



**Institute of
Management Technology**

Ghaziabad, Delhi NCR

IMTTRANSCEND

VOL 2 | ISSUE 3

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.

PROF. AMIT SAREEN

Dean (Academics)
IMT Ghaziabad

I would like to thank you for your overwhelming response to earlier issues and am glad to introduce the new issue of IMTRANSCEND.

I would like to welcome the new batches of PGDM, DCP, BFS and FPM programs at IMT Ghaziabad. The Institute is now running on full stream across all courses and programs with the students slowly coming back to the campus and the pace of academic delivery picking up. Also extra-curricular activities in the institute are gaining pace while at the same time appropriate Covid protocol is being followed.

Final year students are also gearing up for the upcoming Placement Season. This issue contains student bytes regarding their experience in the campus. The data regarding the rich variety of student profiles at IMT is also exhibited. The international exposure that our students get through courses taught by international faculty is also detailed in this issue. The faculty achievements and publications are highlighted. The institute maintains extensive industry and alumni interaction. The institute has spent a lot of resources in the Library on providing vast variety of books, journals, Bloomberg terminals and electronic databases so that IMT students are at the top of the competition.

IMT aspires to be among the topmost global management institutions and the Vision & Mission of the Institute captures this aspiration. We look forward that this issue of IMTRANSCEND will give you a good idea of the contribution of our faculty and the various institutional activities happening at IMT.



MESSAGE BY PROGRAM CHAIRPERSONS



PROF. RAKESH GUPTA

**Chairperson – PGDM Full Time
IMT Ghaziabad**

Keeping in mind the vision of IMT Ghaziabad, the full-time program focuses on grooming leadership and entrepreneurial talent to contribute to the development of business and society. The broad program goals and curriculum is designed to meet the above goal. The curriculum pays a lot of attention to both in-class and out of class learning and to achieve this a lot of workshops and field based courses are offered, where the students can immerse themselves in real-life situations. The program strives to innovate on an ongoing basis, engages with all stakeholders and tries to create meaningful impact. To provide students about the latest developments in industry, a lot of industry experts and alumni are invited on an ongoing basis to discuss the contemporary issues and also deliver specific modules around key management issues. To broaden the global perspective of students, a mandatory one-week international immersion program is proposed to be

offered to all students from this year. The entire curriculum is designed and delivered keeping in mind the holistic and broader development of students' persona. Keeping this in mind, we offer the free electives along with their choice of major and minor courses, which focus on the cross-functional areas. The emphasis is to prepare the future managers and leaders through this program. This year, keeping in mind the constraints imposed by the pandemic, the entire program delivery has shifted to online mode and with the support of faculty and staff, we have been able to seamlessly move on this new platform without affecting our core objectives.

The PGDM – Dual Country Program (DCP) is a premium course offering by IMT Ghaziabad intended to mold MBA aspirants for global careers. The program design consists of the students spending a year each at IMT Ghaziabad and IMT Dubai. DCP aims to offer the students the best of both worlds wherein the students get trained in the foundational courses at IMT Ghaziabad and then undertake the specialized courses in domains of their choice at IMT Dubai. The multi-country, multi-cultural exposure prepares the students towards an international career, equipping the students with the technical and interpersonal skills necessary to excel in a global setting. Over the past decade, the program architecture has evolved to adapt to the dynamic business environment and the revamped program architecture for the AY 21-23 batch showcases this progressive transformation. The program offers

three super specialization tracks which the students can opt from, Advanced Quantitative Finance, International Trade and Logistics, and International Business and Marketing. The students of the super specialization tracks will be exposed to courses in International Business and Law in addition to the core subjects and electives in their respective domains. In addition to the classroom-based course work, students have the option of undertaking international internships and short-term projects providing them the opportunity to interact with a diverse group of students and professionals.



PROF. SHAWN MATHEW

**Chairperson – Dual Country Program (DCP)
IMT Ghaziabad**



PROF. RITESH PANDEY

**Chairperson – Banking & Financial Services (BFS)
IMT Ghaziabad**

Almost forty percent of the program is taught by international faculty from VBS. Students get a further dose of international experience via a Boot Camp in Europe. The courses have an intense focus on the BFS industry. Again, there are frequent guest lectures by BFS industry professionals to supplement with a local industry flavor. Students are expected to put in their best efforts in all courses, to go beyond what is taught to cover ground untouched in classes and to generate positive spillover for each other by enthusiastic participation and teamwork.

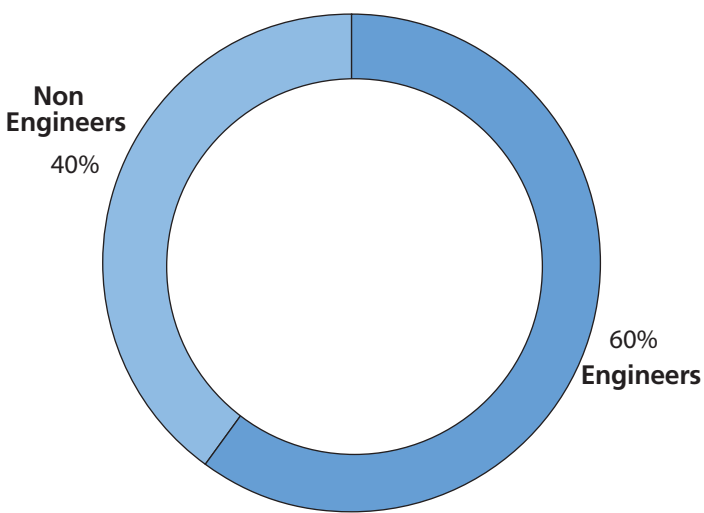
IMT Ghaziabad has been in the field of management education for the last 40 years. It has grown over this time to be considered as a leading business school. It has gained widespread respect among the industry counterparts by providing them with more than 12000 active and influential management professionals. IMT Ghaziabad is considered to be a forerunner in terms of adopting best practices, launching upcoming fields of specializations, and being recognized for valuable accreditations. IMT Ghaziabad achieved yet another milestone with the launch of its Fellow Program in Management (FPM) in 2019. This AICTE approved program aims to develop bright scholars for careers in academia, research and consulting. The program is designed to achieve the vision of the institute by – developing scholars who can disseminate knowledge in the field of management and its related domains as well as developing scholars who can undertake cutting-edge research in their chosen field of study and contribute to the larger body of knowledge. FPM is a four-year long program with a focus on developing strong conceptual and research skills among the scholars. They are mentored and groomed in critical thinking, developing logic and arguments, identifying relevant knowledge gaps, framing suitable research questions, and undertaking rigorous research. IMT Ghaziabad has curated one of the most advanced course work and program structure to help the scholars develop such competencies. Scholars can choose to pursue research in one of the following fields of specialization, under the mentorship of expert faculty members – Marketing, Finance, Operations, Information Management, Analytics, Strategy, Innovation, Entrepreneurship, Economic Environment & Policy, Business Communication, and Human Resource & Organizational Behaviour.



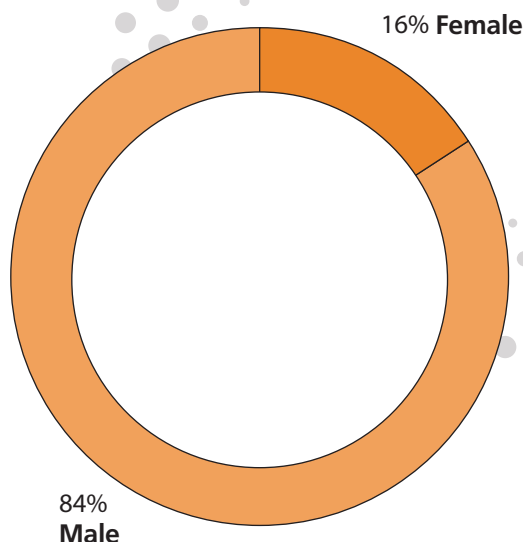
PROF. SHALINI RAHUL TIWARI

**Chairperson - Fellow Program in Management (FPM)
IMT Ghaziabad**

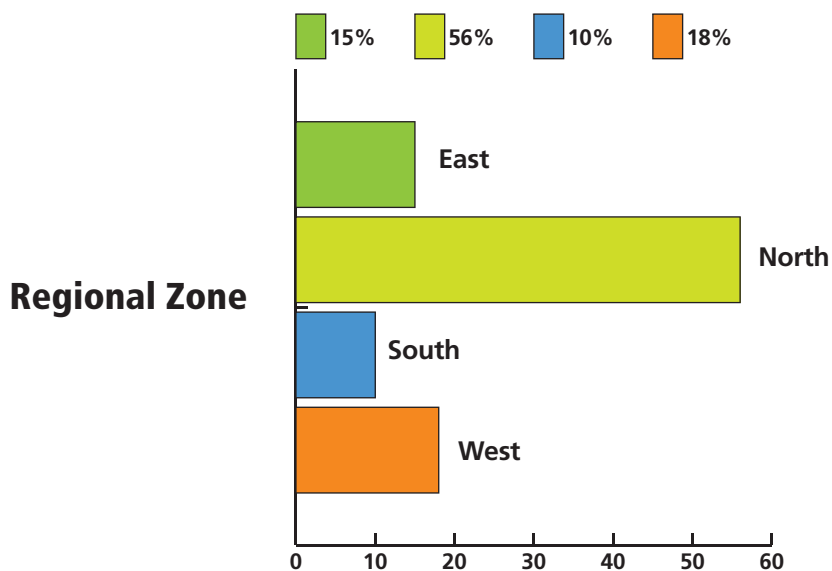
GLIMPSES OF INCOMING BATCH - PGDM 2 YEAR PROGRAMS



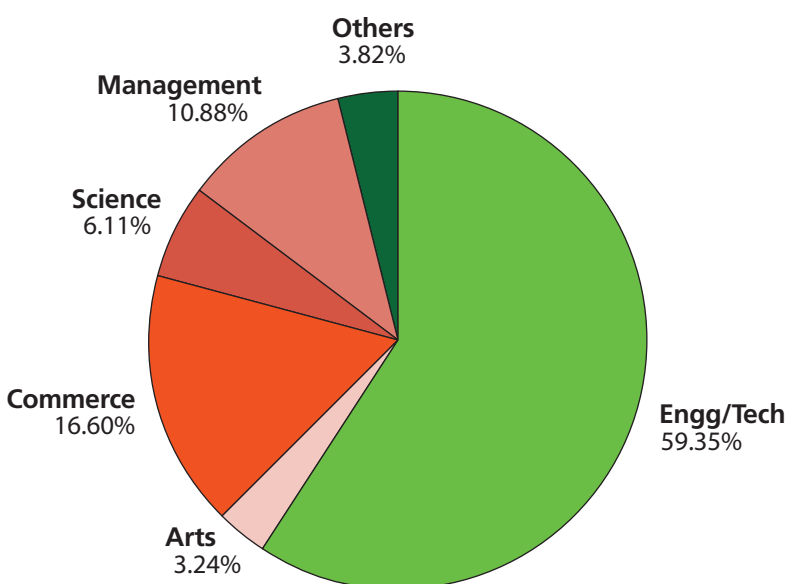
Engineers/ Non-Engineers



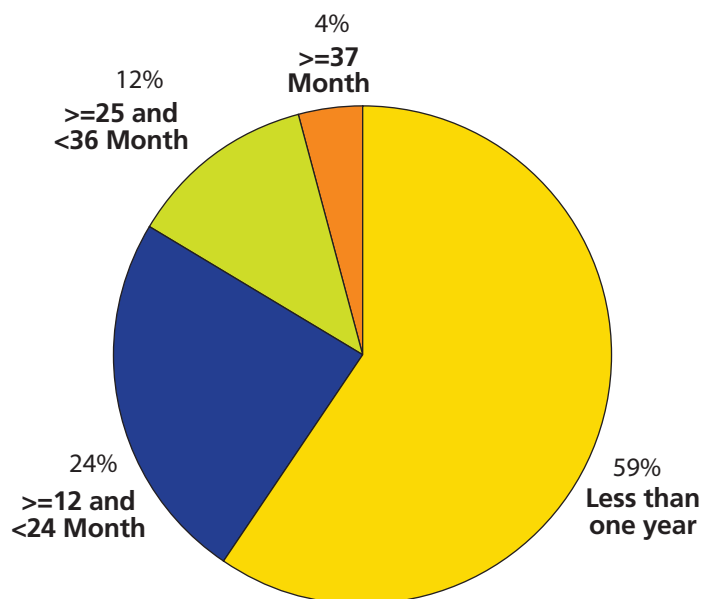
Gender



Regional Zone



Graduation Stream



Work Experience

REFLECTIONS FROM PREPARATORY MODULE

Akshat Rawat, PGDM Full-Time 2021-23 batch

Unsurprisingly, the journey so far has been exceptionally enriching and rewarding. My learning curve over the last couple of months has been incredible and the college makes you fall in love with the rigour that comes with an MBA. Working in clubs & societies or working late night on real life business cases with an incredibly diverse peer group has given me invaluable learnings and memories to help me excel and succeed in the years to come.

Gagan Sharma, PGDM Full-Time 2021-23 batch

My life so far at IMT has been nothing short of exhilarating! Coming off of the pandemic's enforced isolation, I was very sceptical about the engagement the online medium could offer. But IMT didn't disappoint! Professors were thorough, patient and kept us on our toes with assignments, quizzes, and projects. Leadership talks, alumni interactions, PDP programs by college seniors, and committee & club recruitments provided ample opportunities to network and polish my soft skills and served me well for GD and interview preparation for the SIP week.

Milind Madhaw Singh, PGDM Full-Time 2021-23 batch

It has been an enthralling journey till now, one which has been challenging and a great learning curve at the same time. Meeting new people, people with diverse skill sets, thought processes. IMT is nothing but a mini India, where I have got a chance to interact with brilliant minds from throughout the country. Look forward to what's in store ahead in this most beautiful chapter of my life.

Rahul Chauhan, PGDM Full-Time 2021-23 batch

I had no clue how life was going to turn up as soon as the Term-I would begin. Starting from the rush towards joining a committee/club to endless nights of making projects and attending training bootcamps process, we were always busy with one thing or the other. One thing was for sure, this program did groom me a lot to handle mammoth number of tasks within aggressive deadlines. I now know the value of time management and Work-life balance. It also opened my perception a lot as I got to interact with a lot of people with diverse background.

Rohit Joshi, PGDM Full-Time 2021-23 batch

My life in IMT is divided in two parts, the first; in my room in front of a laptop, where I would sit from morning to evening with not enough mobility. The second part is my life in campus. Here began the better days, where I found people to talk to and experience actual peer learning. My campus life has been uphill from the moment I entered, the football, the mess, the SIP process through all these events I found faces around me, smiling, celebrating and encouraging, something I just could not find in my room back at home.

Sanchit Gupta, PGDM Full-Time 2021-23 batch

My journey at IMT has been so exciting and full of challenges. Whether we talk about learning how to analyze a case to giving End Term Exams online keeping a check on Plagiarism. The rollercoaster ride of going up and down along with a smile on a face to learn new thing every day has what kept me going. Working in APO teams has brought out the Manager inside us who can work at any time of day to achieve the desired goal. The amount of hard work that Seniors have put in for us to prepare for our SIPs even during their exams is commendable and highly appreciated. In the end I would say "IMTians never sleep"!!!

Sulochna Roy, PGDM Full-Time 2021-23 batch

After much deliberation and thinking, I picked the MBA ace card to sharpen my skills in business studies, by understanding the relevant dynamics and nuggets of success. My choice, I must say, has

REFLECTIONS FROM PREPARATORY MODULE

been state-of-the-art. Be it the study environment, infrastructure for development, faculty-rich experiences, 'X'-tra curricular activities – all clubbed together has added a shining zing in my knowledge radar – all thanks to my very own second home for these 2 years – IMT Ghaziabad! I feel full of the joys of spring to have found my catalyst for growth ever since having joined IMT Ghaziabad for the PGDM program, and look forward to leveraging all that it takes to make IMT proud in the days to come!

Astha Gupta, PGDM Full-Time 2021-23 batch

My IMT journey so far has been a roller-coaster of emotions. In just 3 months, I have laughed and cried, met people and made friends that I know will last a lifetime. It all started with us hoping to get to campus soon, and now that I am here, it is exhilarating. This is my first hostel experience and it could not have been better. Attending classes together to attending pre-placement talks, preparing for exams and interviews, celebrating our wins and ranting about SIPs, we are all here to help each other and make the most of it.

Kartik Sharma, PGDM Full-Time 2021-23 batch

When I selected IMT to guide my MBA journey, I still had a cloud of doubts about whether I would perform well with new subjects and a whole new knowledge domain. The foundation term provided by IMT is like a knowledge and confidence booster for students coming from engineering backgrounds and helps to clear all the doubts. The study environment, faculty interaction, peer-to-peer learning, and committees' interaction are the best experiences I had in my life. The kind of assistance IMT provides during the SIP process to get into one's dream company is second to none. It has been an incredible three months, and now I am looking forward to being on campus and enjoying the rest of the MBA life with much anticipation.

Meherzad Irani, PGDM Full-Time 2021-23 batch

IMT has been a roller coaster ride ever since I filled its form. It has been three months and I already see a positive change within me. Critically analysing everything around me using the simple yet effective models which were taught to us. Experiencing intellectual class discussions on case studies to campus parties, IMT has given me the ultimate experience. The college has its own energy where you feel important. The amount of attention we receive as students from the professors will be my biggest takeaway as it makes me want to deliver quality. This is where true learning takes place.

Padmabati Roy Choudhury, PGDM Full-Time 2021-23 batch

Coming from a technical background, I was wary of not being able to catch up with my fellow batchmates who would be coming from management backgrounds. However, the preparatory module during the initial few weeks of college, made it all go away. Doing online classes is a bummer, but it is no way a hurdle in the way of learning very interesting subjects, my favourite till now being, Marketing Management. Being a part of the Student Council, I recently got the opportunity to come to campus, and boy, was I missing out. The aura and vibe of being in a campus this beautiful and to be able to be around your peers who are all in the same boat as you, are really amazing. Being socially awkward, meeting so many new people, each and every day, has been overwhelming but refreshing. Looking forward to a really fruitful journey, here at IMT!

Shubhangi Varma, DCP 2021-23 batch

Despite the apprehensions about starting off my post graduate journey on online platforms, it has been an interesting few months so far. The transition to the online mode was smooth and I found the Learning platforms to quite useful in facilitating active participation in assignments and projects during the foundation term. The professors were able to effectively use the online tools to make the

REFLECTIONS FROM PREPARATORY MODULE

lessons interactive and enriching. The Case Learning Pedagogy used in the courses was something I was unfamiliar with and I was apprehensive about the adapting to the methodology. The preparatory module was instrumental in helped us in getting into the groove and I believe I am now able to effectively apply the theoretical insights in real world contexts. This has also helped in being able to actively participate in the several case study competitions held through the year. A stand out course was Sheet Modelling helped me in upgrading my Excel skills. The peer learning experience has also been fantastic so far considering the diversity within the batch and I am looking forward to the terms in Dubai, wherein I hope to be able to build on the foundational learnings and apply it in an international setting.

Rohan Raval, DCP 2021-23 batch

The experience at IMT has been great since the start of preparatory module which has continued into the first term. The amazing cohort has been a big part of this experience and has helped me adapt to my new surroundings. The course content I have been exposed to, has been fantastic so far, starting off with the foundation module which was very useful in terms of preparing me for the impending MBA journey. The groups learning experience and the applied form of learning has helped me build a holistic perspective to problem solving. Some of the subjects which I studied in preparatory module helped me understand the concepts from the diverse courses in the first term in a much more efficient way. In term-1 there were subjects from all streams including finance, marketing, operations which has helped me understand the business scenarios from diverse perspectives. The initial months have been especially useful in forming friendships with students from the various programs, in addition to my own. I hope to leverage these associations towards successful collaborations. Even though the classes have been online so far, I believe the pandemic scenario has acclimatised us to effectively leverage the online tools for effective learning. The group meetings, classes, the guest lectures have all been conducted in the online mode and were still fun. I am looking forward to going back to campus soon and also towards the International portion of the program.

Sanyam Jain, PGDM- BFS 2021-23 batch

My IMT experience can be summed up to that of IMT folder on my computer. It never slept like a true IMTian and was always open. It was slow to respond in the morning session as I just turned on my laptop. The three things that brought colour in its life are Red – The Pdf acted as its lifeblood with all the Pre-reads, Blue – The word document open to explore just like the sky and with the threat of God's hammer (Plagiarism) bringing down the biggest explorers, Green – The Excel unthreatening until you get trapped in a Jungle of data.

Ritika Dobey, PGDM BFS 2021-23 batch

I still remember all kinds of emotions running through me on my first day at IMT. My term started smoothly with interactions with my peers and professors, and soon my schedule got filled with APO meets, competitions, clubs and committees' interviews, and summer placements preparations. The weeks got more active with deadlines of projects and end-term. It was time well spent. Whether peers or seniors or professors, the people at IMT have enriched my learning experience and given me the best start to my MBA journey.

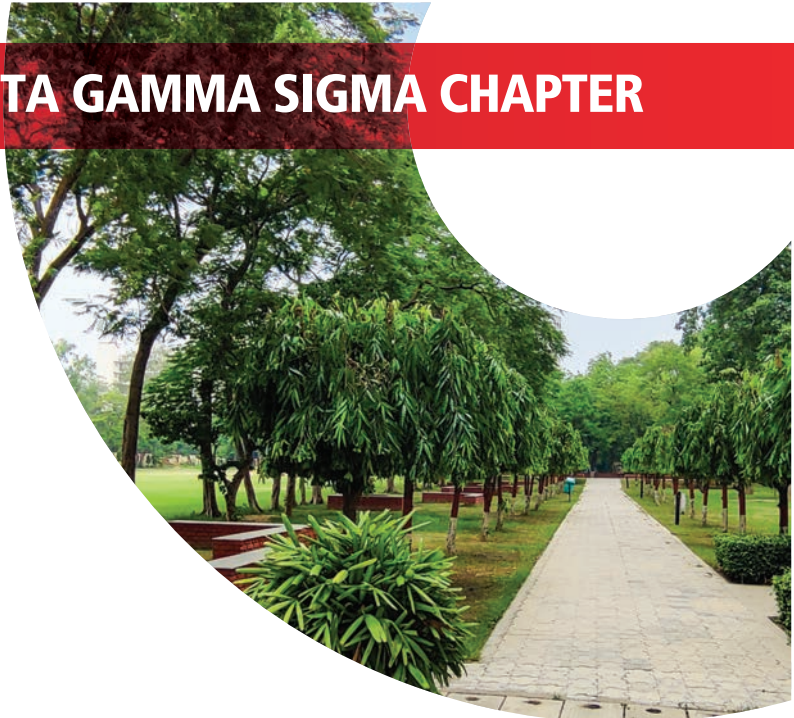


PROF. NEHA ARORA

Assistant Professor

Area: Finance

Chairperson- Beta Gamma Sigma Society



Beta Gamma Sigma (BGS) Society is The International Business Honor Society headquartered in the USA, was established in 1913 to recognize and honor top performing students from around the world in business schools accredited by The Association to Advance Collegiate Schools of Business (AACSB). The Mission of the Beta Gamma Sigma Society is to encourage and honor academic achievement in the study of business, to foster personal and professional excellence, to advance the values of the Society, and to serve its lifelong members. Membership in Beta Gamma Sigma is the highest recognition a business student anywhere in the world can receive in master's program at a school accredited by AACSB International.

The IMT Ghaziabad BGS Chapter was established in 2016 and honours its top 20% students with outstanding scholastic achievements every year. The IMT BGS Chapter has so far enrolled 300 students as BGS International Society Lifetime members and many of whom represent IMT Ghaziabad at international levels.

The Beta Gamma Sigma Chapter at IMT Ghaziabad has earned recognition as the **Highest Honors Chapter status by BGS Global Headquarters** continuously for the academic year 2017-18, 2018-19 & 2019-20, 2020-21. Qualifying for this recognition is indicative of a campus where academic excellence is highly valued, and where the chapter officers work diligently to enhance Beta Gamma Sigma's stature on campus.

The Beta Gamma Sigma **membership highlights student's commitment to high principles and superior achievement throughout their lifetime, helping them stand out from the crowd.** Long after graduation, Beta Gamma Sigma membership will provide benefits to students and their professional life. **Corporate recruiters actively seek individuals who have been elected into membership in Beta Gamma Sigma international society.**

At the IMT BGS Chapter we provide IMT students an opportunity to have global exposure by participating in business case study competitions, panel discussions, and much more by collaborating with our fellow international BGS chapters worldwide. The chapter also aims to provide a global platform for students to network, learn and build international

COVERAGE OF BETA GAMMA SIGMA CHAPTER

connections with our fellow BGS chapters across the globe and provide an array of exclusive educational and professional benefits throughout their professional lives.

The IMT BGS Chapter alumni are also part of an **official India Alumni Chapter**, which is 33rd such Alumina network globally and is now recognized by BGS Society HQ also provide students with better opportunities to build their network stronger. The **India Alumni Chapter** also organizes BGS Alumni Meet annually as a part of various initiatives for all BGS member residing in India both IMT and non IMT BGS members.

Student Activity by IMT BGS Chapter:

Every year IMT BGS Chapter organizes various in-house activities and international events which provide student to represent IMT at global level. In 2020-21 the in-house events held were IMT Business Quiz competition – PIC-WHIZ, BGS Open House Event, BGS Felicitation and Business Conclave.

The **BGS Felicitation and Business Conclave** is a **prestigious annual event** where current academic year IMT students who enrol for BGS society and become Lifetime members are recognised and honored for their academic achievements. The **BGS Felicitation and Business Conclave** for academic year 2020-21, was held in April 2021. On this occasion a panel of experts comprising a Chief Executive Officer, Director of an international non-profit, and a passionate entrepreneur shared deep insights on the today's relevant topic of the ***Technology, Society and Business in Sustainability Transition***.

The IMT BGS Chapter also organized **BGS Global Founders Week** of BGS International Society in collaboration with other Global Chapters from 15 February 2021 to 21 February 2021. This event was organized globally with six chapters from five countries, including the US, Turkey, Malaysia, Columbia, and India. During these six days, BGS chapters around the globe came together to organize multiple conferences on different Business topics such as Finance, academia, and sustainability.





PROF. SANDIP MUKHOPADHYAY

Associate Professor
Area: Marketing Management

Prof. Sandip Mukhopadhyay is a faculty in the Marketing Management area at IMT Ghaziabad, India. He completed his PhD from MDI Gurgaon, India. Prior to that, he received his MBA from IIM-Calcutta and studied engineering at IEST, Calcutta, India. Before academia, he worked for IBM, Ericsson, Reliance and Siemens for about twenty years, focusing on selling and deploying technology solutions. His primary focus areas for teaching and research are digital platforms and ecosystems, application of analytics in marketing context and selling technology, and IT solutions. He has published research papers in Electronic Markets, Government Information Quarterly, Digital Policy, regulation and governance, Telematics and Informatics, Journal of Global Fashion Marketing and others. He has recently co-authored a book covering sales and marketing in IT industry with Routledge.

Prof. Shailja Agarwal, an Associate Professor in the Communications Area with IMT Ghaziabad, brings with her a rich experience of 20 years of teaching, research and consulting. At IMT Ghaziabad, she is also the Chairperson of the PGDM Part Time Program, prior to which she was the Communication Area Chairperson, apart from heading the international accreditation, EQUIS. Prior to joining IMT Ghaziabad in 2013, Prof. Agarwal was a faculty member with IIM Rohtak, where she taught courses on communication and allied areas and chaired the Executive Education Program. Prof. Agarwal enjoys training middle and senior managers and hence has conducted management development programs on communication, persuasion, critical & analytical thinking, handling people, and aligned areas for many prestigious clients. A proud recipient of the Emerald Literati Network Award in 2012, she has published with some highly prestigious publishers like Ivey, Emerald, Sage etc. Her co-authored text book on Business Communication, Business Communication: A Practice Oriented Approach, published with Wiley India, is a best seller and is used at various B-schools in India. Her current research interests include workplace bullying, workplace incivility, service communication, and social media communication.



PROF. SHAILJA AGARWAL

Associate Professor
Area: Business Communications

Prof. Ranjana Agarwal is working as Associate Professor, Economics since last 15 years. A trained social scientist, she teaches subjects as Managerial Economics and Business, Government and Society. Her doctoral work from JNU has focused on employment issues with special reference on gender. She has worked on Several Action Research Projects focused on rural India and Tribal people. A documentary, AAROHAN, was shot on tribal people which was screened in documentary film festival, Aajeevika. Her project 'Sustainable Livelihood Options through Handicrafts for Tribals in Jharkhand – Part ii, has helped create realtime livelihood for tribal women based in Jamshedpur. This project has been running in IMT since March 2014. This enabled tribal women to earn livelihood by marketing Saura and Sohrai paintings.



PROF. RANJANA AGARWAL

Associate Professor
Area: Economic Environment and Policy

Prof. Vinayak Ram Tripathi is Assistant Professor in Strategy, Innovation and Entrepreneurship area at IMT Ghaziabad. He is passionate about understanding organizational and professional strategies-in-practice, particularly, when they are interfacing complex social settings such as those in marginal communities. In his intensive ethnographic methods of research, meaningful social enactments by professionals and frontline actors figure prominently. These enactments, as he found, extends the scope of organizations to achieve socially meaningful outcomes. His research work has been published in Journal of Knowledge Management, Journal of Professions and Organization, and Journal of Business Research. His research was awarded as "That's Promising!" proposal prize at Strategic Management Society (SMS) special conference held at ISB Hyderabad in December 2018. His other teaching and research interest lies in Sustainability and Organizational Strategy, and Entrepreneurial Ventures. He is Fellow in Management from IIM Indore in Strategic Management and holds degree in Microbiology as well.



PROF. VINANYAK RAM TRIPATHI

Assistant Professor
Area: Strategy, Innovation and Entrepreneurship
Co-Chairperson- Alumni Committee

ACHIEVEMENTS / AWARDS

Prof. Kasturi Das, Professor of Economics, was interviewed by Dr John Hoffmire, the Carmen Porco Chair for Sustainable Business at the Center on Business and Poverty, and Research Associate at the Oxford Centre for Mutual and Co-owned Business. The interview has been published by the CRIPS Social Ventures, Oxford, UK and the Center on Business and Poverty, Oxford, UK).

Prof. Kasturi Das, Professor of Economics, was hosted by the British High Commissioner Mr Alex Ellis at his official residence in New Delhi for a reception of select Chevening fellows on October 6, 2021. Prof Das visited the University of Oxford in 2019 as a Chevening Research, Science and Innovation Leadership Fellow fully funded by the UK Foreign, Commonwealth and Development Office (FCDO).

Prof. Nihar Amoncar was recently appointed on the Advisory Board of Global Research Conference on Marketing and Entrepreneurship (GRCME) representing Asia region.

Prof. Richa Saxena authored an article “New age skills for a successful career in Management” in Business World Education on 24th September, 2021.

Prof. Sapna Popli conducted a ten hour program titled ‘Customer Service for Business Excellence’ jointly with Ahmedabad Management Association in September 2021. The session was attended by about 20 managers and customer care leaders.

Prof. Sapna Popli was invited for a session on emotional intelligence for union leaders on the 19th of August 2021 by the V.V. Giri National Labour Institute (VVGNI), an autonomous body of the Ministry of Labour and Employment, Government of India, set up in July 1974, is a premier Institute of Labour Research, Training and Education

Prof. Sapna Popli was invited as an external examiner for PhD thesis evaluation and oral defence seminar of Ms. Anuradha Yadav on ‘Determinants of switching intention in apparel retail’ by the G.D.Goenka University on 23 September 2021

Prof. Shalini Rahul Tiwari was appointed to the panel of judges for the CEEMAN Emerald Case Writing Competition which saw more than 50 entries from 17 different countries.

Prof. Shalini Rahul Tiwari conducted a webinar for faculty members of Dr. A P J Abdul Kalam Technical University on “How to teach using case studies”.

Prof. Shalini Rahul Tiwari was appointed as an Associate Editor at Emerald Emerging Markets Case Studies journal.

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CONFERENCES

Prof. Rakesh Singh was part of a select group of participants at "Better Marketing for Better World" ProSeminar, organized by the Wheeler Institute of London Business School on 28 September 2021. The seminar focused on various sales management issues that, if handled properly, could lead to better world outcomes.

Prof. Shalini Rahul Tiwari and **Prof. P. K. Biswas** participated on the 27th International Sustainable Development Research Society Conference held in Sweden, and presented their work titled "Foot print of Indian Corporates in meeting Sustainable Development Goals: The Challenges and Opportunities".

IMT Ghaziabad released an industry report titled ***Contemporary Marketing: Regaining Ground: Perspectives from Research and Practice*** on the 14 of September 2021. The report was a collaborative effort by IMT Ghaziabad marketing faculty and industry professionals. The report resulted from discussions among faculty in the marketing area at IMT Ghaziabad on contributing something meaningful for and with industry. The report was co-authored by three faculty members from the marketing area. It includes contributions from 13 senior industry professionals from across domains. The report comprised of:

A. Three technical notes covering essential elements of the following themes and academic research from these areas:

1. Customer Experience
2. Social Media Marketing
3. Behavioural Economics and Marketing

B. 13 interview summaries with senior industry professionals, that included:

1. Profile of the industry professionals
2. Their views and opinions on the themes
3. Their advice to students for a career in that field

On the launch occasion, IMT Ghaziabad had the pleasure of hosting an eminent panel from industry consisting of Mr. Kamaldeep Singh, Chief Executive Officer – Big Bazaar; Mr. Sumanta Ganguly, Chief Strategy Officer – Ogilvy Africa and from academia consisting of Prof. Koshy (Retired) (IIM Ahmedabad), Prof. Sy. Banerjee, University of Michigan. The panel discussed about widening and strengthening industry-academia collaboration. The panel discussion provided many insights, learnings and opportunities for engaging with industry. The industry report is now available for downloading through:

<http://web.imt.edu/downloadfiles/Contemporary-Marketing-Regaining-Ground.pdf>

Thanks to our industry contributors for making this worthwhile: Aditi Anand; Ankit Kathuria; Anurag Vaish; Bhagwati Prasad; Divya Radhakrishnan Rohit Kaul; Rohit Kaul; Rohit Raina; Sandeep Dhar; Prabhjyot Singh; Satinder S Juneja; Sumanta Ganguly & Ujjawal Galada.



PROF. SAPNA POPLI

Professor
Area : Marketing Management
Chairperson - MDPs and Online Certificate Programs

IMT Ghaziabad along with UpGrad hosts Convocation for its online learners' batch of PG Program in Management

Institute of Management Technology Ghaziabad with upGrad conducted the virtual convocation for over 750 learners from the first four batches of Certificate Program in Management on this teachers' day, the 5th of September 2021.

Learners were felicitated for completing their online PG Program in Management. The event was graced by Prof. Vishal Talwar – Director, IMT Ghaziabad, Prof. Amit Sareen – Dean, IMT Ghaziabad, Prof. Puja Agarwal Gulati – (Program Director), IMT Ghaziabad, Prof. Sapna Popli – Chairperson (MDPs and Certificate Programs), IMT Ghaziabad, Juzer Tambawalla – (Director), Product & Marketing at Franklin Templeton, India along with Co-founder & MD of upGrad – Mayank Kumar.



PROF. PUJA AGGARWAL GULATI

Associate Professor

Area: Finance

Program Director- Post Graduate Program in Management

Commenting on the successful convocation, Prof. Amit Sareen said, IMT faculty plays an important role in the curriculum design and delivery of the program. A general management program helps a manager to develop systems thinking and have an integrated view of the organization where they are working as different departments in an organization such as Marketing, Operations, Finance & HR are interlinked and need to be looked at as a part of the whole system. Increasingly organizations are taking into account all stakeholders including customers, shareholders, employees, and suppliers and managers need to have this balanced perspective in order to succeed in the long term."

Talking about the world of digital virtual Prof. Vishal Talwar (Director, IMT Ghaziabad) said "The pandemic has made machines and technology more relevant, pushing all of us towards a tech-driven environment. This has also given us an opportunity to recalibrate and rethink. All these changes have increased the value of management education. The real value of good education is to be able to think for yourself, to ask the right questions, to be able to view from multiple perspectives, and not to accept the one accepted idea."

Enlightening everyone at the convocation by speaking on the wealth that is time, Juzer Tambawalla, Director – Product & Marketing at Franklin Templeton, India said, every crisis is an opportunity. It is up to all to figure out what the opportunity is. The formula of being successful is hard work, luck and good relationships.

Mayank Kumar, Co-founder & MD added, "At upGrad said that they strive to offer the learners all the experiences of an offline degree and we are extremely humbled to see the outpour of support and gratitude that followed the virtual convocation. It was heart-warming to see the graduating batch grow in numbers, which in turn reinforces our belief in our values and efforts to positively pivot career aspirations. UpGrad conveyed a thanks note to the partner IMT Ghaziabad for enabling them to make the learners' journey a huge success."

GLIMPSES OF CONTEMPORARY MARKETING – REGAINING GROUND



GLIMPSES OF CERTIFICATE PROGRAM CONVOCATION



RECENT ALUMNI ACHIEVEMENTS

We are ecstatic to share that our alumnus Gaurav Dhooper (Batch of 2003), Program Manager, Genpact, has been featured on Thinkers360 #Agile Thought Leader & Influencer Leaderboard.

He has had a notable career, being associated with companies like Vinculum Solutions Ltd., Infogain, iBilt Technologies, and several others in the past. Mr. Dhooper has also been involved in PMO Global Alliance, PMOGA India Hub President, as a volunteer.



We are delighted to share that our alumnus Mayur Gupta (MCA Batch of 2001), Chief Marketing and Strategy Officer at Gannett – USA Today Network, has been named by Forbes in the illustrious list of World's Most Influential CMOs, 2021.

Mr. Gupta is the quintessential spearhead, having contributed to the success of SapientNitro, Kimberly-Clark, IBM, Spotify, Freshly, Flo Health and various other organizations in his glorious career. He is a well-respected personality with close to 20 years of digital marketing and leadership experience. At Gannett, Mr. Gupta masterminds the marketing strategy and leads the transformation to a content subscription platform.

We are delighted to share that our alumna Garima Tyagi (Batch of 2005), HR Business Partner Leader, Human Resources, Verizon India, has won the HerRising Award- Women in HR category.

She has had an illustrious career having been associated with companies such as CSS Corp, Steria India and has been an integral part of Verizon India for the past 8 years. Ms. Tyagi has also been involved with NASSCOM as a Vice Chairperson and with NHRD as a council member.



RECENT ALUMNI ACHIEVEMENTS



With immense pride, we want to share the news that our alumnus Mahesh Sundaresan (Batch of 1998) has been promoted to Managing Director, Technology at Evernorth.

In his illustrious career spanning more than two decades, he has successfully moved up from technical roles to leadership roles. He most recently worked as Senior Director of Technology at Express Scripts, and prior to that, he worked with Accenture as Senior Manager for System Integration and Technical Architecture.

We are proud and elated to share that our alumna Saumya Khati (Batch of 2005), has taken up the position of Senior Vice President and Head HR at Shiprocket.

She has blazed a trail in her career as she has been associated with companies such as Tata, Hindustan Coca-Cola Beverages, Perfetti Van Melle and Gap. Prior to this, Ms. Khati was Associate Director of Talent, Learning and Rewards at Yum Brands!





IMT had the honour of hosting our esteemed alumnus, Mr. Sanjay Mishra (alumnus of batch 1995), COO - India Sales and CEO – New Business, Marico, for an interactive session with future managers.

Mr. Mishra enlightened the students about digitization being the future of the world; technology changing the way a business operates and how an evolving digital eco-system has substantially reduced time-frame and entry barriers for businesses. He shared his thoughts on brands solving real consumer needs and shared the role that Marico plays in supporting start-ups by providing seed funding or technological know-how.

IMT had the honor of hosting our esteemed alumnus Mr. Krish Dhanam, batch of 1984, for an insightful and interesting session with the students. Mr. Dhanam took the future managers on a journey of transformation interspersed with anecdotes from his own experiences across the years. A strong advocate of the Socratic school of thought, his pragmatic method of challenging the status quo has helped and will help in shaping an open mindset in many a manager's minds. The fact that he arrived in America with 9 dollars in his pocket and yet scaled pinnacles is in harmony with the wisdom he shared with us - "Not all the money in the world can buy you an ounce of character." As a person who has always said "I'm glad I did" and not "I wish I had," his oxymoronic yet astute advice to be excited about daily mundanities and try something new every day is something that everybody can take as gospel.



IMT had the honor of hosting our esteemed alumnus Mr. Nikhil Pandit, batch of 2011, for an enriching session with our students on 29 September 2021. Mr. Pandit provided an insight on the impact of sports on an individual, having been part of the college's cricket and football teams during his IMT days. A lot of emphases was laid upon the importance of developing good human skills. The perspectives he provided about the art of storytelling, and learning and mastering the craft were definitely a revelation for the future managers.





We laughed, reminisced, and remembered; we had more than a decade of catching up to do!

The Batches of 2000-08 reunited from their homes on 18th September, 2021! Our alumni joined us from multiple time zones from across the globe to revisit their days at IMT Ghaziabad.

Batches of PGDCA 2000-08, we extend our heartfelt thanks to each of you for taking out the time from your busy schedule to join us. Looking forward to hosting you again in future!

Mr. Anurag Gupta

Manager- Strategy & Operations, KPMG India

Mr Ashutosh Kumar Sinha

Retired as Chief Research Officer, Kantar India

Mr Gopinath Tulasi

Director, Economic Division, Ministry of Finance, GOI

Mr Manish Jain

CTO, IFDE

Mr Manomay Das

Associate Partner, IBM (Retd.)

Mr. Parveen Kumar

Partner - National Head - Assurance, ASA & Associates LLP

Mr. Parikshit Roy

Director & Co-founder, Caleedo - Digitizing Possibilities

Mr. Partha Mitra

Manager, Accenture

Mr Rajan Bedi

Head Presales Engineering & R&D Services, HCL Technologies

Mr. Suraj Malik

Partner, BDO India LLP

Prof. Selvaraj Vadivelu

Professor, T.A. Pai Management Institute

Mr Sukanta Biswas

Chief Architect, Red Hat India Pvt. Ltd.

Mr. Suresh Kumar

Project Director & Executive Director, AECOM India Pvt Ltd

Mr. Vijay Sethi

Chairman-Advisory Board, Caleedo - Digitizing Possibilities

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Prof. Bhumika Gupta
Professor and Program Director
Department Management / Marketing and Strategy
Institut Mines-Telecom Business School, France

Education Qualifications:
Ph.D in Human Resource Management and Organization Behavior
from University of PAU, France
PGDBM in Human Resource Management from NIILM School of
Business, India
BBA in Human Resource Management from Visva Bharti
Shantiniketan University, India

Prof. Bhumika has taught Business Communication in Term I
(PGDM 2021-23)



Prof. Esther Bassil Sleilati
Affiliate Professor
Marketing Management / Business Communication
Grenoble Ecole de Management, France

Education Qualifications:
DBA in Marketing from Grenoble Ecole de Management, France
MBA, BBA from NDU, France

Prof. Esther has taught Business Communication in Term I (PGDM
2021-23)



Prof. Renato Pereira
Professor
General Management and Integrated Researcher of the
Business Research Unit (BRU-IUL)
ISCTE Business School, Portugal

Education Qualifications:
Ph.D., Management Science from Université Paris Dauphine - Paris,
France
Executive Program (Corporate Strategy), Sloan School of
Management, MIT – Cambridge, MA, US

Prof. Renato has taught Emerging Technologies and Sectoral
Analysis (ETSA) in Term IV (July – September) in DCP Program





PROF. RASHMI K AGGARWAL

Professor

Area: Economic Environment and Policy

Chairperson- PGDM Executive

IMT Ghaziabad

The fifteen-month PGDM Executive compulsorily residential program at IMT Ghaziabad is a career accelerator for participants with over five years of industry experience admitted through a rigorous admissions process. The program is AICTE approved, and AACSB accredited. It commences every year in October. The program participants come from diverse fields across management verticals. The institute leverages experiential learning in the classroom by introducing industry-oriented courses and inviting senior industry experts to interact continually. Last year, the orientation encapsulated academic and industry engagements in marketing, finance, compliances, human resource, power sector, advertising and media, strategy, IT, and ITES.

The program endows its participants with interdisciplinary perspectives on management. The program architecture is designed to offer current courses, simulations; workshops like six sigma, negotiation skills, entrepreneurial management, responsible leadership, design thinking, corporate social responsibility; industry engagements through panel discussions; seminars, webinars on contemporary issues in management, and live projects by inviting experienced alumni and industry experts worldwide. Academic rigor and practical inflection help define problems and identify solutions that immediately impact business enterprises. Emphasis is laid on critical analysis, global acumen, problem-solving approach through specialized skills and competencies. The objective is to provide knowledge, build skills, and augment a positive attitude to develop a multi-stakeholder viewpoint on business decision-making. The program objective is to ensure that program participants are equipped to lead for lateral positions.

Global exposure through international immersion is core to the program deliverables. This year the immersion is being delivered in two parts: online courses are being offered by IMT Ghaziabad's international partner Whitman School of Management, Syracuse University USA. The courses are strategic channel management, leading innovation, and AI for Business. Syracuse University has been AACSB accredited since 1920, QS ranked, and 3 Palms ranked University, located in New York state. The second part of international immersion is a visit to Expo Dubai, 2020. The program participants will amplify their academic learnings by joining the Expo and exploring varied dimensions of 'Connecting Minds and Creating the Future through sustainability, mobility, and opportunity- the event's theme.

The program offers placement assistance. Last year despite being at the crossroads of the most significant economic disruption in living memory, PGDM Executive declared 100 percent placements and in 2021 it is poised to set new placement records ever.

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