



**Institute of
Management Technology**

Ghaziabad, Delhi NCR

IMTTRANSCEND

VOL 2 | ISSUE 4

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.

DR. VISHAL TALWAR

Director
IMT Ghaziabad



Covid-19 may have disrupted our movement but has widened our horizons. Our internationalisation endeavours and outreach have got a shot in the arm with more global tie-ups, certifications and immersions of varied nature and types. With a single minded focus on learning, we have been able to get some of the best and brightest into the classroom albeit online. This has given our students an opportunity to understand global perspectives and strategies across developed and emerging markets. We at IMT Ghaziabad nurture business leaders who have been making their mark across international borders and we would like to sustain and further strengthen this through more elaborate collaborations across continents. Recent news in the media suggests that Indian origin CEOs are being increasingly accepted across industries globally and this further strengthens our resolve to shape international talent. This issue of IMTRANSCEND brings into focus our international activities and is a window into our world.





PROF. RAM MOHAN DHARA

Assistant Professor
Area: Marketing Management
Co-Chairperson - International Relations Centre



PROF. GARIMA SAXENA

Assistant Professor
Area: Marketing Management
Co-Chairperson - International Relations Centre

Today the business world is characterized by dynamic and uncertain conditions that require professionals to function in an ambiguous environment with no easy answers. This is further accentuated by the high inter-connectedness of people and businesses worldwide. Keeping this in mind, b-schools consciously develop in MBA students a keen sensitivity and understanding of different cultures and business practices in varied countries. Understanding the imperative need of a holistic development of students, b-schools strive to not only offer an internationally benchmarked curriculum but also actively engage in numerous initiatives including international internships, short-term projects, student exchange, and immersion programs to bring students the best global practices and multi-cultural learnings.

IMT Ghaziabad (IMTG) is one of those premier institutes who realized the essence of integrating global exposure with the curriculum. The institute has developed and nurtured relationships with more than 50 reputed institutes across the globe like Cornell, Kedge, Grenoble, Aston, Charles Darwin to name a few.

IMTG integrated international immersion as an essential component in its all programs like PGDM (Full Time), PGDM (Executives) and PGDM (Part Time). IMTG runs a unique program called PGDM DCP (Dual Country Program) wherein the students spend one year at IMT Ghaziabad and another year at IMT Dubai campus. More than 1000 IMT students have studied at different international partner institutes across Europe, Americas and other parts of the world in last 15 years. A good number of students from our partner institutes also studied at IMTG campus through various exchange programs. In the coming years, IMTG plans to take the internationalization to a different level e.g. dual certificate and degree programs, internships with companies abroad and collaborative projects.

LIST OF INTERNATIONAL PARTNERS

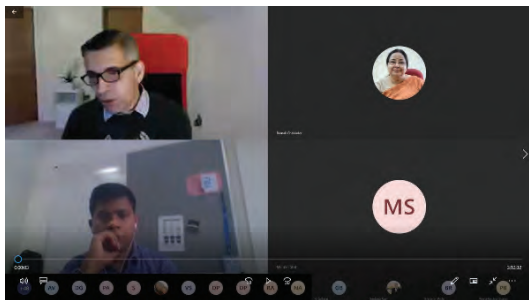
Partner's Name	Country
ALBA Graduate Business School	Greece
Aston University	UK
Audencia Nantes School of Management	France
Burgundy School of Business	France
Charles Darwin University	Australia
Chonnam National University	South Korea
Deakin University	Australia
EM Strasbourg Business School, University of Strasbourg	France
ESC Rennes School of Business	France

ESCA Ecole de Management	Morocco
Excelia Group Business School	France
FH Kufstein Tirol University of Applied Sciences	Austria
Grenoble Ecole de Management	France
HEM Business School	Morocco
IESEG School of Management	France
Institut Mines Telecom Business School, France	France
IPADE Business School, Universidad Panamericana	Mexico
ISCTE Business School, Univ. Institute of Lisbon	Portugal
KEDGE Business School	France
KIMEP (Kazakhstan Institute of Management, Economics and Strategic Research)	Kazakhstan
Koç University	Turkey
Korea University Business School	South Korea
Kozminski University	Poland
Leipzig Graduate School of Management (HHL)	Germany
Montpellier Business School	France
National Taiwan University	Taiwan
NEOMA Business School	France
Normandy Business School	France
Nova School of Business and Economics	Portugal
PSB Paris School of Business	France
Queen's School of Business	Canada
Shanxi University, Taiyuan	China
SILC Business School, Shanghai University	China
SKEMA Business School	France
The COPPEAD Graduate School of Business	Brazil
Toulouse Business School, Groupe ESC Toulouse	France
Universidad ORT Uruguay	Uruguay
Université du Québec à Montréal	Canada
Universite Paris Dauphine	France
University of Haifa	Israel
University of Kasetsart	Thailand
University of Ljubljana (Faculty of Economics)	Slovenia
University of Maribor	Slovenia
University of Navarra	Spain
University of Nebraska, Omaha	USA
University of Stellenbosch	South Africa
University of Warsaw	Poland
Vlerick Business School	Belgium
Warsaw School of Economics (SGH)	Poland
Whitman School of Management, Syracuse University	USA



Prof. Parasuraman, James W. McLamore Chair and Professor, Marketing, University of Miami School of Business Administration visited IMT Ghaziabad in July 2017. He conducted a workshop for the faculty on programmatic research and explained how this is the way to go over the usual opportunistic research. He also had a PGDM and Executive Education curriculum walkthrough with the faculty members to bring in greater emphasis on service excellence in our curriculum and pedagogy keeping in mind the best practices and industry needs. He also conducted a three-city workshop cum industry interaction with the theme being 'achieving competitive advantage through service excellence' in Delhi, Chennai and Mumbai.

Prof. Naresh Malhotra, Senior Fellow, Georgia Tech CIBER and Regents' Professor Emeritus at Scheller College of Business (Georgia Tech) visited IMT Ghaziabad on 20-21 December' 2017 for a series of interactions with faculty, students, and alumni. Prof. Naresh Malhotra conducted Research Workshop for IMT Ghaziabad faculty, IMT Ghaziabad alumni, and invited faculty from select B-Schools in Delhi-NCR covering two topics namely "Current Developments in Marketing Research" and "Capturing Consumer Insights: Cross-Cultural Perspective". He interacted with Marketing Area faculty members to review content coverage and pedagogy for making the courses more contemporary and relevant from industry point of view.

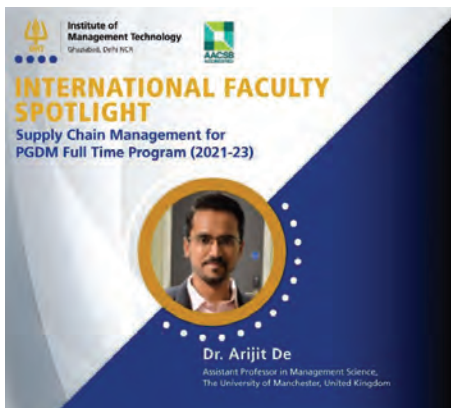
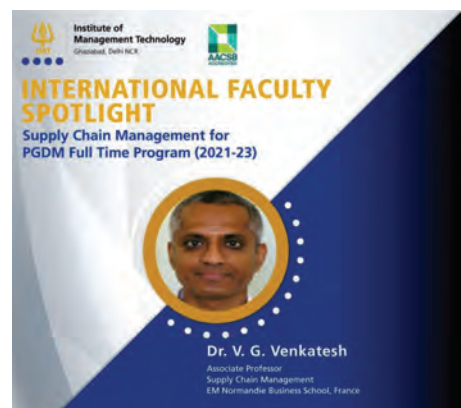


Prof. Pawan Budhwar, Head Aston Business School, Aston University, UK conducted a FDP on "Writing Quality Papers for Publication in Peer-Reviewed Journals". The two day FDP was conducted on 25-26 September 2020 in online mode. The FDP involved interactive session on various topics like 'Challenges faced by present day academics for quality publications', 'selecting an appropriate research problem with appropriate literature survey', 'Networking with leading scholars in the concerned area', 'Identification & targeting high quality peer-reviewed journals', 'Handling R & R process', 'Improving Citation (H index)'.

INCOMING FACULTY IN RECENT PAST (2017-20)

- ▶ Prof. Sandeep Bhowmick, Indiana State University, USA
- ▶ Prof. Imed Boughzala, Telecom Ecole de Management, France
- ▶ Prof. Renato Pereira, ISCTE Business School, Portugal
- ▶ Prof. N Venkat Venkatraman, Boston University Questrom School of Business, USA
- ▶ Prof. Peter Trkman, University of Ljubljana, Slovenia
- ▶ Prof. Ajai Singh Gaur, Rutgers Business School, USA
- ▶ Prof. Narayanan Jayaraman, Scheller College of Business, Georgia Institute of Technology, USA
- ▶ Prof. Filip Abraham, Vlerick Business School, Belgium
- ▶ Prof. Jan Longeal, Vlerick Business School, Belgium
- ▶ Prof. David Veredas, Vlerick Business School, Belgium
- ▶ Prof. Simon Ashby, Vlerick Business School, Belgium
- ▶ Prof. Raghu Ramachandran, Vlerick Business School, Belgium

INCOMING FACULTY IN CURRENT YEAR (2021)



Name of Institution: Burgundy School of Business

Country: France

Program: Master Grande École 2019-2020

Course: Mobile Engagement and Marketing

Year: 2020 (March-April)

Experience: Delivering this course became an interesting challenge for me as teaching shifted to online mode due to Covid and classes were conducted on MS teams. Students also returned to their respective countries and I had to move from delivering sessions using case discussions to covering examples from different geographies and context to cater to the diversified nature of students at Burgundy School of Business. Apart from normal session for students as per schedule, I also had to undertake tutorial in different time slots to cater to participants who could not join classes due to different time zones. However, the overall participation of students in class and during tutorials made it an unforgettable experience.



PROF. ABHISHEK

Area : Marketing Management

Name of Institution: EADA Business School, Barcelona

Country: Spain

Program: Masters in Management

Course: Making a social impact at the bottom of the pyramid through Marketing

Year: 2021

Experience: Interaction with students during this course provided an excellent opportunity to understand the differences in thought processes of individuals coming from different national, social- cultural and racial backgrounds. It helped that the students represented nearly 20 nationalities from 5 continents.



PROF. HARVINDER SINGH

Area: Marketing Management

Name of Institution: SGH Warsaw School of Economics

Country: Poland

Program: MBA

Course: Marketing Strategy

Year: 27th to 31st May, 2019.

Experience: It was wonderful experience to interact and deliver topics on "Innovative marketing practices and strategies in emerging markets" and "Customer focus in service companies" to their post-graduate students. I've also enjoyed delivering an open seminar (where students from various disciplines joined) on "Learning from Ancient Sciences: Creating Value for Business Leaders and Entrepreneurs".



PROF. SITA MISHRA

Area: Marketing Management



PROF. SAPNA POPLI

Area : Marketing Management

Name of Institution: International School of Economic and Administrative Sciences – EICEA- at Universidad de La Sabana in Colombia

Country: Chia, Colombia

Program: International Summer School for the bachelor students and executives of EICEA

Course: Customer Experience Excellence in Services

Year: June 2019

Experience: Teaching in Colombia was a completely surreal experience in many ways. A Latin-American country with an amazing history, people and landscape. The cohort had working executives and undergraduate students who were very enthusiastic, committed to learning and amazingly warm. An interesting part was the group of international professors who came together for the program, ten of us from countries across the world including USA, China, Brazil, Denmark, U.K, Taiwan made a unique faculty group, was an amazing opportunity to explore, learn and exchange ideas.

Name of Institution: ESCA Ecole de Management

Country: Casablanca, Morocco

Program: Grand Ecole Program- International Business Track

Course: International Marketing

Year: 2016, 2017, 2018 (all three years); last visit April 2018

Experience: Casablanca for me till 2016 was about the movie Casablanca, the 1942 American romantic drama and starring Humphrey Bogart & Ingrid Bergman; Rick's café and the famous dialogues that grow on you "Of All The Gin Joints In All The Towns In All The World, She Walks Into Mine." And "Here's Looking At You, Kid." My experience teaching at ESCA was an extension of this dreamy world. A very forward looking AACSB accredited business school, experimenting with ideas and innovations, while remaining rooted in tradition. The course was co-taught with a professor from ESCA, my focus was on cross cultural marketing with a specific focus on India and South Asia. The student cohorts over the years have had participants from the school as well as international exchange students.



PROF. GARIMA SAXENA

Assistant Professor
Area: Marketing Management
Co-Chairperson - International Relations Centre



PROF. RAM MOHAN DHARA

Assistant Professor
Area: Marketing Management
Co-Chairperson - International Relations Centre

Outgoing Student Exchange

IMT, Ghaziabad strives to provide students with opportunities to explore different cultures, learn about business conditions and work patterns of countries worldwide, make new friends, and forge life-long relationships during their MBA journey. In the last few years, our students have participated in exchange programs in various reputed institutions including Leipzig Graduate School of Management, Germany; EM Strasbourg Business School, France; IESEG School of Management, France; and Nova School of Business & Economics, Portugal. In addition to IMTG's excellent relationship with all partner institutes, our students' stellar academic performance in earlier exchange students has further strengthened these programs.



Incoming Student Exchange:

To augment experiential diversity of our students, we invite international students from all partner institutes every year. In addition to providing international students with the most contemporary courses and seasoned faculty on campus, we also depict India's rich culture and value system. All international students we host are allocated IMT 'buddies' to ensure they have a memorable experience at IMTG.

IMTG also organizes short-term exchange programs (STEP) with its international partners. It is a power-packed program, for 5-15 days, wherein participants attend in-house lectures on the IMT campus, undertake company/organization visits, and visit sites of cultural importance. IMTG has hosted students from numerous international partners including University of Nebraska, USA; IPADE Business School, Mexico; and Kedge Business School, France.



International Immersion Program

International Immersion Program is a compulsory component for the PGDM Executive students of IMTG. The students spend one full term with an international partner to earn six credits. In the past years executive students have completed this immersion in renowned institutions including Kedge Business School, France, Copenhagen Business School, Denmark, and Nanyang Technological University, Singapore. This year, owing to the Covid-19 situation, the students virtually completed academic part of the immersion program with our partner Whitman School of Management, Syracuse University, USA and subsequently visited IMT Dubai to participate in Dubai Expo.

IMMERSION PROGRAM AT DUBAI



LAHARI PRABHAKARAN

PGDM Executive program participant



MITALI KUMAR

PGDM Executive program participant



SHUBHI VOHRA

PGDM Executive program participant

PGDM Executive batch of 2020-21 got a chance to visit Dubai as a part of their international immersion program. It was for a duration of 15 days with a mixture of academics and excursion giving us insights about UAE culture, evolution of the industries and economy. The immersion was packed with various guest lectures by industry experts from different domains like Finance, Banking, E-commerce, Marketing, Branding and Operations. The first day started with insights from Prof Ajay Singhal emphasizing on UAE norms, its past and how the country adapted itself to attain the current position in the world.

The highlight of the immersion program was Dubai Expo 2020 carrying the theme “Connecting minds and creating the future”. It had around 192 pavilions which was broadly divided into three districts themes namely: Mobility, Opportunity, and Sustainability. We got a chance to visit all the three category of pavilions across three different days with each country bringing in their way of innovation to the problems that they identified with. In mobility, countries like Russia, and Australia stood out. It gave us insights about how smarter movement of knowledge ideas could lead to new possibilities in the future. The best example of this was portrayal of UAE development. Coming to sustainability, countries like Singapore, Brazil, Netherlands and Germany worked towards ideas that could help the world stay sustainable by bringing in collaboration of ideas to save the bio reserves of the world simultaneously adapting innovation. The opportunity pavilion laid emphasis on the ripple effect that can be created by us and can help in unlocking the opportunities to help building communities that can create a better tomorrow. Countries like UK, Ukraine, and Switzerland dwelled into creating space for communities by collaboration of new perspectives.

The IMT Dubai team ensured that diversity in all the guest sessions was maintained and the topics comprised of UAE culture (headed by Prof. Mansoor), digital transformation (Nitin Verliani-VP Emirates NBD), Sharia banking (Mr. Ammar Ahmad-Deputy CEO Dal-Al-Shaira), Food industry (Mr. Arthesh Aadhnan - Marketing head at Rebel Kitchen), Successful sustainability stories of businesses (Matteo Boffa- Founder of Thaley), changing marketing strategies in the new era (Rahul Chandra Head - Marketing at Stanley Black and Decker), Evolution of e-commerce and last mile delivery (Shailen Shukla - CLO MHAO), Mezannine Debt investment in Africa (Driss Benavdaslam from Vantage capital).

IMT team ensured that real time exposure was provided by arranging for industry visit to a warehouse of MHAO where different methodologies like docking, storage, automation and WMS was discussed and some practical implementation were shown.

Apart from academics, we also got to experience the culture and the warmth of UAE during our stay and fun visits to the city exploring places like global village, Ferrari world, Desert Safari, Grand Mosque. The team at IMT Dubai arranged for an ice breaker session with a special Arabian Night theme where we got to interact with the faculty and the alumni of Dubai campus. Overall, the immersion has been an enriching experience in terms of learning, exposure, and recreation.



PROF. SHAWN MATHEW

Assistant Professor &
Chairperson – Dual Country Program
IMT Dubai
Area : Marketing

“The devil is in the details” – Nietzsche

This adage holds true for MBA programs wherein implementation with an attention to detail often becomes the differentiating factor which helps MBA Programs stand out. The evolution of MBA Programs with incremental additions of global elements is a telltale sign of this effort to effectively differentiate program through “international elements” incorporated into the course curriculum. Course delivery by international faculty, admission of non-domestic students, updation of curriculum content with global case studies and cross cultural content, increasing number of exchange programs and short duration international immersion programmes have been popular ways of “internationalizing” the programs, and can be found at the core of most MBA Programs today. These elements come in handy in preparing students for global careers by helping them acclimatize to the global multi-cultural environments through course curriculum, delivery and other experiences. However, the generalized nature of many of the programs and the short duration of the ‘study abroad’ modules constrain the impact of the international elements and longer term multi country MBA programs play an integral role in bridging this gap.

The PGDM – Dual Country Program offered by the IMT group of institution has emerged as a front runner among the multi country/ multi city programs currently offered in India. PGDM - DCP is intended to address the limitations of the conventional programs, by incorporating international elements into the DNA of the Program. As the name itself signifies, the aspirants of the program spend a year each in two countries, with 3 terms each spent at the IMT Campuses in Ghaziabad and Dubai. The overarching focus of the program is to mould the students for international careers, done through a steady mix of customized course content, course delivery by international faculty, short term and long term projects, and a prolonged and sustained exposure to a multi-cultural country like UAE. The various elements of the program have been handpicked to provide the DCP students a holistic exposure to elements required to excel in global settings.

The DCP Program has continuously evolved since its inception a decade ago, and the program structure, content and delivery have been reviewed continuously to ensure alignment to the contemporary trends and global business scenarios. The latest in this continued metamorphosis is the adoption of super specialization tracks into the curriculum design. Starting with the AY 2021-23, the program offers three super specialization tracks – Advanced Quantitative Finance, International Trade and Logistics, and International Business and Marketing. The three tracks, primarily aligned to the Finance, Operations, Strategy and Marketing domains, respectively, equips the students with skillsets necessary to excel as super specialists in these domains. The course curriculum exposes to the students to international business practices and regulations, strategic aspects of decision making, and role

of technology in the various domains, in addition to traditional areas of focus. The courses will be delivered by a mix of internal and external experts in these domains, including top faculty from international institutions and experts from industry. This radical departure in course design and delivery, supplemented by cutting edge workshops and industry projects/ internships makes the program unique and hopes to forge industry-ready super-specialized global managers.

While course content is often the bedrock of a post graduate business program, there are many other pillars which add on to the strength of the program, on which the students build their career foundations. The industry exposure through the summer internships, short term and long term projects, leadership talks and the industry visits are essential value additions over the 2 years of the program and DCP is designed to amplify the impact of these elements. DCP students have the opportunity to undertake their summer internships in the Middle East, which provide them exposure to a multi- cultural environment, sans comparison. The summer internships often serve as the pathway to full time job offers, which DCP students have been able to leverage every year. The surge in number of DCP students opting to undertake internships in Dubai highlights the increasing popularity of Dubai internships. Further, students often end up taking up short term and long term projects, in addition to the internships and this creates a tremendous value addition to the student portfolios from recruitment perspective. Some of the leading firms in the Middle East like Redington, Al Tayer Group, Emirates NBD, noon.com. Landmark Group, Jumbo Electronics, Choithram's, Damac, and Chalhoub Group have been consistently part of the internship and final placement process and the Placement Offices of both the IMT campuses coordinates these processes for the DCP students. This dual pillars of recruitment support allows the DCP students the flexibility to choose the location of the final placements.

The student exposure to international work places and culture are not limited to the academic activities mentioned so far. Over the course of the 1 year stay in Dubai, the students have the opportunity to listen to and interact with industry leaders from a variety of domains, as part of the Leadership Talks organized by the Institute. Leaders from a variety of spheres including Finance, Marketing, Ports and Logistics, Strategy, Politics and Government get invited for talks on campus. The pandemic induced normalization of Online Webinars has helped in increasing such opportunities manifold. During the Dubai stint, the students also have the opportunity to interact with a multi-cultural student community. IMT Dubai which is based in International Academic City Dubai, the Education hub of Dubai, and this provides a locational advantage for the interactions. Students have easy access to several academic institutions of repute located within the vicinity of IMT Dubai, enabling frequent interactions through sports events and other extra-curricular activities.

In addition to the academic and extra-curricular activities, which will help shape the students for international careers, it's advantageous that the candidates get exposed to the intricacies and nuances of working in a multi-cultural environment. This advantage of a Dual Country Program with significant time spent in Dubai, is one of the factors which makes the PGDM – DCP stand out in comparison to its peers. As is often highlighted, Dubai is the melting pot of the world with significant number of peoples from over 180+ nationalities staying in Dubai. This multi-ethnic, multi-cultural exposure on both professional and personal fronts, makes the Dubai experience unique, as compared to other multi-city, multi-country program from a cultural exposure perspective.

The diversity in thought and experience provided by the multi- pronged exposure on academic, co-curricular and cultural fronts by the dual country programs has contributed immensely to the popularity of the programs. The PGDM – DCP with unique points of differentiation, stands out among the peer programs and offers a wonderful foundation for MBA aspirants to build global careers.



Prof. Gunjan Malhotra is Associate Professor in the Area of Operations Management and Chairperson - Fellow Program in Management at IMT Ghaziabad. She has over 14 years of experience in teaching, research and consultancy. She is an alumni of Executive Education from Kellogg School of Management, USA and St Gallen University Switzerland. She has been a visiting professor in Faculty of Economic Sciences, University of Warsaw, Poland, IMT Dubai and other premier institutes in India. She is a passionate researcher in the area of quantitative methods, supply chain management, retail operations, consumer behavior, decision sciences using various business and predictive analytical tools and techniques. Research papers co-authored by her have appeared in reputed international journals such as International Journal of Information Management, Journal of Retailing and Consumer Services, Asia Pacific Journal of Marketing and Logistics, International Journal of Retail & Distribution Management, Journal of Strategic Marketing, and Marketing Intelligence & Planning. She has published case studies in Ivey Publishing and authored text book on 'Statistics for Management and Economics' with Cengage Publishers.

PROF. GUNJAN MALHOTRA
Associate Professor
Area: Operations Management

Prof. Neha Arora is Assistant Professor in Finance Area at IMT Ghaziabad. She is passionate about behavioural finance where she directs her energy in range of empirical settings ranging from understanding the financial behaviour of retail investors to behavioural determinants of asset creation among marginal communities having complex social and gendered intersections. She is keen to extend her interest in range of environmental, social sustainability practices of firms. She has presented her research at Carnegie Mellon University, Process research in Organization Studies (PROS), and Indian School of Business (ISB). She is currently the Chairperson of Beta Gamma Sigma Society and also a member of Centre of Sustainability, a research-led working group at IMT Ghaziabad. She is also a Climate Reality Leader trained by The Climate Reality Leadership Corps., founded by Al Gore, former Vice President of United States. When she is not teaching or doing research, she likes to solo-travel to off-beat places and trek in the Himalayan region of India.



PROF. NEHA ARORA
Assistant Professor
Area: Finance



Prof. Santosh Shrivastav is a faculty in the Business Analytics Area at IMT Ghaziabad and Area Chairperson of Business Analytics Area. He has completed his M.Sc In applied Mathematics from IIT Roorkee and Ph.D. in Mathematics from JUET Guna. Before joining IMT Ghaziabad, he was associated with IMT Nagpur, NIIT University, Emerging India, Noida, and Truneek Technologies, Gurgaon. His research and teaching interests include Nonlinear modeling and optimization, Data envelop analysis, Machine Learning, Deep Learning, Data Visualization, Stochastic Models, Predictive Analytics, Mathematical Modelling and Simulation, Web Analytics, Financial Analytics, Text Analytics, and Time Series Forecasting. He has published research papers in journals like Finance Research Letter, Journal of Public Affair, Risk, International Journal of Managerial Finance, International Journal of Productivity and Performance Management.

PROF. SANTOSH SHRIVASTAV
Associate Professor
Area: Business Analytics

Prof. Jishnu Changkakoti is a graduate from REC Calicut and IIM Calcutta with over 24 years of industry experience and 5 years of experience in Academia. After his MBA, he spent more than 15 years working in Johnson & Johnson in various sales and marketing roles, with stints in India, US and Indonesia. Post J&J, his various roles included heading the India business of a foods multinational, heading ATL marketing in Samsung, and heading sales & marketing at Zydus Wellness Ltd. In addition to teaching in IMT Ghaziabad and other institutes, Jishnu is a marketing consultant, a certified executive coach, a consultant for Stanford Seed Program, and a graduate of the Executive Program in Mastering Design Thinking from MIT Sloan.



PROF. JISHNU CHANGKAKOTI
Professor
Area: Marketing Management

IMT Ghaziabad faculty members, faculty associates, and research associates participated in one day “Faculty Away Day” event which was organized on 25 November’ 2021 at Hotel Radisson Blu, Kaushambi, Delhi NCR. The away day provided a good opportunity to catch up, share ideas, and brainstorm as part of Visioning Workshop.



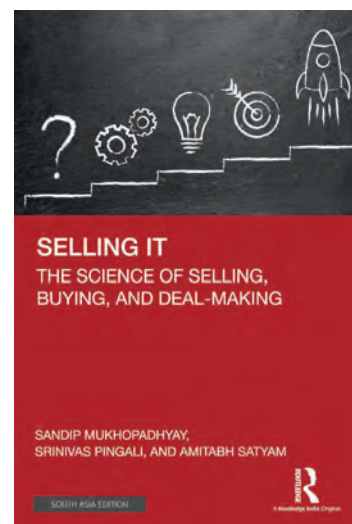
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PROF. SANDIP MUKHOPADHYAY
Associate Professor
Area: Marketing Management



- **Saxena, R., Popli, S., & Abhishek.** (2021). Service experience at Passport Seva Kendra in *Vikalpa: The Journal for Decision Makers*, 46(4), <https://doi.org/10.1177/02560909211054687>

ACHIEVEMENTS AND AWARDS

- **Prof. Abhishek** was invited to join the Editorial Review Board of Asian Case Research Journal.
- **Prof. Abhishek** attended the Doctoral Committee meeting as an external research expert for Mr. Joydeep Ghosh at PDPU, Gandhinagar.
- **Prof. Amrita Kamalini Bhattacharyya**, was one of the invited speakers at “A multi country, transdisciplinary discussion on Behavioral Change” focusing on the issue of behavioral change and how we can learn from behavioral economic theory to facilitate change in community practices of toilet usage. Prof. Bhattacharyya spoke about Behavioral economics and sanitation: Reflections on behavioral economics and its relationships with sanitation behavior.
- **Prof. Kasturi Das** was invited by the S P Jain Institute of Management & Research (SPJIMR) as an external expert panelist for the evaluation of the social projects undertaken as part of Development of Corporate Citizenship (DoCC) Initiative held on November 12, 2021.
- **Prof. Richa Saxena** was invited as a panelist for discussion on the topic “Going forward from social impact to social justice: Can technology help?” organized jointly by Milano School of Policy, Management, and Environment at The New School, New York and Indian Institute of Management, Kozhikode (October 20, 2021) <https://event.newschool.edu/socio-tech-panel>
- **Prof. Sapna Popli** was invited to moderate a session titled “Leveraging Lockdown learnings: Implications for Teaching & Learning”. The session was a part of the FWA Annual Conclave, held at Le Meridien on October 9, 2021.
- **Prof. Shalini Rahul Tiwari** was as a non-executive independent woman director on the board of Intec Capital in October, 2021.
- **Prof. Shalini Rahul Tiwari** was invited to deliver a plenary session at the Tenth Annual Conference on Case Studies, organized by Christ (Deemed to University) University Bangalore on November 12, 2021.

RECENT ACHIEVEMENTS



Akash Goyle

Batch: 1996

Achievement : Being recognized as the "CEO with HR Orientation" at the 12th Edition of Asia's Best Employer Brand Awards

Designation : Country Manager and Managing Director
Organization : Luxottica



Akhil Jain

Batch: 1999

Achievement : Starting new position as Business Head at Paytm

Designation : Business Head
Organization : Paytm



Mayur Gupta

Batch: 2001

Achievement : Being named by Forbes among the World's Most Influential CMO 2021 Employer Brand Awards

Designation : Chief Marketing & Strategy Officer
Organization : Gannett | USA TODAY NETWORK



Roshni Datta

Batch: 2002

Achievement : Promoted to Senior Director Marketing, Asia Pacific Japan and India at Varian

Designation : Senior Director Marketing, Asia Pacific Japan and India
Organization : Varian



Naveen Khurana

Batch: 2002

Achievement : Starting new position as Director – Global Analytics at Ralph Lauren

Designation : Director – Global Analytics
Organization : Ralph Lauren



Sanjib Sahoo

Batch: 2003

Achievement : Being named to the Constellation Research Business Transformation 150 Hall of Fame

Designation : Executive Vice President and Chief Digital Officer
Organization : Ingram Micro



Gaurav Dhooper

Batch: 2003

Achievement : Being featured in Thinkers360 Agile Thought Leader and Influencer Leaderboard Employer Brand Awards

Designation : Assistant Vice President – Software Development
Organization : Genpact



Garima Tyagi

Batch: 2005

Achievement : Winning HerRising Award – Women in HR Category

Designation : HR Business Partner Leader
Organization : Verizon



Pritesh Y. Chothani

Batch: 2006

Achievement : Being listed in the Digital 40 Under 40 list of #e4mdigital40under40

Designation : Co-Founder & CEO
Organization : HiVoco Education & Learning



Vaibhav Ram

Batch: 2007

Achievement : Promoted to Business Head – Southern Africa at Godrej Consumer Products Limited

Designation : Business Head – Southern Africa
Organization : Godrej Consumer Products Limited



Rakesh Narang

Batch: 2007

Achievement : Being promoted to Director (Global Indexing Operations) at Xerox

Designation : Director (Global Indexing Operations)
Organization : Xerox



Siddhartha Bhaduri

Batch: 2007

Achievement : Promoted to Associate Director at AnandRathi Wealth Limited

Designation : Associate Director
Organization : AnandRathi Wealth Limited



Prathap Maniyur

Batch: 2008

Achievement : Promoted to Director at Fractal

Designation : Director
Organization : Fractal



Alekhya Chakrabarty

Batch: 2010

Achievement : Starting new position as Head of Marketing at Sunstone Eduversity

Designation : Head of Marketing
Organization : Sunstone Eduversity



Vaibhav Tambe

Batch: 2010

Achievement : Starting new position as President & CEO – Payments at iServeU

Designation : President & CEO - Payments
Organization : iServeU



Ashima Kakar

Batch: 2011

Achievement : Being listed in the Digital 40 Under 40 list of #e4mdigital40under40

Designation : Head Of Marketing
Organization : NLB Services



Sunay Jain

Batch: 2011

Achievement : Starting a new position as Director at CRISIL Limited

Designation : Director
Organization : CRISIL Limited



Ravi Bhambhani

Batch: 2012

Achievement : Starting a new position as Director – Category Management at GeM

Designation : Director – Category Management
Organization : GeM



Pankaj Bhatlawande

Batch: 2013

Achievement : Promoted to VP – Media Analytics at Merkle Sokrati

Designation : VP – Media Analytics
Organization : Merkle Sokrati



Ritika Mital

Batch: 2015

Achievement : ITP Christopher Mills Award for excellence in ICT and Maths at work

Designation : Jeopardy Controller - Thamesway Marketing, Asia Pacific Japan and India
Organization : Openreach

ALUMNI INTERACTIONS



EXPERT TALK
7:00 PM, 15 OCT 2021

MR. PRATHAP MANIYUR
BATCH OF 2008
ASSOCIATE DIRECTOR - GLOBAL CONSULTING
AND CLIENT DEVELOPMENT
FRACTAL ANALYTICS



EXPERT TALK
10:00 AM, 24 OCT 2021

MR. SHANTNU PRAKASH
BATCH OF 2010
GM - CRM MARKETING AND
CUSTOMER ENGAGEMENT
LIFESTYLE INTERNATIONAL PVT LTD.



EXPERT TALK
4:00 PM, 12 OCT 2021

MR. ABHISHEK SHARMA
BATCH OF 2010
GENERAL MANAGER - COUNTRY HEAD
DLAM CUP-FEE



LEADERSHIP TALK
7:00 PM, 23 OCT 2021

MR. SHASHANK SHEKHAR
BATCH OF 2000
FOUNDER AND CEO
INSTAMORTGAGE



LEADERSHIP TALK
4:00 PM, 25 SEP 2021

MR. KRISH DHANAM
BATCH OF 1984
CHIEF EXECUTIVE OFFICER
SKYLIFE SUCCESS



ALUMNI INTERACTION
11 SEPTEMBER 2021

MR. SANJAY MISHRA
BATCH OF 1995
COO INDIA SALES
CEO NEW BUSINESS AT MARICO LTD.

ALUMNI REUNIONS

The Alumni Relationship Committee at IMT Ghaziabad organised the 10-year reunion of PGDM Batch 2010 on 28 November 2021. The turnout for "Memories Relived, Stories Retold," was incredible!

The event bore witness to the joy of friends coming together and reminiscing about their time together at IMT. It was great to have a peep into the shenanigans of those who came before us, the adventures they had. Our alumni were as excited for the reunion as if it were their first day of college all over again.

People often highlight the limitations of the online platform in connecting with one another, but in this instance, we saw it bring people together, bridge distances, and facilitate the reunion!



The Alumni Relationship Committee at IMT Ghaziabad organised the first ever reunion of PGDM Executive program alumni on 23 October 2021. No one would have thought that Memories Re-Run, being a virtual reunion, would have bridged the gap between everyone so effectively! Seeing people come together, with 20 years' worth of stories and nostalgia, was mesmerizing for all of us. The batches from 2000 to 2020, came together to revisit their days at IMT Ghaziabad with innumerable memories to share with each other.



NEW COLLABORATION

“IMT Ghaziabad signs an agreement with Simplilearn”

IMT Ghaziabad and Simplilearn have partnered to offer online certificate programs. One of the first programs is planned in the area of leadership in the digitally transformed business world which is a unique blend of “University + Industry” curriculum. The program is being led by Prof. Bindu Gupta and Prof. Sandeep Mukhopadhyay. Simplilearn is an edtech company which transforms the professionals by helping the workforce acquire skills through its online learning platform. The agreement was signed by the Director, IMTG (Prof. Vishal Talwar); and Chief Product Officer, Simplilearn (Mr. Anand Narayanan) on October 25, 2021.



L-R: Prof. Vishal Talwar(Director, IMT Ghaziabad); Mr. Anand Narayanan(Chief Product Officer, Simplilearn)



IMT Ghaziabad and Simplilearn team during signing ceremony

- Abhinav Grandhi, DGM, E-Commerce, Godrej Consumer Products
- Amarinder Dhaliwal, Chief Product Officer, IndiaMart
- Amrita Singh, HR and OD Consultant, S P Jain Global Business School
- Anindita Banerjee, Practice head, Renaissance Strategic Consultants
- Anju Bhatla, Manager (Business Trainings), Motherson Sumi Infotech & Designs Limited
- Ankit Kathuria, Founder & Managing Director, SOLvetude Marketing Consultancy
- Anupam Katheriya, Associate Vice President - Marketing & Business Development, Emami Limited
- Arshiya Singh, Global Compensation Manager, BCG
- Arvind Chawla, Director, Uralkali, India & Srilanka
- Ashish Ghosh, Head-Marketing, Polyplex, Thailand
- Ashutosh Kumar Sinha, Chief Research Officer, Kantar India
- Atishi Pradhan, Global Planning Director, Wunderman Thompson
- Atul Kedia, Founder & Principal Advisor, Light Hill Capital, India
- Avishek Somani, General Manager (Finance), Jindal Group
- Gaurav Awasthi, Senior Partner, IIFL Finance
- Gaurav Kriplani, Org Expert (Engagement Manager), McKinsey & Company, Gurgaon
- Gopinath Tulasi, Director, Department of Economic Affairs, Ministry of Finance, GoI
- Hina Kamra, Executive Vice President, Edelweiss Financial Services Ltd Group
- Jaideep Ghosh, Ex-COO and Partner, KPMG
- Joshua Meltzer, Senior Fellow in the Global Economy and Development Program, Brookings Institution, Washington DC, USA
- Kallol Dutta, General Manager, Data and Digital Transformation, Spark, New Zealand
- Kamaldeep Singh, CEO, Big Bazaar
- Kirti Chablani, Talent Acquisition Specialist, Google
- Manish Jain, CTO, IFDE
- Manish Singh, Sr. General Manager, Wockhardt Limited, Brazil
- Manoj Aggarwal, Manager, Corporate Planning, Nissan Motors
- Manoj Chugh, President-Group Public Affairs and Member-Group Executive Board, Mahindra and Mahindra
- Manomay Das, Associate Partner, Ex IBM
- Manu Midha, Head of Operations – Middle East, OYO
- Mohit Sethi, Executive Director -Diversity, Talent Engagement and Culture, Nielsen
- Nishant Dhawan, Director- Strategy, Edinno Tech Labs
- M M Dan, Head- HR & Process Evaluation, Synergy Steels Limited
- Prakash Dharmarajan, Founder, Consultant and Trainer, Thoughtflo
- Prankur Mishra, Solutions Specialist, Software One
- Perna Kalra, Co-Founder, Daal Chini
- Rahul Jha, Program Manager, International Telecommunication Union (ITU), Geneva, Switzerland
- Rahul Rao, Manager, HR Technology, STAR TV Network (The Walt Disney Company)
- Rajagopal, CEO, Forum Business Research
- Raj Agnihotri, Dean's Fellow, Iowa State University

INDUSTRY CONNECT- EXPERIENCE SHARING

- Rajan Bedi, Associate Vice President and Global Head Presales Engineering & R&D Services, HCL Technologies
- Rajat Mathur, Managing Director, Morgan Stanley
- Rohit Raina, VP and vertical Head, Direct Marketing, HDFC Bank
- Ramlal Waghray, CEO, Co-founder, Predlytics
- Shweta Arora, Sustainability Analyst, Paychex Inc., Rochester, New York, USA
- Soumya Ghosh, Canada market unit head for Banking and Financial Services, Capgemini
- Smriti Singh, Chief Visionary, InQognito Insights
- Srikanth Meenakshi, Co-founder, Prime Investor Financial research Pvt Ltd
- Subhomoy Bhattacharya, Consulting Editor, Business Standard
- Sukanta Biswas, Chief Architect, Red Hat India Private Limited
- Sujai Srivastava, Business Head, Enterprise VAS, Reliance Infocom
- Tarun Rastogi, Consultant, Retail Industry



National Seminar to Promote Indian Women's Hockey

A National Seminar to Promote Indian Women's Hockey at the Grassroots was jointly organised by IMT Ghaziabad and Sports: A Way of Life on 28.10.2021 at Pandit Deendayal Upadhyay Auditorium, Jhansi. The event saw participation of Women's Hockey Teams from 9 states namely Uttar Pradesh, Madhya Pradesh, Punjab, Maharashtra, Orissa, Indian Railways, Jammu & Kashmir, Gujarat and Uttarakhand. Dr. Kanishka Pandey, Head, Sports Research Centre, IMT, Ghaziabad and Sh. Vishwavijay, Sr. Vice President, Reliance Industries addressed the gathering virtually. Other speakers included (1) Sh. Sarvesh Kumar Dixit (IAS), Vice-Chairman, Jhansi Development Authority, Jhansi, (2) Smt. Surendra Kaur, Arjun Awardee and National Selector Indian Hockey Team, (3) Sh. Subodh Khandekar, Former International Indian Hockey Player, (4) Dr. Manisha Meena, Manager, Punjab Hockey Team, (5) Sh. Naveen Kumar Singh, Sports Officer, Rampur, UP, (6) Sh. Ranjeet Raj, Deputy Sports Officer, Lucknow, UP, (7) Smt. Vandana Uaike, Coach, MP Hockey Team, (8) Smt. Sunita Tiwari, National Selector, Jhansi, UP and Smt. Prabha Gupta, Manager, Maharashtra Team.

Also in an effort to promote Bundeli Culture, Traditional Folk Dance Rai Dance and Dimriyai Dance were organised. The event witnessed large media coverage and was attended by almost 250 people.





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