



**Institute of
Management Technology**

Ghaziabad, Delhi NCR



IMTTRANSCEND

VOL 2 | ISSUE 2

IMT GHAZIABAD NEWSLETTER

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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.

DIRECTOR'S MESSAGE

DR. VISHAL TALWAR

Director
IMT Ghaziabad



I am happy to introduce to you the new issue of IMTranscend. The focus for us this time is on Management Development Programs and the vast experience IMT Ghaziabad has in this critical area. The world of work and business are in the eye of a 'perfect' storm. The breakneck speed at which change is happening requires us all to recalibrate as individuals and organizations. Agility, flexibility and strategic foresight are the name of the game. Continuous and just-in-time learning is here to stay and should become part and parcel of the sustainability arsenal for all.

Business models have turned on their heads, technology driven innovation has received a shot in the arm, and work related models too have undergone a sea change. Consumer behavior too has changed irreversibly. All this further accentuates the importance of an organization to learn dynamically and implement this learning for better products, services or processes. This issue of IMTranscend will give you a very good idea of the contribution IMT Ghaziabad faculty are making and the transformational value they are providing to our partners across the board.

MANAGEMENT DEVELOPMENT PROGRAMS

Customized Programs

At IMT Ghaziabad, active engagement with corporates is a top priority. Through our Management Development Program (MDP) vertical, the engagement happens with the Learning & Development Heads, HR Heads and Business Heads across organizations. The executive learning department at IMT is more than three decades old and started with a focus to cater to the training and development needs of the industries in the region. Today, many large enterprises work with us through repeat programs, new programs and open programs.

Our primary goal is to cater to the learning needs of the mid-senior level corporate executives and provide them knowledge and skill sets for their professional development. Training programs are offered to help executives

who are in the transitory phase of their career in various areas of specialization. IMT Ghaziabad has multiple portfolio of programs which are high-impact and solution-oriented ranging from three days to eleven months. The programs are offered as specially designed Custom Programs, Online Certificate Programs and Open Enrolment Programs.

In the last three years, we have trained close to 1500 corporate executives, with about 250 training days through our in-company custom programs. Some of the key clients over the last three years are Maruti Suzuki India Ltd, Hero Moto-Corp Ltd, Apollo Tyres, GMR-DIAL (Delhi International Airport Ltd.), Indian Oil Corporation Ltd. (IOCL). MECON Ltd., RITES Ltd, NHPC, Power Grid Corporation of India Ltd. (PGCIL) and Airports Authority of India Ltd. among many others.

The customised programs are a result of close collaboration with our industry partners. Each program is designed to provoke innovative thinking, actionable ideas, and dynamic exchange of current thoughts. The programs are designed and executed by programs director(s), experienced faculty members and industry colleagues. We follow a structured yet flexible approach in design, delivery and execution of the programs broadly in the following stages:

Organizational Assessment

Close networking with L&D and HR Heads of the organization for training need analysis

Participants Interaction

Analyzing the skill gap and mapping training requirement with the final program objective

Faculty Fitment

Identify Program Director and best faculty in the industry to deliver the program

Program Design & Development

Final program architecture is developed and delivered to achieve learning outcome

Incorporate Program Feedback

Feedback for program improvement and fulfilment of developmental objectives



PROF. SAPNA POPLI

Professor

Area : Marketing Management

Chairperson, MDPs & Certificate Programs

Open Programs

We also offer a broad portfolio of open management development programs every year with durations ranging from two-three days. The programs are carefully designed on topical themes to create value for participants from diverse backgrounds. In last three years, IMTG has focused on custom and certificate programs and have trained large number of corporate executives.

Though it has been noticed the number of enrolment in open programs have reduced due to change training demands in present COVID scenario. However, the training interests have been gradually shifted to long-term certificate programs.



Online Certificate Programs

In addition to the in-company programs, IMTG has also been offering large online certificate programs in association with various Edu-tech partners like UpGrad, Jaro Education, Edureka and Nulearn. The focus of these programs is to provide knowledge and learning support to individual leaders and management talent in real-time with the help of cutting-edge technology.

A list of all certificate programs conducted in the last three years is given below:

- Executive Program in Business Management (11 Months)
- Executive Program in Blockchain Technology Management (5 Months)
- PG Program in Management (11 Months)
- PG Program in Marketing with specialization in Digital Marketing (9 Months)
- Post Graduate Program in Marketing with specialization in Sales & Digital Marketing (10 months)
- Post Graduate Executive Certificate Program in Data Science & Big Data (6 months)

We have seen a substantial growth in the online certificate enrolments over the last three years. Along with an increase in the participant numbers we have also increased the range of certificate programs we offer.

Year	No. of Participants	No. of Certificate Programs
2018-19	219	1
2019-20	103	2
2020-21	4269	4

GLIMPSES OF TRAINING PROGRAMS



Hero MotoCorp-Future Leaders Program



Maruti-NEXA Leading Customer Experience



MITES – Strategic Customer Engagement



MSIL-NEXA TDMs Managerial Effectiveness



DIAL- Leadership Excellence for Airport Professional



Future Leaders Program for Hero MotoCorp



Leading Customer Experience for NEXA



Leadership Development Program for MECON

ADVANCED MANAGEMENT PROGRAM FOR ALUMNI (AMPA)

Corporate Engagement at IMT Ghaziabad has launched Advanced Management Program for Alumni (AMPA) a unique re-skilling program for its alumni fraternity. The AMPA program will be offered to three different cohorts of alumni based on their post-PGDM experience. The three cohorts are defined as followed:

Cohort I : Alumni having Post-PGDM experience of more than 5 years but less than 10 years

Cohort II: Alumni having Post-PGDM experience of more than 10 years but less than 15 years

Cohort III: Alumni having Post-PGDM experience of more than 15 years



PROF. REEMA KHURANA

Professor

Area : Information Technology Management
Chairperson, Corporate Engagement

The Program architecture is divided into three Modules covering following three domains:

- **Business Environment**
- **Banking and Finance**
- **Technology as Tool for Business**

Each module will have 4/5 course offerings of 6 hours each, out of which the alumni would need to choose any three offerings from each of the modules so that they are able to cover 18 hours in each module. In addition to the 18 hours, they will be offered a 6-hours workshop in campus.

The contents of the program will be different for each cohort.

Cohort 1 (with Post PGDM experience of 5-9 years)

Module 1- Business Environment and Strategy (Any Three: 6 hours each)

Non-Market Environment and Business Decision Making
Evolutions in Global Economy and Business Churn
Market and Non-Market Strategy
Emerging Global Trade Dynamics
Behavioural Economics and Customer Preferences
Workshop on Strategy Simulation

Module 2 -Banking and Finance (Any Three: 6 hours each)

Wealth management
Money market
Capital markets
Credit analysis and rating
Asset securitization
Finance Lab with Bloomberg

Module 3- Technology as Tool for Business (Any Three: 6 hours each)

Analytics in business (using R)
No coding analytics platform(AWS)
People Analytics
Social Media Analytics
Leveraging FinTech in Business
Blockchain based innovation

Workshop at Analytics Lab

Cohort 2 (with Post-PGDM experience of 10-14 years)

Module 1- Business Environment and Strategy (Any Three: 6 hours each)

Emerging Global Trade Dynamics
Impact of Geopolitics on Global Trade.
Government as a Demand Driver
The Paradigm 4.0-Industry Response
Country Risk Assessment

Workshop on Country Risk Assessment

Module 2 -Banking and Finance (Any Three: 6 hours each)

Strategic Cost Management
Private Equity and Venture Capital
Mergers and Acquisitions
Balanced Scorecard
Value Chain Analysis

Workshop at Finance Lab

Module 3- Technology as Tool for Business (Any Three: 6 hours each)

Blockchain Based Innovation
Analytics in Business (using MS Azure/ AWS)
Leading an Agile Workforce Transformation
AI based Business Models
Service Outsourcing and Vendor Management for Digitization

Workshop at Emerging Technology for Business Lab

Cohort 3 (With Post-PGDM experience of 15+ years)

Module 1- Business Environment and Strategy (Any Three: 6 hours each)

Leading Business Transformation
Public Private Partnership
Change Management
Entrepreneurial DNA
Stakeholder Management

Workshop on Innovation

Module 2 -Banking and Finance (Any Three: 6 hours each)

Corporate Governance and Shareholder's Activism
Entrepreneurial Finance
Prudential Regulation
Sustainable Finance
Financial Inclusion

Workshop on a Finance Topic customized to the need of the participants

Module 3- Technology as Tool for Business (Any Three: 6 hours each)

Digital Transformation Strategies
Strategic Decisions with analytics
Strategic AI
Art of Data Science
Informed Intuition

Workshop on Design Thinking

upGrad

IMT Ghaziabad is successfully running a post graduate program in management in collaboration with upGrad. The program duration is eleven months and aims to impart quality education to participants through online platform. The program was started in March 2020 with a batch of 350 students. The response to the program has been overwhelming and presently we have 15 batches with more than 4000 participants across all batches. The program has 14 courses and intends to provide a holistic view of management stream to the participants to help them grow in their respective careers. All the courses are delivered jointly by IMT faculty members and Industry executives. The program is delivered both in synchronous and asynchronous mode to provide flexibility to the participants keeping in view the timelines of their professional commitments. Prof. Puja Agarwal Gulati is the Program Director for this program.

jaro education®

The Executive Program in Business Management (EPBM) offered by IMT Ghaziabad, in association with Jaro Education, firmly establishes the need for reskilling and upskilling for professionals. It focuses on instilling contemporary business management skills to prepare working professionals to take up managerial or leadership roles in their organization. This 11-months EPBM programme helps participants gain a holistic and cross-functional understanding of management concepts to facilitate integrated decision-making. The experiential and simulation-based pedagogy with the blended mode of learning ensures learners' interest till the completion of the program. Currently, we are in the process of inducting the third batch of the program. The first two editions, Batch 1 and Batch 2, have received appreciation from all stakeholders. These witnessed enthusiastic participations from working professionals belonging to diverse backgrounds and rich work experience. The first batch is progressing towards the completion of all 11 modules by August 2021. Prof. Bhavna Bhalla and Prof. Sita Mishra are the Program Directors for this program.

edureka!

IMT Ghaziabad collaborated with Edureka to offer a nine-month Post Graduate Certificate Program in Marketing specializing in Digital Marketing. IMT Ghaziabad's faculty, Edureka experts, industry veterans, learners from around the world, and a large pool of SMEs have collaborated to create this online PG Program in Marketing with a Specialization in Digital Marketing. This PGP is a rigorous 9-month program with over 200 hours of intensive learning designed to make the participants, not just industry-ready but also help them excel in the exciting realm of Digital Marketing. The program content coverage includes seven modules with three projects, including a capstone project. The program participants learn about the basics of marketing, digital marketing, social media marketing, mobile marketing, and the measurement of digital marketing campaigns. The participants also do a social media marketing strategy project in the mid of the program. Prof. Abhishek and Prof. Bikramjit Rishi are the Program Directors for this program.



PROF. RAM MOHAN DHARA

Faculty
Area: Marketing Management
Chairperson, International Relations Centre

Three things that I would like to share about online teaching for executives

A trade-off between Convenience and Fun

Let's start with the participants' points of view. For working executives, if the training is arranged by their employers, learning online is very convenient to them. They don't need to take leaves, they don't need to leave their desks and they don't need to miss their favourite coffee sips at their favourite cafeteria. They feel relaxed in their comfortable cocoons and enjoy learning. But, they miss a significant part of learning i.e. the fun element. Being stressed out or exhausted at their regular work schedule, attending classroom sessions make them more refreshed, energized and enthusiastic. Having a chit-chat with fellow friends or the professors during coffee breaks makes the whole learning enjoyable. *So, the fun element from learning gets missing!*

A trade-off between Comfort-zone and Adaptation of Technology

Now let's have the trainer's perspective. Classroom teaching is undoubtedly more comfortable. Imagine, if you have to teach a qualitative course like Analytics what I do, I just take out a board marker from the drawer and start writing on the whiteboard to explain a statistical formula. Now, it's a pretty challenge to emulate the same on the laptop screen. Imagine that you need to write an integral of an exponential function with limits of plus/minus infinity, I bet you will start sweating. The square root of x will fall on the head of y . But there are a lot of tools available to make such challenging tasks simpler and value-added. The detachable scratchpad comes for the rescue. It takes a little time to get accustomed to the tool but everything that is scribbled on the scratchpad is saved as a graphic file. This is a huge time saver. *So, the joy of adaptation to technology resides out of the comfort zone.*

To evaluate and to-be-evaluated are not in sync

This is primarily in general and applicable to most online learning cohorts. We, the professors like to evaluate fairly and they, the participants like to be evaluated fairly. So, if both parties like fairness, then who is the culprit? Here, we have a very safe answer – technology. With the intervention of technology, the line between fairness and unfairness becomes a blur. Deployment of digital police (e.g. eye movement software) and the lady of justice (e.g. plagiarism check software) pose a challenge. Many students surprise us with their digital answer sheets; however, we can't surprise them because of the digital police and the lady justice. *This asynchronization has been more challenging online.*



DR. PHANI TEJ ADIDAM

Alumnus (1988-90 Batch)
Professor and Chairman,
Marketing and Entrepreneurship
University of Nebraska at Omaha, USA

Recently, I was invited by a large hospitality company with a global footprint to offer some tips to their leadership regarding how to survive the pandemic. As you can imagine, they were stressed out, and were wondering whether the hospitality industry will rebound by early 2022, if at all! Given the fact that too many players will chase too few customers, what would be a good mantra to thrive under chaos?

On the basis of observational research, I exhorted the marketing leaders to focus on three questions:

Would you say your company is becoming more effective at meeting customer needs?

It is all about customer centricity! Increasingly, the Chief Marketing Officer (CMO) in several organizations is now reporting to the Chief Experience Officer (CXO). Rather than “informing and persuading” customers, the marketing executives must now “connect and engage” with their customers. Having intimate dialogs with your customers via multiple channels of communication is the need of the day, especially during such circumstances.

Has your company recently implemented a significant innovation campaign or launched numerous small-scale innovation pilots?

Most companies attempt to implement big innovative ideas. However, in times of uncertainty, it is advisable (and manageable) to launch several micro-innovations. Each week, a new micro-initiative must be launched on the basis of the dialogs with the customers. Two key sources of successful micro-innovations lie in aggressively looking for pain-points in your customer experiences and in benchmarking companies in other industries who are dealing with similar customer issues.

Is your company becoming more collaborative with outside firms?

Always be on the lookout for the right partners. For instance, in the hospitality industry, a resort would need to collaborate with travel partners, event managers, tourism bureaus, and cultural attractions. The focus must be on providing a holistic customer experience as part of a value chain, rather than an individual cog.

These lessons are applicable to a whole lot of companies across various sectors in a variety of countries. Always remain on the move... and have self-belief that your team will overcome the pandemic with flying colors.



PROF. ARIT CHAUDHURY

Assistant Professor
Area: Finance

Prof. Arit Chaudhury is faculty in the Finance area of IMT Ghaziabad. He teaches courses in topics related to business valuation and portfolio management. He has a total experience of about 15 years, including more than a decade in the capital markets, having worked with marquee investment banks like JP Morgan Chase (Hong Kong) and Edelweiss capital as well as large domestic fund houses like Max Life Insurance. He had switched to academics and joined IMT-Ghaziabad four years ago. He is an MBA from IIM Kozhikode and an engineer from IIT Delhi. He is also a CFA and FRM charter holder. He has submitted his PhD thesis at IIM Lucknow.

Prof. Elkana Ezekiel is a faculty in the Marketing area at IMT Ghaziabad since June 2016. An MBA from XLRI, Jamshedpur he has spent more than 25 years in the corporate sector with companies like Colgate Palmolive, Parle Products, Johnson & Johnson, Samsung and Zydus Wellness, in India and in Singapore. Working on exciting brands like Parle-G, Johnson's Baby, Band-Aid, Stayfree, Savlon and Sugar Free has given him a wealth of experience which he uses into his lectures at IMT in courses such as Marketing Management, Product & Brand Management, Pricing for Value and New Product Management. In his spare time, he likes to give students Placement and Career tips. He specially enjoys working on FMCG brands and is also consulting with small and medium sized companies in this sector.



PROF. ELKANA EZEKIEL

Professor
Area: Marketing



PROF. NIKUNJ KUMAR JAIN

Assistant Professor
Area: Operations Management

Prof. Nikunj Kumar Jain is a faculty and Area Chairperson of Operations Management area at IMT Ghaziabad. He is FPM from the IIM Indore and B.Tech (Electrical Engineering) from the MANIT, Bhopal. He has previously worked with IMI Delhi and FORE School of Management Delhi. His primary expertise is in the areas of Logistics and Supply Chain Management, Project Management, Retail Operations, Circular Economy and Sustainable SCM, Industry 4.0, Statistical Modelling and Optimization of Real-Life Problems. He has published research papers in International Journals like Business Strategy and the Environment, Journal of Cleaner Production, Transport Policy, Journal of Retailing and Consumer Studies, Asia Pacific Journal of Marketing and Logistics, Marketing Intelligence and Planning, and many others. He has conducted training programs on Project Management, Supply Chain Management, Operations Excellence, Advanced Statistical Modelling, Structural Equation Modelling and Research Methodology.

Prof. Richa is a faculty in the Human Resource Management area at IMT Ghaziabad. She is FPM from IIM Ahmedabad and has over 15 years of teaching, research, consulting and industry experience. Her teaching and research interests include contemporary issues in careers; career success; diversity management; gender issues in management; and change management. She is part of the esteemed "Cross-Cultural Collaboration on Contemporary Careers (5C)" group, which is a global consortium of reputed academicians and researchers. Apart from the book chapters and cases, her work has been published in internationally reputed peer-reviewed journals like Journal of Vocational Behavior, Journal of Organizational Behavior, Human Resource Management Journal, and Journal of Education & Work. At present, she is Associate Editor of South Asian Journal of Human Resources Management. As a Visiting / Adjunct faculty she has also taught at various premier institutes of India including IIM Kozhikode, IIM Indore, IIM Amritsar, IIM Ranchi, TAPMI, and IRMA.



PROF. RICHAX SAKSNA

Assistant Professor
Area: HR & OB

SHRI SHARAT KUMAR MEMORIAL AWARD

BEST TEACHING PROFESSOR (2020-21) AT IMT GHAZIABAD

Prof. Puja Aggarwal Gulati is the first recipient of Shri Sharat Kumar Memorial Award for Best Teaching Professor at IMT Ghaziabad. The award was announced by Dr. Anindya Sen, Former Dean - IIM Calcutta and Former Director - IIM Ranchi in a ceremony held on 29 July' 2021.



L-R: Prof. Amit Sareen; Prof. Puja Aggarwal Gulati; Prof. Subhajit Bhattacharyya; Prof. Prana Krishna Biswas

JOURNAL PUBLICATIONS

Briscoe, J., ...**Saxena, R.**, ...Zikic, J. (In press). "Here, there, and everywhere: Development and validation of a cross-culturally representative measure of Subjective Career Success". Journal of Vocational Behavior. (Multi-authored cross-cultural study with 5C team) Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1016/j.jvb.2021.103612>

Das, Kasturi (2021), "The Role of Trade in Climate Action", One Earth, Volume 4 (5), Cell Press, Elsevier (a Web of Science-listed journal). <https://doi.org/10.1016/j.oneear.2021.05.002>

Gupta, M., **Sharma, T. G.**, and Thomas, V. C. (2021). "Network's reciprocity: A key determinant of information diffusion over Twitter". Behaviour and Information Technology, 1-18. <https://doi.org/10.1080/0144929X.2021.1927187>

Hollebeek, L. D., **Sharma, T. G.**, **Pandey, R.**, Sanyal, P., and Clark, M. K. (2021). "Fifteen years of customer engagement research: A bibliometric and network analysis". Journal of Product & Brand Management. Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/JPBM-01-2021-3301>

Jadiyappa, N., and **Shrivastav, S.** (2021). "Bankruptcy law, creditors' rights, and cash holdings: Evidence from a quasi-natural experiment in India". Finance Research Letters, 102261. <https://doi.org/10.1016/j.frl.2021.102261>

Mishra, S. and **Rishi, B.** (2021), "Social marketing applications in public policy programs: key learnings and applications", Social Responsibility Journal, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/SRJ-03-2020-0087>

Sarkar, J. G., Sreejesh, S., **Sarkar, A.**, and Dwivedi, Y.K. (2021) "Impact of self-brand connection on willingness to pay premium: Relevant mediators and moderators", Psychology and Marketing. Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1002/mar.21554>

CASE PUBLICATIONS

Patra, Y., **Saxena, R.**, and Sharma, S. (2021). HCL Technologies: Leveraging Technology for Talent Acquisition Transformation (Registration No: IIMA/HRM0250, IIMA/HRM0250TN), registered with Case Centre of Indian Institute of Management, Ahmedabad. <https://cases.iima.ac.in/index.php/hcl-technologies-leveraging-technology-for-talent-acquisition-transformation.html>

FDP / WORKSHOP ATTENDED

Prof. Bikramjit Rishi attended a 5-day online FDP on the theme "Inculcating Universal Human Values in Technical Education" organized by the All India Council for Technical Education (AICTE) from 31 May 2021 to 4 June 2021.

Prof. Abhishek was invited as external examiner for Varalakshmi S. PhD candidate at Jain University for her thesis titled "Understanding Reference Group Affiliation as Adaptation Motive to Cope with Acculturative Stress and its Effect on Brand Attachment".

Prof. Harvinder Singh was invited by SVNIT, Surat in June 2021 for conducting PhD Viva Voce examination of a doctoral candidate Pratiksinh Sureshsinh Vaghela.

Prof. Kasturi Das joined as an Invited Member of the International Advisory Network of the Forum on Trade, Environment & the SDGs (TESS) – an initiative of the Graduate Institute, Geneva and the United Nations Environment Programme (UNEP).

Prof. Kasturi Das delivered an Invited Talk on Inculcating Inclusive Mindset through Business Education: A Developing Country Perspective at the United Nations Global Compact Leaders Summit - PRME Global Forum held on 17 June 2021 (virtually).

Prof. Kasturi Das delivered an Invited Talk on True Cost of Fast Fashion at the School of Business, Public Policy and Social Entrepreneurship (SBPPSE), Ambedkar University Delhi (AUD) on June 30, 2021 (virtually).

Prof. Manas Paul delivered Invited Lecture on Indian Digital Transformation – Addressing the Digital Divide at the national webinar on "A Glimpse of Indian Economy: An Experience of Pandemic due to Covid -19", organized by department of Economics, Asansol Girls College on 18 July 2021.

Prof. Puneet Gupta was Invited to speak at the IOD (Institute of Directors), Masterclass on Directors, Building a board for investor attention: Role of Directors on 13 June 2021.

Prof. Richa Saxena was appointed Editorial Board Member (Associate Editor) for South Asian Journal of Human Resources Management (SAJHRM), Sage Publication

Prof. Sapna Popli was invited to moderate an industry panel on Leveraging Technology in Reaching Out to the Customers: Opportunities & Challenges as a part of the Future Czars Event organised by B2B Infomedia on 25 June 2021. The panellists included senior people, founders and technology heads from the start-up world across sectors. Company's represented on this panel included Fresh to Home Foods, Meesho, Zouk, 1mg and Xoxoday.

Prof. Sapna Popli participated in the Board of Studies meeting of the ABBS School of Management, Bengaluru as an invited expert member in marketing on the 19 June 2021.

Prof. Sapna Popli conducted a masterclass on Leading Customer Excellence for the Ahmedabad Management Association on 29 July 2021. The session was attended by fifty plus managers and customer care leaders.

ALUMNI ACHIEVEMENT

**SYED ADIL UMAIR**

(2014 PGDM Executive Program, IMT Ghaziabad)
Co-founder QRx,
launched Saral Test kit - RT LAMP-based technology.

Qrx is one of the two firms that has been chosen by the Indian Council of Medical Research (ICMR) to produce and expand this test across the country.

**AGRAGESH RAMANI**

(2016 PGDM Full-Time Program, IMT Ghaziabad)
Co-founder & CEO Acrannolife,
launched CoviQwik kit - RT LAMP-based test.

AcrannoLife Genomics is one of the two firms that has been chosen by the Indian Council of Medical Research (ICMR) to produce and expand this test across the country.

GLIMPSES OF ALUMNI INTERACTIONS

The Alumni Relationship Committee in collaboration with the Corporate Engagement committee organised a series of alumni interactions for students in the month of July 2021. Alumni from different domains shared their experiences with students on topics such as BFSI industry and functions in finance, how to develop an entrepreneurial mindset and key values to be a successful entrepreneur, art of storytelling and the importance of learning to unlearn and relearn, etc.



GLIMPSES OF ALUMNI INTERACTIONS



ALUMNI INTERACTION

Mr. Kushal Dev Kashyap
(Batch of 2015)
Sales Head,
Byjus-Akash Educational Services Limited

The screenshot shows a Zoom meeting interface. At the top, there are logos for IMT Ghaziabad, AACSB, and the Institute of Management Technology. The main title is "ALUMNI INTERACTION". Below it, the name and details of the guest, Mr. Kushal Dev Kashyap, are displayed. The video feed shows Mr. Kashyap in a large window and a grid of smaller windows showing other participants. The ALCOM logo is at the bottom left.



ALUMNI INTERACTION

Ms. Ruchi Aggarwal
(Batch of 1998)
Associate Professor, Director
Business Development
Lincoln International Business School, UK

The screenshot shows a Zoom meeting interface. At the top, there are logos for IMT Ghaziabad, AACSB, and the Institute of Management Technology. The main title is "ALUMNI INTERACTION". Below it, the name and details of the guest, Ms. Ruchi Aggarwal, are displayed. The video feed shows Ms. Aggarwal in a large window and a grid of smaller windows showing other participants. The ALCOM logo is at the bottom left.



ALUMNI INTERACTION

Mr. Arshi Narang
(Batch of 1987)
Chief Executive Officer,
Navitas Technology Ltd, China

The screenshot shows a Zoom meeting interface. At the top, there are logos for IMT Ghaziabad, AACSB, and the Institute of Management Technology. The main title is "ALUMNI INTERACTION". Below it, the name and details of the guest, Mr. Arshi Narang, are displayed. The video feed shows Mr. Narang in a large window and a grid of smaller windows showing other participants. The ALCOM logo is at the bottom left.



ALUMNI INTERACTION

Mr. Tarun Agarwal
(Batch of 1989)
Director - Technology,
Path Infotech Ltd.

The screenshot shows a Zoom meeting interface. At the top, there are logos for IMT Ghaziabad, AACSB, and the Institute of Management Technology. The main title is "ALUMNI INTERACTION". Below it, the name and details of the guest, Mr. Tarun Agarwal, are displayed. The video feed shows Mr. Agarwal in a large window and a grid of smaller windows showing other participants. The ALCOM logo is at the bottom left.



ALUMNI INTERACTION

Mr. Vikram Shah
(Batch of 1988)
Entrepreneur
& Business Consultant

Mr. Manoj Kaushik
(Batch of 1992)
Executive Director,
Sumitomo Mitsui Banking Corporation

The screenshot shows a Zoom meeting interface. At the top, there are logos for IMT Ghaziabad, AACSB, and the Institute of Management Technology. The main title is "ALUMNI INTERACTION". Below it, the names and details of the two guests, Mr. Vikram Shah and Mr. Manoj Kaushik, are displayed. The video feed shows both guests in a large window and a grid of smaller windows showing other participants. The ALCOM logo is at the bottom left.

REUNION (BATCH OF 2011)



It was all laughs, nostalgia, and loads of catching up as the Batch of 2011 reunited from their homes on 31 July 2021!

Our alumni joined us from multiple time zones from across the globe to revisit their days at IMT Ghaziabad, 10 years after they graduated from the Institute.

CORPORATE ENGAGEMENT

CORPORATE ENGAGEMENT SESSIONS



 Institute of Management Technology
Ghaziabad, Delhi NCR



CORPORATE ENGAGEMENT

10 JULY 2021



MR. MANOJ CHUGH
PRESIDENT - GROUP PUBLIC AFFAIRS &
MEMBER - GROUP EXECUTIVE BOARD
MAHINDRA AND MAHINDRA LTD.

 Institute of Management Technology
Ghaziabad, Delhi NCR



CORPORATE ENGAGEMENT

SPEAKER
Ms. Sumit Sharma
Vice President Product Management
Info Edge India



 Friday, July 23, 2021  06:30 PM - 07:45 PM

 Institute of Management Technology
Ghaziabad, Delhi NCR



CORPORATE ENGAGEMENT

SPEAKER
Mr. Abhinav Sahrma
Tata Steel BSL Limited
(Sahibabad)



 Tuesday, Jul 13, 2021  06:30 PM - 07:45 PM

 Institute of Management Technology
Ghaziabad, Delhi NCR



CORPORATE ENGAGEMENT

TOPIC: CAMPUS TO CORPORATE WORLD

SPEAKER
Mr. Manoj Barthwal
Executive Director and Head of Academy at ONGC



 Friday, July 30, 2021  06:00 PM - 07:15 PM

 Institute of Management Technology
Ghaziabad, Delhi NCR



CORPORATE ENGAGEMENT

TOPIC: MAKING THE BEST OF THESE
2 YEARS .. AND BEYOND

SPEAKER
Ms. Shreya Kejriwal
HR Professional



 Tuesday, July 27, 2021  06:00 PM - 07:15 PM

Faculty / Guest Speaker

Designation

Organization

Mr. Jagdish Mitra

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Chief Executive Officer

FieldFresh Foods Private Ltd

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Chief Executive Officer

Levensloop | SkillTap

Mr. Ankit Kathuria

Managing Director

Solvetude Marketing Consultancy

Mr. Parveen Kumar

Partner - National Head - Assurance

ASA & Associates LLP

NEW PARTNERS



Aston University

United Kingdom

International Relations Centre (IRC) announced on 19 July 2021 an addition to IMT Ghaziabad partner list – Aston University, UK.

Brief Description

Aston University is a public university in Birmingham. In 2020, it was named “University of the Year” by The Guardian. Times Higher Education Awards named Aston University as “Outstanding Entrepreneurial University” in 2020. Aston Business School, founded in 1947, is one of the oldest B-School in the UK. It is among the top 60 business schools in the world with triple accreditation.

Rankings

World Ranking: 566 (as per webometrics.info)
Country Ranking: 47 (as per webometrics.info)
QS Global rankings 2021: 99
Palmes Ranking: 4 palmes

Accreditations

AACSB (2003), EQUIS (1999) & AMBA (2006)



Whitman School of Management

Syracuse University, USA

International Relations Centre (IRC) announced on 26 July 2021 an addition to our partner list – Whitman School of Management, Syracuse University, USA.

Brief Description

Founded in 1870, Syracuse University is a private, coeducational, research institution located in the heart of Central New York. The University was incorporated on March 24, 1870. By 1934, the University's academic divisions had grown to comprise 13 schools and colleges which persist to the present day.

Rankings

World Ranking: 1069 (as per webometrics.info)
Country Ranking: 268 (as per webometrics.info)
QS Global rankings 2021: 301-350
Palmes Ranking: 3 Palmes

Accreditations

AACSB (1920)

**PROF. NIHAR AMONCAR**

Assistant Professor

Area: Strategy, Innovation and Entrepreneurship
IMT Ghaziabad

Change is constant, and so is the need to learn if we are to adapt to changing times. With the advent of Industry 4.0, we are already seeing the importance of 'data literacy' among Managers. In academia, we saw that the pandemic accelerated adoption of Technology Enhanced Learning. As organizations adapt to the new business environment and norms of intense competition, they are recognizing the need to upskill and reskill their employees. For any organization, the ability to ensure and facilitate continuous learning among their employees is no more a nice to have, but indeed a need to have. In these aspects, IMT-Ghaziabad has played a pro-active role in identifying the contemporary needs of the industry and enabling platforms to facilitate the continuous learning requirements of businesses and management aspirants.

One way in which this is being done is via partnerships with Upgrad, Edureka and Jaro to deliver customized long term Executive programs. Such partnerships are being explored to add further value to our full time PGDM program. Expert interventions via short term customized programs have also benefitted several public and private sector companies. Today's education landscape requires such meaningful collaborations and synergies to be developed. There is however scope for leveraging such platforms to engage with small businesses, who remain badly affected by the pandemic led disruption. They often fall behind the curve due to their unique context and circumstances. Expert interventions are necessary to help these businesses which employ a large chunk of our population to sustain and grow. For example, the UK Government during the pandemic funded a 'Small Business Leadership program', delivered via Business Schools to support small businesses at a difficult time. In India, there is scope to create more meaningful engagement with small businesses and MDPs can become a vehicle to deliver skills and knowledge required for the backbone of our economy to sustain and succeed.



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