

# IMTRANSCEND

**VOL 1 | ISSUE 2**

**IMT GHAZIABAD  
NEWSLETTER**



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





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# LEGACY OF FOUR DECADES



IMT Ghaziabad is happy to announce that it has received Graded Autonomy in Category I for the period of 2020-24. This accreditation gives a lot of freedom to IMT Ghaziabad in many of its activities which are summarized below:

- IMTG may start new courses/programmes in disciplines that form a part of its existing academic framework with the nomenclature of Diploma, Post Diploma Certificate, Post Graduate Certificate and Post Graduate Diploma in new and innovative areas that are relevant to local, national or international needs.
- IMTG may start skill courses, consistent with the National Skills Qualification Framework, without approval of the AICTE, consistent with the approved nomenclature of AICTE.
- IMTG may offer courses in the Open and Distance Learning mode, without approval of the AICTE, provided it satisfies all the norms and standards laid down by AICTE from time to time.
- IMTG may open research parks, incubation centres, institute society linkage centres, in self-financing mode, either on its own or in partnership with private partners, without approval of AICTE.
- IMTG, subject to the Rules, Regulations and Guidelines of Government of India, may hire, without approval of the AICTE, foreign faculty having taught at any institution appearing in top five hundred (500) of any of the world renowned ranking frameworks, such as the Financial Times (FT) Global MBA Ranking or the QS Ranking, up to twenty percent over and above on their total sanctioned faculty strength.
- IMTG shall be free to admit foreign students on merit, subject to a maximum of twenty percent, over and above the strength of their approved domestic students.
- IMTG may engage in academic collaborations with foreign institutions in the top 500 of Financial Times (FT) Global MBA Ranking or QS Ranking or top 200 of discipline specific ranking in Financial Times (FT) Global MBA Ranking or QS Ranking without approval of the AICTE.
- IMTG shall be eligible for grants and no inspections by the AICTE shall be required for the same. IMTG shall be exempted from annual monitoring of their institutions and learning resource centre(s) as stipulated under AICTE Approval Process Handbook (APH) as amended /modified from time to time, except when there is substantive evidence of their not meeting basic minimum criteria or of irregularities or malpractices.
- In case there is any external review required by the AICTE under any statute or executive order, then it would be sufficient that IMTG sends a report to the AICTE in a prescribed review format.

As part of accreditation, IMT Ghaziabad will have to mandatorily disclose the period of accreditation and its category status.



# VISION

To be a leading management institution that contributes to the development of business and society through excellence in grooming leadership, entrepreneurial talent and research.

# MISSION

Create intellectual capital in terms of scholarly and practice-oriented research relevant to its evolving techno-civilization context.

Foster a worldview that promotes diversity, inclusion, and ethical participation in the interconnected world of business.

Forge meaningful partnerships with industry, academia, government, and social sectors such that sustainable businesses are built fulfilling the collective needs of various stakeholders and the society.

Promote a culture of academic excellence benchmarked against the best institutions in its peer group.



# DIRECTOR'S MESSAGE



**PROF. SUBHAJIT BHATTACHARYYA**

**Director  
IMT Ghaziabad**

Management education was initiated in India in the fifties when few universities started offering programs in management. Over the decades, the field got prominence as many institutes were set up, both by government, as also, private entities, with a unitary focus on management. IMT Ghaziabad is one of the early doyens of such management institutions. Over the last four decades of its existence, it has created an exemplary legacy of producing corporate technocrats on a continuous basis, who have not only risen fast in the career ladder but also taken many organizations along on this journey up the high growth path. Despite being a relatively late starter compared to many of its peer institutions, IMT Ghaziabad has transcended them in offering high-quality management programs in the country.

The history, the legacy, and past achievements may make an institution great, but the greatness lives only with the continuity of such achievements, even in a challenging environment. IMT Ghaziabad always strives not only to maintain such continuity but exceed such expectations. The Vision and Missions Statements of the Institute captures this aspiration.

The newsletter IMTranscend has been ideated with a view to capture the step by step movement of IMT Ghaziabad to its excellence in every field that it aspires to excel in. While initial issues will capture some of the legacy actualities, on its way forward, it will reveal its plans and steps to make it a management institute to reckon with, an irresistible brand to be associated with for its students, recruiters, faculty, and all the stakeholders.



# HEAD-ADMINISTRATION'S MESSAGE



**PROF. SURINDER BATRA**

**Professor in Charge, Administration  
IMT Ghaziabad**

Dear Friends,

As I write this message, we are approaching the new year, 2021. The year 2020 has witnessed several challenges to the world at large as a result of the spread of Covid19. But fortunately, we can hope to begin the new year with a greater possibility of successfully addressing these challenges as the news of several vaccines being tested on human beings globally and in India has started coming out.

The position of Professor in Charge at IMT has its own challenges. During the present times, the first and foremost responsibility is to make sure that we, the faculty, officers, and staff of IMT, take full precautions against the spread of Covid19. Within the campus, we have made robust arrangements to prevent crowding and maintaining a safe distance, make sanitizing machines and peddlers available at various convenient places all over the campus, and conduct regular sanitization of the faculty cabins and public places such as the library, corridors, mess, and hostel rooms, etc. From June 2020 onwards, faculty, officers, and staff have been working from the campus, though the courses are still being taught on-line. Currently, all officers and staff are working from the campus, whereas nearly 50% of faculty members work from home, just to be on the safe side. Classes are still happening on-line, and hopefully, the situation will become normal soon to enable us to invite back the students to the campus.

The era of Covid19 and the post-Covid19 era have witnessed a big surge in the adoption of digital technologies for teaching and learning on-line. This has been successfully enabled at IMT, thanks to the advancements in information technology over the years. As Area Chair for IT Management at IMT, I am happy to share that this Area is offering several electives to the students related to IT and digital technologies. These include, among others, courses related to Artificial Intelligence & Machine Learning, Blockchain technologies, Digital Business Strategy and Business Models using Cloud and IoT. We are proud to find IMT students enthusiastically seeking to join these courses. Despite being taught on-line, the students have generally exhibited flexibility and adaptability to on-line teaching.

However, there is no substitute for the students and faculty being physically together on the campus, when the interactions and learning can be both more enjoyable and effective. We are keenly looking forward to that day with cautious optimism.



## FACULTY CORNER


**MRINALINI  
SHAH**

Prof. Mrinalini Shah has invested two and half decades in teaching, training, research, and academic leadership. She earned her doctorate in Computer Science and did postdoctoral research in supply chain from Warsaw University Poland. She has been trained at HBS, USA and St Gallen University Switzerland.

A CSCP fellow and Stanford venture and NEN certified Entrepreneurship educator, she was nominated as ICCR Chair Professor of Entrepreneurship by Republic of India to Republic of Greece at AUEB. She has taught various subjects like Business Research, Modelling & Analytics, and Supply Chain, and has been a trainer for organizations like NTPC, ONGC, Recitt Benkiser, RBL, Coca-Cola etc. She has visited countries like Poland, UAE, Australia, Uruguay, Indonesia, USA for teaching and research work, and has also consulted firms like Bronisze Market Poland, Tatsom Sports, Infistud, Admito.in etc. She is the founder chairperson of Entrepreneurship-cell (2008) and Incubation center (2010) at IMT Ghaziabad. Presently she is Chairperson PGDM and President IIC at IMT Ghaziabad

Prof. Rakesh is a Professor of Marketing and Associate Dean-Research at IMT, Ghaziabad where he teaches sales and distribution management, Business marketing and core marketing management courses. A Fellow of XLRI Jamshedpur, he transitioned into an academic career in 2014 after 25 years of industry experience in sales and marketing function of The Times of India Group. During his career in Times Group, he is credited with execution of several marketing strategies including launch of a new newspaper Ei Samay in Kolkata. His research focuses on salesperson's performance, self-leadership strategies, political skills and social selling skills. His research has been published in leading journals such as Journal of Business Ethics, European Journal of Marketing, Journal of Business and Industrial Marketing and Journal of Personal Selling and Sales Management.

**RAKESH  
SINGH**

**REEMA  
KHURANA**

Prof. Khurana has been in design and delivery of courses in higher education for nearly 28 years. She has published in several leading referred journals and case repositories, and also presented papers at several national and international conferences and has been on consulting assignments for public and private companies.

She has been a visiting faculty to Business and Economics department of Waterford Institute of Technology, Waterford, Ireland through the faculty exchange program at IMT, Ghaziabad. And is trained in niche areas like Service Outsourcing Analytics, Digital Transformation Strategy and Quantitative Intuition by leading institutions including MIT, Boston, NUS Singapore, Columbia Business School, New York. She has also been on board of several private and public universities as a post graduate and PhD level examiner.



Prof. Ritesh Pandey is Assistant Professor in the Finance Area at IMT Ghaziabad and has been here for six years with an academic experience of nine years as an assistant Professor. He describes intellectual curiosity as the main driving force that keeps him going in the profession. Questions on measurement, analysis, modelling and inference excites him, and he finds great intellectual satisfaction in ideas that bring out the unity hidden beneath diverse disciplines which gives clarity to ambiguous situations and insights into complex phenomena. His research publications are in micro-econometrics of banking and international finance, while also collaborating in several interdisciplinary papers, notably on the bibliometric analysis of research.

**RITESH  
PANDEY**




# FACULTY CORNER

## ACHIEVEMENTS / AWARDS

**Prof. Bikamjit Rishi** conducted a session on 'Hybrid Teaching Modalities: Educational Strategies during COVID and Beyond' in an International Faculty Development Program (FDP) on Hybrid Teaching Modalities: Educational Strategies During COVID and Beyond for GLS University, Ahmedabad on November 04, 2020.

**Prof. Bikramjit Rishi** undertook a Masterclass session on 'Consume Behaviour in the Digital Era' for IMS learning resources on November 20, 2020.

**Prof. Kasturi Das** was invited by the Confederation of Indian Industry (CII) to join as an Expert Member at the "Working Group: Implications of Carbon Border Adjustment Mechanisms (CBAM) on Indian Industry". She shares the forum with CXOs from leading Indian companies including Mahindra Group, Tata Steel, Tata Chemicals, JSW Steel, Dalmia Cement, and DCM Shriram. The first meeting of the Working Group was held on October 13, 2020.

**Prof. P.K. Biswas** has been invited by AACSB to participate as a Member of AACSB/EPPI Conference Advisory Board, to contribute to the planning and development of the conference being jointly hosted by AACSB and EPPI, tentatively scheduled for March 2021. The two organizations will be joining forces to enhance the international quality and standing of Indian business schools.



# FACULTY CORNER

## JOURNAL PUBLICATIONS

**Bandyopadhyay, S., Singh, H., & Fry, A. (2020).** A Critical Evaluation of Online Retail Business in North America and India. *The Journal of International Business Research and Practice*, 14, 23-36.

**Gupta, B., Wang, K. Y., & Cai, W. (2020 (ahead-of-print)).** Interactional justice and willingness to share tacit knowledge: perceived cost as a mediator, and respectful engagement as moderator. *Personnel Review*, Vol. ahead-of-print No. ahead-of-print. <http://doi.org/10.1108/PR-08-2019-0436>.

**Jain, N. K., Gajjar, H., & Shah, B. J. (2020 (Available Online)).** Electronic logistics service quality and repurchase intention in e-tailing: Catalytic role of shopping satisfaction, payment options, gender and returning experience. *Journal of Retailing and Consumer Services*, Vol. In Press No. In Press. <http://doi.org/10.1016/j.jretconser.2020.102360>.

**Khurana, R., & Routray, S. (2020).** Two Retail Giants On the Indian Turf - Walmart Vs Amazon. *Journal of Multidisciplinary Engineering Science Studies*, 6(5), 3164-3173.

**Mishra, S., Jain, S., & Jham, V. (2020 (Published Online)).** Luxury rental purchase intention among millennials—A crossnational study. *Thunderbird International Business Review*, (Published Online), <http://doi.org/10.1002/tie.22174>.

**Mishra, S., & Malhotra, G. ((2020), In Press).** The gamification of in-game advertising: Examining the role of psychological ownership and advertisement intrusiveness. *International Journal of Information Management*, <http://doi.org/10.1016/j.ijinfomgt.2020.102245>.

**Mishra, S., Malhotra, G., & Saxena, G. (2020 (Ahead-of-print)).** In-store marketing of private labels: applying cue utilisation theory. *International Journal of Retail & Distribution Management*, No. Ahead-of-print. <http://doi.org/10.1108/IJRDM-04-2020-0152>.

**Shankar, A. and Rishi, B., 2020.** Convenience matter in mobile banking adoption intention?. *Australasian Marketing Journal (AMJ)*, pp. 273 – 285.

**Sharma, T. G., Hamari, J., Kesharwani, A., & Tak, P. (2020).** Understanding continuance intention to play online games: roles of self-expressiveness, self-congruity, self-efficacy, and perceived risk. *Behaviour & Information Technology*, 1-17.

**Tripathi, V. R., Popli, M., Ghulyani, S., Desai, S., & Gaur, A. (2020 (ahead-of-print)).** Knowledge creation practices at organizational boundaries: the role of ICT in sickle-cell care for tribal communities. *Journal of Knowledge Management*, Vol. ahead-of-print No. ahead-of-print. <http://doi.org/10.1108/JKM-09-2019-0521>.

## CASES

**Vadra, R. (2020).**

Edwin Brown Locks Industry:  
Meeting the Chinese  
Challenge. The Case Centre  
ID: 820-0077-1. Bedford, UK:  
The Case Centre.



# FACULTY CORNER

## BOOK CHAPTER

**Das, K. (2020), "India's Tryst with TRIPS:**

Revisiting the Patent Conundrum", in Raychauduri, A., De, P. and Gupta, S. (Eds.), World Trade and India: Multilateralism: Progress and Policy Response, Sage Publishing, UK.

**Saxena, R. and Kumar, Y. (2020),**

"Influence of Artificial Intelligence on Work, People and the Firm: A Multi-Industry Perspective", in Kumar, P., Agrawal, A. and Budhwar, P. (Ed.) Human & Technological Resource Management (HTRM): New Insights into Revolution 4.0, Emerald Publishing Limited, pp. 111-132. <https://doi.org/10.1108/978-1-83867-223-220201007>.

## MAGAZINE ARTICLE

**Aggarwal, R. K. (2020, Oct 22).**

PGDM Executive Gives a Lift to Your Career. Business World, (8-22 October).

**Bhattacharyya, S.**

**(2020, Nov 01)** Reimagining Management Education in a Post Covid World. Competition Success Review, (November), 157.

**(2020, Nov 02)** IMT Ghaziabad and Management Education in post Covid World. India Today, (November).

## NEWSPAPER ARTICLE

**Roy, S. (2020).**

Omni Channel: The New Theme In Retail. Business Line (October), Oct 06, 3.



## Alumni Connect

### Achievements



**Amit Kumar Singh**  
Batch of 2009

CEO of Sahaj Retail Limited



**Aditya Samsher Malla**  
Batch of 2015

Featured in Forbes' list of 'Top 100 Great People Managers'



**Ankit Aggarwal**  
Batch of 2010

Featured in Forbes' list of 'Top 100 Great People Managers'

### Guest Talks



**Mr. Neeraj Goel (Batch of '97)**  
Chief Finance Officer, Global Operations  
(Europe, Middle East, Africa and Asia)  
Jaquar & Company Private Ltd.

Talked about "Corporate Innovation through Personal Disruption, 4th October 2020" on 26-Sept-2020.



**Mr. Nipun (Batch of '07)**  
Director - People Advisory Services  
Ernst & Young

Elaborated on "Organizational Design - Structural Arrangements" on 3rd October 2020



**Mr. Pankaj Gautam (Batch of '11)**  
Vice President - Head Sales & Marketing  
K C Cottrell India

Expressed his views on "Strategy and Leadership for a Technology Professional" on 8th October 2020.



**Mr. Manish Wadhwa (Batch of '08)**  
Chief People Officer - Car Dekho

Expressed his views on "Orchestrating Career and Redefining Success" on 21st Oct 2020.



**Ms. Anjita Mary John (Batch of '11)**  
Manager, Human Resources  
Bain & Company

Spoke about the topic "Performance Management: Insights from Industry" on 22nd October 2020.



**Mr. Deepak Sharma (Batch of '10)**  
Vice President - Procurement & SCM  
BAE Systems India Services Pvt. Ltd.

Gave his insights on "Winning Mantra from the Great Epic Mahabharata" on 25th October 2020



## Alumni Connect

### Distinguished Alumni Award Winners

Mr Jacob T Jacob, an alumnus of the Class of 1986, had a three decades of valuable experience in the IT industry with a tenacious commitment to driving business results. During his 25 years long association with Hewlett Packard(HP), the organisation he joined in 1995 as Market Development Manager and retired as Head- Print Business (South East Asia and Korea) in 2019, Jacob developed strategic priorities and initiatives for the business. He successfully launched the web-enabled printers in APJ, and Developed and implemented a robust end to end integrated marketing campaign for the OfficeJet Pro, Ink Supplies & Ink Advantage resulting in share gains in all the three categories. Jacob has strong business acumen business acumen and has a deep understanding of business across mature and emerging countries in the SEA & Korea regions.



Jacob T Jacob

Prior to joining HP, Jacob worked at NIIT as a Product Manager and managed Pilot LightShip - an Executive Information System, and Pertech. He is an innovative thinker with broad-based expertise in Marketing, Sales and P&L Management. He has proven ability to quickly analyze key business drivers and develop strategies to grow top line and bottom line. He is an energetic leader with known ability to envision and create successful outcomes in complex situations.

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## Alumni Connect

### Distinguished Alumni Award Winners



Vidyun Goel

With an education from esteemed colleges like SRCC and IMT Ghaziabad, Vidyun has 10 years of experience in the corporate sector. Vidyun joined as a full-time Director of her start-up non-profit - The Toy Bank in 2012. Vidyun has volunteered and been a part of The Toy Bank for 15 years. Vidyun believes that the objective of the project is to promote the right of every child to have access to safe, age appropriate, gender-neutral toys that are an integral part of their holistic development and wellbeing. The Toy Bank's program not only provides children with access to Toys, but promotes the Right to Play through advocacy,

capacity building and mobilization of resources in collaboration with stakeholders at all levels of society.

Under Vidyun's leadership, The Toy Bank has successfully created 5355 Toy Libraries impacting more than 5 Lakh children in 26 states and 4 Union Territories across India. And, by upcycling more than 15 lakh toys we have saved 386,500 LBS of carbon emissions.

Vidyun has received "Young Achiever Alumnus Award 2019" at IMT Ghaziabad for her inspiring work in the field of children and women welfare development. She has also been awarded by "PHD Chamber of Commerce and Industry" for her contribution towards social responsibility. In addition, she is also a recipient of "International Women's Day Award 2018" for excellence in the "Field of Philanthropy" by Ministry of Women and Child Development, and also has been awarded by "PHD Chamber of Commerce and Industry" for her contribution towards social responsibility. In addition, she is also a recipient of "International Women's Day Award 2018" for excellence in the "Field of Philanthropy" by Ministry of Women and Child Development.



# YOUNG ACHIEVERS



## ANIMESH VERMA (PGDM)

Graduating Batch: 2009

Present Designation/Company: Strategy  
and Commercial Lead/Middle East  
Broadcasting Center (MBC) FZ LLC, UAE

I joined IMT Ghaziabad in 2007 after completing my Engineering and having worked in the IT sector for 2 years. The experience gained at IMT G was truly phenomenal. Learning the intricacies of Management from Top-notch professors and the interaction with batch mates from diverse fields prepared me for real-life business challenges. My involvement with the Finnacle club helped bolster my understanding of Stocks Markets, Investments and people management. The IMT experience is incomplete without the mention of Hyper-competitive Chakravyuh tournament, case study presentations, long walks to the library, frappe at Nescafe and late night Maggi at DLP canteen which will always remain etched in my memory.

2009 being the year that it was, resulted in a slow but steady start to my 2nd work innings. I joined Aircel Ltd in Hyderabad as a financial planning and budgeting analyst for Andhra Pradesh circle. As Aircel was a small team with expanding operations, the learning and exposure was phenomenal. In Aug 2011, I was promoted and moved to the Aircel Corporate office in the Investor relations team. In Oct'2012, I joined Bharti Airtel as Manager Strategy & Analytics reporting to the B2B President where my responsibilities and position kept evolving. In Sep 2016, I moved to Dubai, to lead the Commercial operations for MBC's PayTV platform in MENA. I now head the Strategy and commercial projects for MBC's Emerging media vertical.

IMT Ghaziabad provided a complete package that any MBA aspirant could have hoped for. Outstanding infrastructure and sports facilities, large and lush-green campus, excellent hostel and mess amenities set the foundation of uninterrupted learning for all students. I had an enriching experience at IMT while learning from the best professors and industry leaders, participating in intercollege events and live industry projects, interacting with corporates on placement visits, organizing events, facilitating sponsorships & guest speaker workshops, managing operations for Finnacle club, competing with a bunch of bright batch mates. This wholesome experience along with continuous emphasis on world-class academics brought out the best in me as an individual and equipped me for the rest of my corporate life.



# YOUNG ACHIEVERS



## ASHISH KAPOOR (PGDM)

Graduating Batch: 2015

Present Designation/Company: AVP,  
Enterprise Business/Tech Mahindra,  
Germany

A 2013-2015 batch alumni, who maintained a striking balance between the Academics and Competitions - Ashish was one of the first few, who started the trend in to participate in national and International case study competitions and put efforts to win them. In his words he said, "I had one thing very clear while academics will always provide a conceptual base, real life corporate case studies will be the launching pad to apply those concepts. And what's bad, if you are able to earn all name, fame and PPOs as complimentary gifts", he giggles. Of course, he secured 3 PPOs in the very first year itself via winning both National and International corporate case study competitions alongside maintaining 9 point CGPA throughout his stint at IMT G.

Post IMT, Ashish got selected in Mahindra & Mahindra's Group Management Cadre leadership program. With his entrepreneurial driven approach, he became the country head of Business Development and Strategy, and incubated a B2B strategic business unit of M&M, to a turnover of 'USD 75 Million in 3 years' by offering 'Smart Factory - Design & Build' solutions. He has personally synthesized the Digital Transformation Journey in EPC segment of Industry from legacy manufacturing to Industry 4.0 enabled automated processes and was awarded with Infrastructure person of year in 2019. In 2019 itself, after stabilizing the operations of the startup he was working on, in no time he transitioned from service industry to product development & commercialization in renewables sector and worked with European Design consultants in next gen IoT enabled renewable products.

Of late, he is wrapping his on ground core manufacturing experience in strategizing and selling next gen IoT enabled Industry 4.0 solutions and is working with IT solutions company of M&M as AVP-Sales for enterprise businesses in Germany. Ashish firmly believes that the experience of an individual is always on what all he has worked and achieved and not on number of years he has been working for. He feels that his dual strategy of academics and participation in multiple sector case studies at IMT helped him to explore perspectives and enabled him to quickly grasp roles and successes in different sectors in his professional career.



# YOUNG ACHIEVERS



## HARSH CHAUDHRY (PGDM)

Graduating Batch: 2014

Present Designation/Company:  
Senior Manager/HCL  
America Inc., USA

I took so much away from my journey at IMTG! Having never learned Management Consulting, I found the passion that IMTG faculty brought to class, engaging and infectious. World class and supportive faculty and a great Industry-Academia collaboration offered by IMTG helped me to realise my true potential. From choosing the right courses to introducing us to great short term projects and Internships, guidance was available at each and every step. I gained great experience while working with Corporate Committee and Placement Committee at campus. Looking back on my time in the program, I see just how much I have grown through the opportunities I took advantage of as a student.

After closely evaluating the offers at hand, I decided to pursue my career with HCL Technologies as Senior Management Trainee post IMTG. This proved to be a great decision.

Within a week of joining, HCL entrusted me to drive the Transition phase of the biggest deal till date for HCL in EMEA region as a Project Manager. Within few months, I moved to HCL Axon, Johannesburg, South Africa to work closely with the customer leadership team. This was the first step in the exciting journey at HCL. After working with EMEA team at HCL, South Africa and 4 role promotions, I moved to HCL America Inc., Texas as Engagement Manager. Being responsible to lead a multi-million-dollar engagement to success, I soon realised that I was on the right path to a leadership position. During 6+ years with HCL in 3 different continents, IMTG learning and experience helped me to deliver results in quick time. In 2011, I reached a point in my career where I did not see much of an opportunity for further upward trajectory. True to my engineering and business roots, I conducted a cost-benefit analysis to compare the prospect of going back to school vs. continuing to work. I decided that this is the right time to learn new skills for career growth.

Upon entering business school in the year 2012, I, like many students, was unclear as to what the end of my B-school journey would be. What I found eye-opening at IMTG was the time I spent working with peers from a variety of backgrounds and leading Corporate Committee and Placement Committee - International zone, in Dubai, UAE & Ghaziabad, India. This experience and Summer internship with a leading CRM company in Kuala Lumpur, Malaysia helped me to realise that I was passionate about a Global Management Consultant and Leadership role. I targeted similar roles during Campus Placement interviews and during 6+ years with HCL, I have lived and worked closely with the Leadership and Global customer teams in 3 different continents. IMTG transformed my blurred career trajectory into a precise career path leading to leadership roles.



# YOUNG ACHIEVERS



## JUUHI RAJPUT (PGDM-PT)

Graduating Batch: 2013

Present Designation/Company:  
Managing Director/Arrucus Media  
Pvt. Ltd.

My experience of studying in IMT G has been exceptional as it has added a lot of value both professionally and personally. Management programs usually do that, but pedagogy and faculty make a lot of difference. I'd like to particularly point out that it's imperative to have a conducive and positive environment for learning and acquiring knowledge. Of all the educational institutes I've studied in, no other institute can beat IMT on this front. In the process of learning, I created wonderful friendships where we respected, valued and encouraged each other. I feel fortunate to have amassed a set of friends with whom I have created and shared beautiful memories. I don't think I could have done this anywhere else but the Institute of Management Technology, Ghaziabad.

Post IMT G, my career trajectory has been fulfilling as I got an opportunity to represent India on a global energy forum as a 'Future Energy Leader.' Later, I got selected as FEL Board Member, World Energy Council (London), making me the first Indian woman to achieve this honorary position. I've conceptualized and launched first-of-its-kind initiatives supported by various Ministries and Government Departments in the last few years. Other than managing my own business, I've been part of various other committees including- Member- Placement Advisory Committee- NTPC School of Business, Member- Panel for Smart Infrastructure, Bureau of Indian Standards (under the aegis of Ministry of Consumer Affairs, GoI), etc.

IMT has contributed significantly to shaping my career as an entrepreneur. The main objective of enrolling in a management program was not to get a degree or a job but to learn how to manage my business efficiently and successfully. IMT helped me understand various business concepts and develop necessary business management skills. It helped me develop sound business plans, identify and assess business opportunities, understand varied perspectives, understand the firm's and teams' strengths and weaknesses, and gauge the business environment academically. The faculty greatly supported paving the path to understand and imbibe business management tenets, which helped me grow and shape my professional life. I shall forever be thankful for their positive and kind demeanor in going out of the way to offer their support to all the students and me whenever needed.



# YOUNG ACHIEVERS



## MONIDEEPA SAHA (PGDM-EX)

Graduating Batch: 2012

Present Designation/Company:  
Operational Excellence Leader, India  
Sales Support CoE/Johnson Controls

My one year MBA was an immensely enriching experience esp. because of our esteemed faculty and beautiful campus. Our academic interactions through class discussions, group projects, quizzes, guest lectures, assignments were extremely engaging. Moreover, amidst the rigorous assignments and grilling, campus was always buzzing with fun and excitement through cultural & sports event which brought in so much camaraderie amongst the teams. Also I have some awesome memories of the canteen which always served such amazing food to the students.

I joined Cummins India Ltd. in Pune post my MBA as Senior Manager - Purchasing Functional Excellence. During this time, I completed my Six Sigma Green Belt certification and was selected as a Black Belt in India Corporate Quality team for Cummins wherein I was working with senior management in executing critical projects for the organization. During this time due to personal reasons, I had to relocate to Bangalore and was offered a job in Wipro where I continued my black belt journey and lead the transformation for some of their critical customers. Post 3 years in Wipro, I was promoted as Quality leader in Digital Operations & Platforms LOB. In this role - I had a pan India team and was responsible for executing quality & transformation for some of our key customers. After 5 enriching years in Wipro, I decided to move ahead and joined Johnson Controls India Ltd. earlier this year. In my current role, I am Operational Excellence Leader in India Sales Support CoE Team wherein I am responsible for driving operational excellence and transformation.

MBA from IMT helped me shape my career by easing the transition to transformation roles wherein the employer would seek candidates with MBA background as analytical and communication skills are key requirements for success in such roles. Moreover, learnings during my MBA honed my skills pertaining to leadership and taught me resilience and team work; which was extremely useful later in my career when I transitioned to leadership roles.



# YOUNG ACHIEVERS



## TUSHAR VISHNOI (PGDM)

Graduating Batch: 2019  
Present Designation/Company: Area  
Sales Manager/PepsiCo

My experience at IMT-G is easily one of the best phases of my life which not only prepared me for my career but also shaped me as a person. It offered a comprehensive learning journey with up-to-date subjects, aligned with the current industry trends, delivered by an illustrious & committed faculty. I used to thoroughly enjoy the case discussions during the lectures as they helped me develop the thought process required to solve problems in my future career. What made them even more invaluable were the different perspectives brought by the diverse peer group. This experience was enhanced by the setup besides academia in IMT. The college is run by students through the means of various committees each responsible for a particular function (e.g., students' committee, food committee etc.). I was part of Make a Difference Foundation Committee, responsible for social outreach of IMT-G. Ideating, planning & executing events & operations not only gave a mini-playground to test the classroom concepts but also developed the soft skills which are highly important in the corporate setup.

Right in the early stages, I developed a strong interest in problem-solving which led me to participate in various Corporate B-school competitions. With a strong foundation from my college, I tasted success in multiple competitions (by PepsiCo, L'Oréal, Cognizant etc.) and subsequently got a job in PepsiCo by becoming their Dare To Do More Competition's India Winner & International runner-up.

I joined PepsiCo as a Management Trainee where I worked with different functions and successfully delivered impactful projects like Operations Scale-up in North Unit during COVID situation, D&A Optimization framework that reduced TAT by 97%. Upon confirmation, I was appointed as the Area Sales Manager in Western UP territory where I was recognized as the ASM of the Month for the cluster right in the 2nd month of joining. For my tenure, I was among the top 5 fastest growing ASMs in the North Unit and the fastest for the cluster. Only a strong all-round foundation can enable a new joiner to deliver such results and I'm glad that I got it from IMT. Currently, I'm the ASM for Eastern UP based out of Varanasi.



# INDUSTRY CONNECT - LEADERSHIP SESSIONS

## LEADERS OF TODAY FOSTERING THE LEADERS OF TOMORROW

**LEADERSHIP TALK**

**DEMYSTIFYING GLOBAL PRIVATE MARKETS**

29 OCTOBER 2020 • 7:00 PM



**KANAV KALRA**  
CHIEF SALES AND MARKETING OFFICER  
OXANE PARTNERS

**LEADERSHIP TALK**

**ADAPTING TO CHANGE**

15 OCTOBER 2020 • 4:00 PM



**DIVYA KHEMANI**  
GROWTH MANAGER,  
FACEBOOK

**LEADERSHIP TALK**

**EMERGING TRENDS IN HR POST-COVID, HANU SOFTWARE OVERVIEW**

16 OCTOBER 2020 • 3:45 PM



**AMIT KATARIA**  
CHRO, HANU SOFTWARE

**LEADERSHIP TALK**

**HOW TO BUILD A PERFORMANCE ORIENTED TEAM, PROMOTING DIVERSITY AND A WINNING CULTURE**

20 OCTOBER 2020 • 6:30 PM



**AVIK SARKAR**  
MARKETING DIRECTOR (CMO)  
KELLOGG COMPANY, SOUTH AFRICA

**LEADERSHIP TALK**

**THE NEW NORMAL: WHAT TO STOP, START AND ACCELERATE**

29 OCTOBER 2020 • 4:00 PM



**KESHAV R MURUGESU**  
GROUP CEO  
WNS GLOBAL SERVICES

**LEADERSHIP TALK**

**BEHAVIORAL COMPETENCY MAPPING AND ITS APPLICATION ACROSS EMPLOYEE LIFECYCLE**

30 OCTOBER 2020 • 5:00 PM



**MANVI SUSHIL**  
HR DIRECTOR - SOUTH ASIA-IG  
AVERY DENNISON

**LEADERSHIP TALK**

**RECENT TRENDS IN URBAN MOBILITY**

23 OCTOBER 2020 • 6:30 PM



**RISHIKESH KUMAR**  
SALES HEAD-NORTH INDIA & MUMBAI  
ROUTEAMATIC



# INDUSTRY CONNECT - EXPERIENCE SHARING

Anindita Banerjee

Practice Head: Diversity, Renaissance Strategic Consultants

Arun Banerjee

Director, Levensloop

Ashok Mathai Kurien

Founder-Promoter/Director, Zee

Entertainment Enterprises Ltd., Dish TV India Ltd

Manish Jain

Corporate Trainer, IFDE

Manjra Khurana

Co-Founder - Axiom Consulting Services and

Board Member AVTEC Ltd Part of CK Birla

Group, Taj Air Ltd and Alliance Air Aviation Ltd

Manomoy Das

Associate Partner, IBM Global Business Services

Mohit Kapoor

Group Vice President, Advertising & Innovation, Reliance Jio

Niraj Singhal

President & Head of International Business Consulting, NTT Data



# INTERNATIONAL CONNECT

## International Immersion Programme for PGDM Executive Batch, 2019-20

### Highlighted Partners



SHG Poland



Deakin Australia



KU Thailand



GEM France

It has been a constant endeavour of International Relations Centre (IRC) at IMT Ghaziabad to help our students appreciate global business practices and cross-cultural lenses, while undertaking courses/programs with our esteemed international partner schools.

For our PGDM Executive students it is mandatory to undertake "International immersion program" for an entire term (the students are expected to earn 6 credits in this term). This year, owing to Covid-19 situation, we organized the immersion program for the students with our partner KEDGE Business School, France, in a virtual mode, between October 5 and 16, 2020.

All 23 students in the PGDM Executive Batch 2019-20, IMT Ghaziabad, participated and successfully completed the online immersion program, where-in they got an opportunity to undertake company visit (virtually) to L'Oréal, beyond learning courses like Sports Consulting, Innovation and the impact of Digital Technologies, Modern Management, Cross Cultural Marketing, Global Supply Chain Management and Business Negotiations.



# STUDENTS' CORNER



## COMPETITIONS

**CONGRATULATIONS**  
**PRANAV DEV SINGH**

**NATIONAL WINNER**

TATA IMAGINATION CHALLENGE: IDEAS AND ME

Tata Imagination Challenge Winner

**CONGRATULATIONS**  
**ARTH PUNDIR**

**CAMPUS WINNER - MARKETING CHALLENGE**

**FUTURE ON CASE STUDY COMPETITION**

DCM Shriram Future ON Winner

**CONGRATULATIONS**  
**TEAM CORDIANS**

FOR QUALIFYING TO NATIONAL FINALS

**CONGRATULATIONS**  
**TEAM BETA BOTS**

FOR QUALIFYING TO NATIONAL FINALS

GMC National Finalists

**CONGRATULATIONS**  
**TEAM DAREDEVILZ**

**NATIONAL RUNNERS UP**

Pepsico DTDM National Runners UP

**CONGRATULATIONS**

**THE SHOWSTOPPERS**

**THE FIREHAWKS**

**THE NINETOFIVE**

**NATIONAL FINALISTS**

**big IDEA**

V Guard Big Idea Contest Finalists

## CLUB & COMMITTEE EVENTS



Zest

Organized by  
Cultural Committee



Mark Roadies

Organized by  
MarkUp



Byte War

Organized by  
Sports Committee



Concepto

Organized by  
E-Cell



Fitoor

Organized by  
PRISM





**PROF. BIKRAMJIT RISHI**

**Associate Professor  
IMT Ghaziabad**

The rapid rise and nearly universal adoption of social media have fundamentally altered how consumers network with each other, with media, and ultimately with brands. Social media platforms have been designed initially as platforms where consumers could carry out conversations and share information. With time social media platforms adopted commercial characteristics and became the dominant marketing forces of the 21st century. With around 4.14 billion social media consumers worldwide, the revolution of social media has offered a range of opportunities and challenges for marketers.

Each day consumers create a social media footprint knowingly and unknowingly to provide marketers the data based on which they can take relevant, timely, and focused decisions. As consumers get up in the morning until they sleep at night, many daily life moments are captured by social media. It is being captured on their phone activity, internet search, access to different social media platforms like Facebook, LinkedIn, Twitter, YouTube, etc. These days even many devices such as televisions, refrigerators, geysers, and cars are connected with the internet, showing their behaviour. The ability to mine and carry out data analytics by these platforms allows marketers to study, deduce, and create knowledge about consumers that could not have been possible in the past. Even marketers can create personalized communications and other marketing engagements based on the insights generated from this data.

The advent of COVID 19 has increased social media consumption. With Zero mention in November 2019 to over 1.4 billion to date, the virus has dominated the discussions, including the marketing promotions. The virus acted as a catalyst by expediting the issues, ideas, and initiatives that may not have happened now without the crisis. The story of COVID 19 will most likely remain the focus of discussions in the days to come making it difficult for consumers to forget its consequences. Marketers need to adjust and adapt themselves in context to this situation, and the marketing tone of 2021 will be designed by the 4Cs of COVID 19, i.e., Community, Contactless, Cleanliness, and Compassion.



## EDITORIAL BOARD

Dr. Abhishek  
Dr. Bikramjit Rishi  
Dr. Harvinder Singh  
Dr. Rashmi Aggarwal  
Dr. Santanu Roy - (Chairperson)

## SUPPORT TEAM

Ms. Nidhi Singh  
Ms. Preeti Nayal

## STUDENTS' COMMITTEE

Mayank Jain	Creative Director
Preetika Sahai	Content Coordinator
Sidharth K	Associate Lead Designer
Dibyamalya Nayak	Associate Lead Designer
Devashish Singh	Layout Designer
Muskaan Nautiyal	Assistant Designer
Pranav Sudhakar Dubey	Multimedia Designer
Shriram Talwar	Brand Identity Developer
Kshitij Bisht	Brand Identity Developer
Shashank Krishna	Concept Designer
Shivani Saxena	Visual Image Designer