



**Institute of  
Management Technology**  
Ghaziabad, Delhi NCR



# **FINANCIAL WELLNESS: EMPOWERING EMPLOYEES FOR A RESILIENT FUTURE**

# About Us

Established in 1980, IMT Ghaziabad is a premier AACSB-accredited management institute in India, known for its strong emphasis on Innovation, Execution, and Social Responsibility in leadership development. Consistently ranked among the top business schools in the country, IMT boasts of a robust alumni network with over 1,000 C-suite leaders across global organizations. The Executive Education (ExEd) arm actively collaborates with industry, government, and the social sector to design and deliver customized programs rooted in sector-specific research and future-ready learning, ensuring maximum relevance and impact.

## Program Context

In the current landscape, financial well-being is a critical yet often overlooked aspect of employee health. Financial stress can negatively impact workplace productivity, mental health, and overall job satisfaction. This program aims to provide employees with practical tools, knowledge, and strategies to improve their financial health, ensuring both personal and professional growth.

## Program Objectives



- To help employees understand the dimensions of financial well-being and its relevance.
- To equip participants with tools to manage financial decisions effectively.
- To introduce behavioral finance concepts and how they affect financial choices.
- To build financial resilience and long-term financial habits.

## Deliverables



- Understanding Financial Well-Being
- Behavioral Finance and Employee Financial Decisions
- Financial Literacy Essentials
- Building Financial Resilience
- Sustaining Financial Well-Being

## Pedagogy



The program will be conducted using an interactive approach, including:

- Case studies
- Group discussions
- Role-playing exercises
- Interactive quizzes
- Workshops for practical application (simulation)



## Target Audience



Employees across sectors looking to enhance their financial well-being, including mid-level managers, team leads, and professionals managing personal and family finances.

## Program Directors



**Dr. Hardeep Singh Mundi**  
Assistant Professor  
Area: Finance

Dr. Hardeep Singh Mundi is an Assistant Professor in the Finance at IMT Ghaziabad. He holds a Ph.D. from the University Business School (UBS) at Panjab University, Chandigarh, and is a CFA Charter holder. His research interests encompass behavioral finance, corporate finance, and applied finance. Dr. Mundi has an extensive publication record in reputable

journals such as the Journal of Business Research, Journal of Behavioral and Experimental Finance, International Journal of Bank Marketing, Review of Behavioral Finance, Managerial Finance, Vikalpa, QRFM, and MRQ, among others. He has been an ALS fellow at The University of Chicago, Harris School of Public Policy.



**Dr. Subhojit Sengupta**  
Assistant Professor  
Area: Marketing Management

Dr. Subhojit Sengupta is an accomplished academic and marketing scholar with a Ph.D. in Marketing from the prestigious Indian Institute of Technology, Kharagpur. His doctoral research delved into the voting behavior and decision-making processes of consumers at the bottom of the pyramid, contributing valuable insights to the field of political marketing.

With an impressive academic record spanning a Bachelor's in Information Technology, an MBA, and a Ph.D., Subhojit has established himself as a well-rounded and knowledgeable professional. His teaching experience encompasses a diverse range of subjects, including Product and Brand Management, Marketing Management, Digital Marketing, Brand Management, Retail Management, and Marketing Research, at reputed institutions like the Institute of Management Technology, Ghaziabad, and T.A. Pai Management Institute, Manipal.

Subhojit's research contributions have been published in esteemed journals such as the Journal of Marketing Communications, Marketing Intelligence & Planning, Journal of Political Marketing, and Journal of Financial Crime. His work has garnered recognition through international conference travel grants and a prestigious scholarship from Curtin University, Australia.

# Administrative Details

**Mode:** Offline

**Venue:** IMT Ghaziabad (Institute of Management Technology, Raj Nagar, Ghaziabad-201001)

*Note: On successful completion of the program, the participants will be awarded a Certificate of Participation from the Institute.*

## Management Development Program Office

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