

# IMTRANSCEND

**VOL 2 | ISSUE 1**

**IMT GHAZIABAD  
NEWSLETTER**



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



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# 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.





**DR. SUBHAJIT BHATTACHARYYA**

**Director  
IMT Ghaziabad**

Every entity, be it an individual, a team, a group of people, an organisation, an academic institution, or even the government, always aspires to excel in whatever their respective domain of activity is. Some of them become successful, while others keep striving. However, is it enough for an entity to just aspire and achieve whatever they think is good. We believe, it is also extremely important to get such achievements vetted by external stakeholders, to have confirmation that whatever we may call as good is actually perceived to be good by others as well. Thus, IMT Ghaziabad values enormously the feedback of external stakeholders, agencies and other bodies, both domestic and international, on all its activities and incorporate them in its ways to chart out the higher growth path.

Association to Advance Collegiate Schools of Business (AACSB) is an international body for accrediting the business schools worldwide on quality parameters. AACSB is the most widely accepted international accreditation body for B-Schools in the world. IMT Ghaziabad was first time accredited by AACSB in 2016 and the accreditation has been renewed in April 2021 for a further period of five years. Such recognition gives us confidence that the Institute is on a right path in imparting management education. This accreditation also gives the Institute a significant advantage of easy recognition among the universities and business schools in the world.

For industry, such recognition of a B-School gives an easy indication of the quality of education being imparted and its parity with B-Schools worldwide. IMT Ghaziabad is proud to be recognised by a globally accepted accreditation body as at par with the best B-Schools in the world.

# SIGNIFICANCE OF AACSB ACCREDITATION

## Introduction

AACSB International (AACSB-Association to Advance Collegiate Schools of Business) is a non-profit global membership association for the business education industry. It is a network of business educators, businesses, and non-profit and public-sector organizations dedicated to sharing knowledge and best practices that accelerate innovation in business education. It unites the best minds in business education - to work as one to achieve a common goal: to create the next generation of great leaders. AACSB's mission is to foster engagement, accelerate innovation, and amplify impact in business education. Through its rigorous standards and processes, AACSB accredits institutions that uphold its mission and core values, work to advance the interests of global business education, and participate in AACSB's community of leading business schools. In this context, AACSB focuses on continuous quality improvement in business education.



**Prof. P. K. Biswas**  
Dean - Special Projects  
IMT Ghaziabad

## 2013 Standards

IMT Ghaziabad got its first AACSB Accreditation in April 2016 on the basis of these standards. It is comprised of four main modules with 15 standards as given below.

### Strategic Management and Innovation

Standard 1: Mission, Impact, Innovation; Standard 2: Intellectual Contributions, Impact, and Alignment with Mission; Standard 3: Financial Strategies and Allocation of Resources

### Participants – Students, Faculty, and Professional Staff

Standard 4: Student Admissions, Progression, and Career Development; Standard 5: Faculty Sufficiency and Deployment; Standard 6: Faculty Management and Support; Standard 7: Professional Staff Sufficiency and Deployment

### Learning and Teaching

Standard 8: Curricula Management and Assurance of Learning; Standard 9: Curriculum Content; Standard 10: Student-Faculty Interactions; Standard 11: Degree Program Educational Level, Structure, and Equivalence; Standard 12: Teaching Effectiveness

### Academic and Professional Engagement

Standard 13: Student Academic and Professional Engagement; Standard 14: Executive Education; Standard 15: Faculty Qualifications and Engagement.

It may be seen that AACSB focuses on academic rigor-based effective systems and procedures to make Business Education relevant for all stakeholders. AACSB has come out with newly revised standards after a lot of deliberations with Deans of several institutions across the world, being implemented from 2020.

## 2020 Standards

It has defined 'Guiding Principles and Expectations' for Accredited Schools. These are Ethics and Integrity; Societal Impact; Mission-Driven Focus; Peer Review; continuous Improvement; Collegiality; Agility and Change Management; Global Mindset; Diversity & Inclusion; Continued Adherence to Guiding Principles and Business Standards.

It focuses on three important dimensions with 9 standards as given below:

Reference: [www.aacsb.edu](http://www.aacsb.edu)



# SIGNIFICANCE OF AACSB ACCREDITATION

## Strategic Management and Innovation

Standard 1: Strategic Planning; Standard 2: Physical, Virtual, and Financial Resources; Standard 3: Faculty and Professional Staff Resources

## Learner Success

Standard 4: Curriculum; Standard 5: Assurance of Learning; Standard 6: Learner Progression; Standard 7: Teaching Effectiveness and Impact.

## Thought Leadership, Engagement, and Societal Impact

Standard 8: Impact of Scholarship; Standard 9: Engagement and Societal Impact.

Being an AACSB accredited institute, IMT Ghaziabad focused on improving its resources for faculty and staff, engaged itself in quality curriculum with innovations to enhance learning effectiveness. Being a signatory to UN PRME (Principles of Responsible Management Education), in consonance with AACSB guiding principles, it endeavoured to increase societal impact.

## AACSB Accreditation and Re-Accreditation for IMT Ghaziabad

With hard work to maintain the impeccable quality of education and learning effectiveness, it got recognised and achieved the AACSB accreditation in April 2016. At that point in time, it was only the 4th B-School to get it among the several thousands of B- Schools in India.

With a relentless focus on Continuous Improvement, without compromising on quality and putting in enhanced resources, we went for re-accreditation. We had intensive interaction and discussions with the PRT (Peer Review Team) of AACSB over 4 days from January 31 to February 4, 2021. We got approval from the AACSB Board in April 2021 for re-accreditation till April 2026. It is a great achievement.

We got accolades from PRT for our effort. They lauded IMT Ghaziabad in the following manner. In their own words, as put in the report:

“Impressive progress on intellectual contributions and institutional research support subsequent to the previous AACSB peer review team visit. The institution has done an impressive job in revising the research requirements as part of faculty performance, hiring research-oriented faculty, investing in resources for faculty to attend conferences, and setting up significant and attractive financial incentives for publications in high-quality journals. The results are very positive.

“Elaborate and beneficial industry immersion through faculty, curricular components, and alumni support that benefits student success. The institution has demonstrated a clear effort to bring together successful practitioners from industry and connect them with students through teaching, mentoring, and helping with networking.

“Very thorough and well laid out admissions criteria. IMT Ghaziabad has a very well laid out and robust admissions criteria that include standardized test scores in the top 5%, group discussions and exercises, academic track record, personal interview, and work experience. This has resulted in high quality, hardworking, and committed student body.

Recognition through AACSB's- 'Innovations that Inspire'

“Being the first institution in India to launch a Beta Gamma Sigma (BGS) student chapter in 2016.”

Along with the above, they have also given constructive suggestions for further improvement. We also reckon that there is room for improvement.

AACSB accreditation has put us on the global map. It is a gateway to international collaboration in teaching, research, and other academic activities for faculty and students as well. We have to harness our potential to be a global institution. Miles to go.....but it has been a worthwhile journey so far.

Reference: [www.aacsb.edu](http://www.aacsb.edu)

# AACSB Accreditation: IMT Journey



**PROF. BINDU GUPTA**

**Professor - HR & OB**  
**IMT Ghaziabad**



**PROF. SUSMI ROUTRAY**

**Professor - IT Management**  
**IMT Ghaziabad**

## Background

Institute of Management Technology Ghaziabad (IMT G), India, with its more than 40 years of legacy in delivering management education, has focused on creating and sustaining a stimulating and distinctive environment for academic excellence. It was accredited by AACSB International (AACSB) in 2016 and was the fourth one among Indian B-Schools to achieve this accreditation at that point of time. As the institute drives for continuous improvement and academic excellence, it has been re-accredited by AACSB in 2021 and it is up to April, 2026. As on today, AACSB has accredited only 15 B-Schools in India.

## Intellectual Contribution

AACSB accreditation has facilitated the quality improvement journey of IMT Ghaziabad in various ways, such as quality of intellectual contributions, curriculum management, students-learning process, faculty qualifications, industry engagement and others. The Institute is committed to promotion of high-quality publications and providing adequate resources and support to faculty to further their intellectual endeavors. IMT Ghaziabad has generous policies to incentivize research publications by faculty, including monetary incentives for publications in A\* and A category as per the quality category list defined by the Institute based on ABDC (Australian Business Deans' Council) list which is followed by most B Schools world over. During last five years, faculty members have published around 200 research papers in peer-reviewed journals as listed in A\*, A, B, or C category and more than 100 case studies.

AACSB emphasizes that at least 75% of teaching should be done by full-time faculty who meet the faculty qualifications expectations outlined by AACSB. Over the year, IMT Ghaziabad has hired good-quality faculty to surpass the expectations set by AACSB. More than 70% of faculty are from the "Scholarly Academics" category with high quality of intellectual contributions. Further, IMT also hires faculty who have rich industry experience. 45% of faculty have prior academic experience, 25% faculty with industry experience, and 30% faculty with academic and industry experience.



# Gains of AACSB Accreditation

## Industry-Academia Interface

In the process of enhancing industry engagement, the Institute has developed a policy to encourage collaborative teaching with industry experts. During the last two years, more than 20 courses have been taught in collaboration with industry experts. Also, as per norms of the Institute, up to 20% of the sessions for a course are allowed to be delivered by industry experts. During last two academic years, around 200 industry experts from different sectors took sessions as a part of course delivery.

## Curriculum Management & Rigors of Learning

Curriculum management and Assurance of Learning (AoL)-as defined by AACSB, are important pillars for any academic institute. IMT Ghaziabad undertakes regular curriculum revisions to improve its programs, keeping in view the recommendations for revisions that come from the AoL process and to keep pace with the latest developments. Every program offered by the Institute imparts certain core competencies to the students through its curriculum. These core competencies form the basis for the learning goals and objectives for every program. These learning goals are aligned with the mission, values and culture of the Institute.

The goals and sub-goals for all PGDM programs have been deliberated and documented according to the specific requirement of the programs. These are mapped to the courses in the program. To ensure the learning goals and objectives have been met, the Institute focuses on monitoring, and assessment of the learning goals, objectives, and map curricula of all its PGDM programs through its systematic AoL process. The emphasis of the process is on the delivery, substance, assessment, and revision to achieve the learning expectations of the program on a continuous basis. This includes, but is not limited to, evaluating the impact and implementing a rigorous feedback mechanism from all its stakeholders including inputs from the faculty, staff, students, alumni, and the business community engaged with the Institute.

The AoL process at IMT comprises of Direct and Indirect assessment methods. Direct assessments are done systematically as per a pre-determined schedule on identified courses every year. The process includes identification of assessment instruments, collection of the assessment data, analysis of the assessments, and communication of the final feedback to the PGP committee and the teaching cohort (Closing the loop). Initially, the goals and objectives are mapped to courses in each functional area. The students' performance is then assessed in each course for a particular objective. The assessment of students' performance is done on a three-point rating scale: Unsatisfactory, Satisfactory and Highly Satisfactory. Each sub-goal is measured twice in the entire duration of the program. These assessments provide a portfolio of evidence showing whether the students meet all of the learning goals for each program. If assessment demonstrates that students are not meeting learning goals, then necessary corrective measures are taken to improve the courses and the curriculum.



# Gains of AACSB Accreditation

The closing-of-loop process is conducted every academic year and deliberations are noted and incorporated thereby, ensuring continuous improvement in the program. Also, any innovative pedagogy adopted in a course is discussed along with students' engagement process and its impact. The deliberations from the closing-of-loop process are compiled for all courses across the programs and subsequently, an Assurance of Learning MIS (ALMIS) report is prepared at the end of every academic year.

Apart from Direct assessment, Indirect assessment methods help the institute gauge the program's strengths and weaknesses. These measures supplement the recommendations received from the direct measure and thus aid in program improvement. For the indirect measure, data is collected from recruiter feedback, exit interviews of students, surveys of alumni, etc. These assessments provide continuous improvement in a program and aids in curriculum management.

## Facilitating Continuous Improvement System

IMT Ghaziabad follows a continuous evaluation process for updating the program curriculum and architecture as per the evolving skill need of industry and measuring the impact of such academic designs on the students' learning. The AoL process provides key inputs for identifying directions and dimensions for such upgradation and improvement. The Institute has won many accolades for its curriculum. Some of these are AACSB "Innovation that Inspires" award in 2018 for the course Sustainability and Social Responsibility, Gold Award for "Developing a Future-ready Curriculum" at the Indian Management Conclave in 2017 and "Creating Workplace of Tomorrow" award at the 4th Edition of Industry-Academia Conference in 2020.

## Honors for Students' BGS Chapter

AACSB accreditation also gives the opportunity to establish a chapter of Beta Gamma Sigma (BGS) at the institute for the students. Beta Gamma Sigma is the international business honor society for AACSB-accredited schools. Membership in Beta Gamma Sigma is the highest recognition a business student anywhere in the world can receive in a business program accredited by AACSB. Employers value the significance of Beta Gamma Sigma membership. Including BGS on a resume highlights achievement and distinguishes members from the rest. IMT Ghaziabad became the first Institute in India to establish BGS chapter in 2016. Since 2016, more than 300 students have accepted BGS membership. IMT BGS alumni are also working on starting the BGS alumni chapter in India. In the last three years IMT Ghaziabad BGS Chapter has earned 'Highest Honors' status, which is the highest distinction possible for BGS chapters. The Institute also sponsored three students to participate in the BGS Global Leadership Summit held in the USA in the years 2018 and 2019.



## FACULTY CORNER

**ASHISH  
VERMA**

Prof. Ashish Varma is a member of the finance area at IMT Ghaziabad. He is a fellow member of the Institute of Cost Accountants of India and has high quality experience of teaching and research in the accounting and control domain. Ashish investigates the behavioral dimensions underpinning the accounting choices, processes and outcomes. He works in the behavioral accounting space wherein he studies the impact of an individual's perception, judgement and preferences on firm level financial performance. His prior works have been published in the Journal of Financial Reporting and Accounting, Journal of Management and Governance, International journal of Organizational Analysis, International journal of Management and Decision Making etc. Ashish also authors teaching cases for class discussion and contributes articles on contemporary themes for the practicing professionals.

Prof. Poonam Garg has 30+ years of experience in teaching, research and consulting. Her passion for research and teaching is interdisciplinary in nature focusing on the applications of emerging technology. She is involved in research and teaching in the field of blockchain, information security and enterprise applications. She has published over 50+ scientific articles in leading International Journals and has edited ten books. She has served many International Conferences as a conference co-chair. She has been Adjunct faculty at Telecom Ecole de Management, Evry, France & IMT, Dubai and has conducted many Executive Development Programs. She was honoured with Best Paper award in "International Academic Business Conference" 2015. She was also recognized and awarded for "Best Researcher Award "for the significant contribution & accomplishment in innovative research at International research award on 'New Science Inventions (NESIN2020)'.

**POONAM  
GARG****SHALINI  
RAHUL  
TIWARI**

Prof. Shalini joined IMT Ghaziabad in 2010 and is an Associate Professor in Strategy, Innovation & Entrepreneurship. She is the Chairperson for Fellow Program in Management. She has an experience of 22 years and has written several research articles, case studies, book chapters, short articles, and books for various international and national publications. Her teaching interests are – Strategic Management, Strategy Simulations, Entrepreneurship, Strategies in Emerging Markets, and Design Thinking. She has delivered training programs to corporate giants such as – Reckitt Benkiser, Coca Cola (India), GMR- DIAL, AMDOCS, AAI, Hero Moto Corp Ltd, Upgrad etc. She has attended several training programs on upcoming knowledge domains such as Design Thinking (KPMG), Strategic Thinking and Leadership (Wharton, Penn University); Creative Strategy (Columbia Business School, USA). She is a board member and strategic advisor to a Private Equity firm.

Prof. Tripti Ghosh Sharma, PhD, is Associate Professor of Marketing at Institute of Management Technology, Ghaziabad, India. Her research interests include customer experience management, customer engagement, social media strategy, online gaming and gamification. She has published in the journals like Behaviour and Information Technology and Journal of Internet Commerce, among others. She also has keen interest in developing India specific case studies, in the domains of Service strategy, Innovation and Social enterprises. Her cases have appeared with Ivey and Emerald Group publishing.

**TRIPTI  
GHOSH  
SHARMA**



# FACULTY CORNER

## ACHIEVEMENTS / AWARDS

**Prof. Bikramjit Rishi** served as a **Ph.D. Viva Examiner** of the Indian Institute of Foreign Trade, New Delhi, on May 17, 2021.

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**Prof. Nikunj Jain** organized a 2-day faculty development program (**FDP**) on “**Advanced Multivariate Data Analytics using Structural Equation Modelling and Hierarchical Regression Modelling**” through virtual mode on March 20-21, 2021. 24 participants attended the workshop.

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**Prof. Santanu Roy** served as a **PhD Examiner** for candidates of the Faculty of Economic & Management Sciences, University of Pretoria, and the University of the Free State, Bloemfontein, both in the Republic of South Africa.

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**Prof. Sapna Popli** moderated an industry webinar titled, ‘**Building Smarter Customer Engagement Transformation for Substantial Growth**’, focused on the financial services sector, organised by B2B Infomedia in partnership with Tata Tele Business Services on 23rd March, 2021. Other panellist included CEOs/CIOs from the Banking and insurance sector.

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**Prof. Sapna Popli** participated as a panellist in a session on **Framework Conditions for Entrepreneurial Ecosystems** as a part of the International Conference on Entrepreneurial Ecosystems (ICEE2021) on 20th March, 2021 organised by the School of Management, GD Goenka University. Co-Panellist included academics and industry professionals from India, U.S and Canada.

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**Prof. Surinder Batra** was invited by IILM University as an **Academic Expert** in their **Academic Council Meeting** on Monday, 19th April to discuss and give comments and suggestions on their course offerings in all functional areas in their two-year MBA Program.

# FACULTY CORNER

## JOURNAL PUBLICATIONS

**Jain, N. K.,** Kaushik, K., & Choudhary, P. (2021). Sustainable perspectives on transportation: Public perception towards odd-even restrictive driving policy in Delhi, India. *Transport Policy*, 106 (June), 99-108.

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Kumar, A., Shrivastava, **S. K., & Mukherjee, K.** (2021). Performance evaluation of Indian banks using feature selection data envelopment analysis: A machine learning perspective. *Journal of Public Affairs*, <http://doi.org/10.1002/pa.2686>

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**Pan, A., & Misra, A. K.** (2021). A comprehensive study on bid-ask spread and its determinants in India. *Cogent Economics & Finance*, 9(1), <https://doi.org/10.1080/23322039.2021.1898735>

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## CASE PUBLICATIONS

**Rishi, B. and Kacker, A.** (2021). Kingfisher: Ultra Max re-positioning hurdle. *Emerald Emerging Markets Case Studies*. Vol. 11 No. 2. <https://doi.org/10.1108/EEMCS-09-2020-0322>

Rizvi, O. S., Das, P., & **Varma, A.** (2021). Micromax: Pressing restart in 2020. The Case Centre ID: 321-0056-1. Bedford, UK: The Case Centre.

**Singh, H.** (2021). Xiaomi: Selling across the border. Ivey Publishing ID: 9B21M031. London, Canada: Ivey Publishing.



# FACULTY CORNER

## BOOK CHAPTER

**Popli, S., & Rishi, B.** (2021). The what, why and how of customer experience. In Sapna Popli & Bikramjit Rishi (Eds.), *Crafting Customer Experience Strategy: Lessons from Asia* (pp. 1-20). Bingley, United Kingdom: Emerald Group Publishing Limited.

**Popli, S., & Rishi, B.** (2021). Customer experience management - The road ahead. In Sapna Popli & Bikramjit Rishi (Eds.), *Crafting Customer Experience Strategy: Lessons from Asia* (pp. 199-218). Bingley, United Kingdom: Emerald Group Publishing Limited.

**Rishi, B., & Popli, S.** (2021). Getting into the customers' shoes: Customer journey management. In Sapna Popli & Bikramjit Rishi (Eds.), *Crafting Customer Experience Strategy: Lessons from Asia* (pp. 21-45). Bingley, United Kingdom: Emerald Group Publishing Limited.

Rizvi, I. A., & **Popli, S.** (2021). Emotions: The essence of customers' experience. In Sapna Popli & Bikramjit Rishi (Eds.), *Crafting Customer Experience Strategy: Lessons from Asia* (pp. 47-64). Bingley, United Kingdom: Emerald Group Publishing Limited.

## BOOK PUBLICATIONS

**Popli, S., & Rishi, B.** (Eds.). (2021). *Crafting Customer Experience Strategy: Lessons from Asia*. Bingley, United Kingdom: Emerald Group Publishing Limited.

# FACULTY CORNER

## CONFERENCE PROCEEDINGS

Mohr, K.D., Avila, G.A., Solé, C., & **Das, K.** (2020). ISDS and climate change policies: A barrier, facilitator, or neither. In Proceedings of the ASIL Annual Meeting, Volume 114, Cambridge University Press and American Society of International Law, 2020.

## ARTICLES UNDER BROAD AUDIENCE CATEGORY

**Agarwal, S.** (2021). Four steps to financial empowerment. Financial Express (March), Mar 19, 9.

**Bhusnurmath, N. R.** (2021). More regulation for NBFCs not the answer. Financial Express (March), Mar 23, 8.

## CONFERENCE PAPER PRESENTATION

**Jain, N.K.** (2021). Cold chain design for COVID-19 vaccination program in India. 1st IIM Bodh Gaya Management Conference 2021: Post COVID Management Strategies: Recovery, Resilience & Adaptation, April 23-24, 2021.

**Rishi, B.** and Chatterjee, T.K. (2021) Understanding the Indian domestic tourists: A segmentation approach. Global Hospitality and Tourism Conference on Experiential Management and Marketing (CHTC-2020), March 18 - 20, 2021.



## Alumni Connect

### Achievements



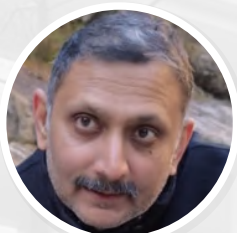
**Sandeep Dhar**  
Batch of 1988

Joined Goldman Sachs as Managing Director & India Head - Consumer Banking



**Bhavana Mittal**  
Batch of 1998

Women's Day Celebration World Women Leadership Congress & CMO Asia



**Kartikeyan Ramamurthy**  
Batch of 2000

Appointed VP of PMI Bangalore Chapter



**Abhishek R**  
Batch of 2005

Awarded with India CSR Person of the Year Award 2020-21 by the India CSR Network.



**Akshay Muttoo**  
Batch of 2005

Promoted to Vice President, Global Transactions Services at DBS Bank



**Sulabh Tandon**  
Batch of 2008

Appointed as Vice President Retail Sales at Mswipe Technologies, Pvt. Ltd



**Aseem Goyal**  
Batch of 2009

Appointed as the Director at Unacademy



**Hemendra Patel**  
Batch of 2009

Promoted to Senior Vice President of Citi

## Alumni Connect

### Achievements



**Sujatha V Kumar**  
Batch of 2009

Pitch CMO Awards for 2021



**Ankur Jain**  
Batch of 2010

Appointed as Chief Business Officer of Sunstone Eduversity



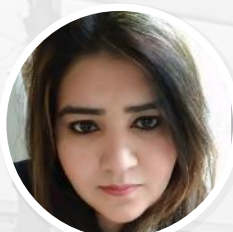
**Vaibhav Tambe**  
Batch of 2010

Appointed as the Country Head - Payments, CMS & Escrow Sales at IndusInd Bank



**Akul Agarwal**  
Batch of 2011

Appointed Assistant Vice President at Deutsche Bank



**Ashima Kakar**  
Batch of 2011

Ranked in the Top 100 Digital Leaders list of Impact Digital Power 100, 2020



**Karan Jain**  
Batch of 2011

Joined SaveIN as a Founding member and COO



**Harinder Singh Pelia**  
Batch of 2015

30-under-30 List for Marketing Professionals



**Anisha Ahuja**  
Batch of 2017

30-under-30 List for Marketing Professionals



# INDUSTRY CONNECT - LEADERSHIP SESSIONS

## LEADERS OF TODAY FOSTERING THE LEADERS OF TOMORROW

### LEADERSHIP TALK

#### WHAT TWITTER IS AND HOW BRANDS ARE LEADING THE WAY ON TWITTER

01 APR 2021 • 5:00 PM



**PREETHA ATHREY**  
HEAD MARKETING  
TWITTER INDIA

### LEADERSHIP TALK

#### THE RISING ERA OF SALES ENABLEMENT

02 APR 2021 • 12:00 PM



**SHUBHADA SRIVASTAVA**  
AGM, CHANNEL ENABLEMENT  
FENESTA BUILDING SYSTEMS  
DCM, SHRIRAM LTD.

### LEADERSHIP TALK

1 APRIL 2021 • 4:00 PM



**VIDYA J. KUMAR**  
DIRECTOR, HUMAN RESOURCE  
NIVEA INDIA

### LEADERSHIP TALK

1 APRIL 2021 • 4:00 PM



**ASHISH JOSHI**  
ASSOCIATE DIRECTOR, SHOPPER  
CUSTOMER MARKETING  
NIVEA INDIA



# INDUSTRY CONNECT - EXPERIENCE SHARING

**Bibhuti Pradhan**

**Chief General Manager (Inst. Business), Indian Oil Corporation Ltd.**

**Garima Konda**

**HR Business Partner, Malaysia & APAC Export Markets, Continental Tyre PJ Malaysia Sdn. Bhd.**

**Mala Bhandari**

**Founder, SADRAG**

**Manu Midha**

**Head of Operations, Middle East, OYO**

**Neeraj Ahuja**

**Chief Compliance Officer, CTBC Bank**

**Pooja Bajpai**

**Founder, Inner Alchemy Works**

**Raghunandan G**

**Founder, TaxiFor Sure**

**Satyendra Singh**

**Consultant, National Insurance Company (Retd.)**

**Shanmuga Patro**

**Founder, Govindalaya**

**Shilpi Shastri**

**Manager, Women's World Banking, USA**

**Smriti Singh Bhatia**

**Chief Visionary, InQognito Insights Pte. Ltd.**

**Sujan Mukherjee**

**Executive Vice President HR, PSA Groupe (India)**



# INTERNATIONAL CONNECT

The International Relations Centre (IRC) coordinates Faculty and Student exchange, International Immersion programs, Short-Term Exchange Programs (STEP), collaborative research activities, guest lectures, and joint conferences, symposia and workshops with the partner Institutes.



## HIGHLIGHTS OF YEAR 2022

*Adding a Thousand Wings: Global Engagement Week -Opportunity for all students to experience international learning across different countries for one week.*

For training efficient managers of tomorrow, we understand and realize the importance of global exposure and know-how of business in different countries. Keeping this in consideration, IMT group of institutions plans to organize “Global Engagement Week 2022” to provide every student to have at least a week-long global immersion at one of our partner institutions in first quarter of 2022. IRC has started its efforts in achieving this big feat by planning and initiating discussions with all our international partners.

# INTERNATIONAL CONNECT

## OUR PARTNERS' PROFILE

Currently we have more than 50 international partners across the globe. Most of our partners are ranked high in various international rankings and are accredited by leading International Academic Accreditation bodies like AACSB, EQUIS and AMBA.



These three accreditations together are collectively known as 'The Triple Crown'. IMT is proud to be associated with some of the leading Triple Crown Business Schools in the World. These include Toulouse Business School, Groupe ESC Toulouse; ESC Rennes School of Business; Audencia Nantes School of Management; Grenoble Ecole de Management; IESEG School of Management; KEDGE Business School; and NEOMA Business School - all in France; and Nova School of Business and Economics, Portugal. Other leading partners include Deakin University, Victoria, Australia; Leipzig Graduate School of Management (HHL), Germany; ISCTE Business School, Univ. Institute of Lisbon; Aston University, UK; University of Nebraska, Omaha, USA; Syracuse University, New York, USA; The COPPEAD Graduate School of Business, Brazil; and Korea University Business School, South Korea.



# EDITORIAL OPINION



**DR. ABHISHEK**

**Associate Professor  
IMT Ghaziabad**

In this issues, I would like to congratulate all the stakeholders of IMT Ghaziabad for its re-accreditation by AACSB in 2021. One of the main objectives of AACSB accreditation is to continuously improve engagement among business, faculty, institutions, and students so that business education is aligned with business practice. Maintaining this process of continuous improvement was especially challenging during Covid-19 times.

Covid-19 presented unprecedented challenges for businesses around the world. While online businesses flourished in these difficult times due to consumer's unwillingness to step out of home, many offline businesses struggled to cope up with emergent situation. Even for educational institutes, this was a testing time in making the transition. However, IMT Ghaziabad was able to recognize the changes in the environment and role that digital will be playing for businesses much before Covid-19 era. We were able to being in specialized courses which made IMT Ghaziabad students aware about the role that technology would be playing in driving customers to businesses. Since I am from Marketing area, I would like to share this transition with specific reference to Marketing area.

Understanding about the role of technology in Marketing was infused through topics which were built into traditional courses (e.g., the concepts of omni-channel retailing and e-commerce operations were included in the course on Retail Management). We also made conscious efforts to develop courses to sensitize the students about this perspective. We started a number of new courses over last three-four years which were aimed to make students ready to take on these challenges.

In a span of last three-four years, Marketing area at IMT Ghaziabad developed courses titled Digital Marketing, Social Media Marketing, Mobile Engagement and Marketing, Big Data and Social Media Analytic in Marketing, Digital Platform Business, Market Innovations in Services and Business etc. which were cutting-edge courses with respect to their coverage and exposure to newer aspects of Marketing being used all over the world. These courses provided an understanding about fusion of Marketing with technology and how both were driving each other.

We planned strong industry connect for these innovative courses with generous doses of industry practitioner sessions in each of the courses. Some of the courses like Social Media Marketing and Digital Platform Business were planned by instructors in active collaboration with industry in which industry practitioners briefed students about the business problems faced in their organizations and students had to work on them to come up with solutions to address them.

Our aim to achieve improved engagement with business continued even in Covid-19 times. By doing so, we were able to ensure that IMT Ghaziabad students received a rich bouquet of courses which sensitized them to the evolving digital landscape so that they get best exposure. AACSB re-accreditation for IMT Ghaziabad is a reflection of these efforts.



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