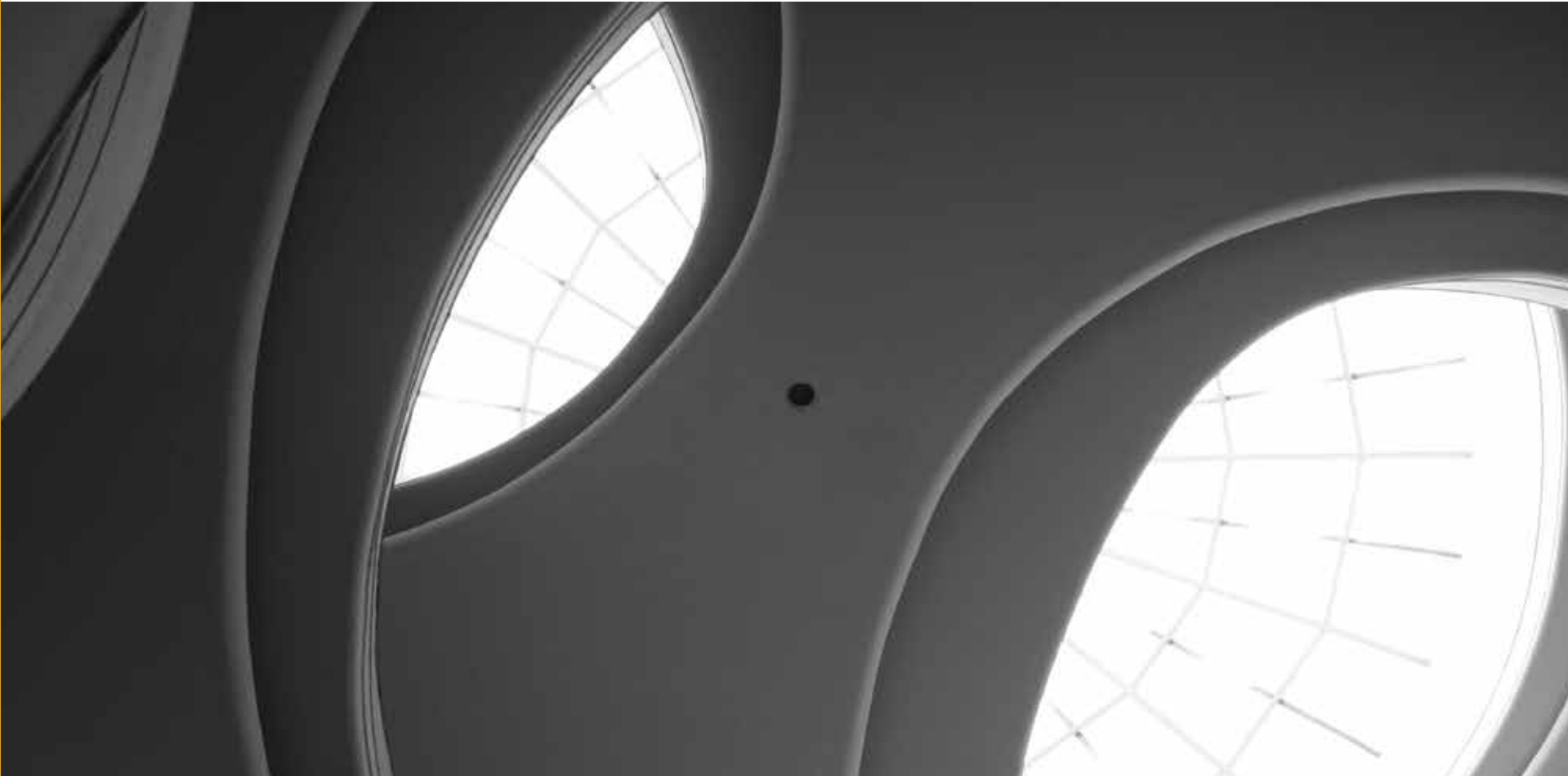
| Webinar Date | Webinar Topic | Speaker(s) |
|---------------|---|---|
| June 24' 2020 | COVID-19 pandemic & Implications for Business Education | <ul style="list-style-type: none">• Director, IMT Hyderabad• Dean Research, IMT Ghaziabad• Dean Academics, IMT Ghaziabad• Dean, IMT Nagpur• Bhavana Mittal, Head - Media and Digital, RP-Sanjiv Goenka Group (Alumni)• Sanjay Sikka, Director – Technology Services, Cloud Managed Services, Software One (Alumni)• Kaushik Bellani, Ex-Managing Director, McGraw Hill Education India (Alumni) |
| June 30' 2020 | The BFS program at IMT-G: Plan and expectations | <ul style="list-style-type: none">• Prof. Rajesh Mahajan, BFS Program Chairperson, IMT Ghaziabad• Prof. Bhusnurmath, Finance area, IMT Ghaziabad• Sanjeev Prakash, Head- Cross Sell and Analytics, Apollo Munich Health Insurance Company (Alumni)• Sajja Praveen Chowdary, Business Unit Head – Motor, Policy Bazar.com (Alumni)• Mohit Jain, VP, Institutional Banking Group, DBS Bank (Alumni)• Vibha Jain, Executive Vice President, Equitas Small Finance Bank (Alumni) |

The Admissions team organized webinars during the period April- June' 2020 for engaging the potential students.

| Webinar Date | Webinar Topic | Speaker(s) |
|---------------|---|---|
| June 20' 2020 | Impact of COVID-19, challenges and new opportunities for higher education and employment (For PGDM Part-Time Program) | <ul style="list-style-type: none">• Soumitra Das - Entrepreneur• Juuhi Rajput - Managing Director, Arrucus Media Private Limited (Alumni) |
| June 21' 2020 | Impact of COVID-19, challenges and new opportunities for higher education and employment (For PGDM Executive Program) | <ul style="list-style-type: none">• Amritpal Singh - Head (VP) Supply Chain Excellence, ACC Limited• Ashish Gupta - Associate Director - Business Excellence (VPO) - BU South Asia, Anheuser-Busch InBev |
| June 27' 2020 | How to build student brands and the role of the institute (For PGDM Part-Time Program) | <ul style="list-style-type: none">• Rahul Sethi - Senior Manager - Business Development, Barco Electronic Systems Pvt. Ltd. |

ABOUT IMT GHAZIABAD

The Institute of Management Technology, Ghaziabad is ranked among the top 12 B-schools in India and among the top 5 private B-schools and offers postgraduate diplomas and executive education programs in management and marketing management. IMT Ghaziabad has been consistently ranked among the top management institutes of the country. Today, it is the proud alma mater of more than 300 C-suite executives and thousands of professionals serving in leadership positions in the best-known organisations in India and around the world, in key business functions of Sales, Operations, Human Resources, Consulting, Information Technology, Marketing, and Finance among others.



For any Suggestions and Feedback, please contact:

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