

IMTRANSCEND

VOL 1 | ISSUE 1

IMT GHAZIABAD
NEWSLETTER



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



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LEGACY OF FOUR DECADES



Established in 1980, Institute of Management Technology, Ghaziabad (IMTG) is India's premier AACSB accredited management school with a distinct focus on grooming leadership through innovation, execution and social responsibility. An autonomous, not-for-profit institute, offering highly sought after postgraduate programs over the past four decades, IMTG currently offers six AICTE approved programs – Post Graduate Diploma in Management (PGDM) Full Time, PGDM Executive, PGDM Part Time, PGDM BFS (Banking & Financial Services), PGDM Dual Country Program (DCP) and Fellow Program in Management (FPM). IMTG has been consistently ranked among the top management institutes of the country.

Today, it is the proud alma mater of more than 300 c-suite executives and thousands of professionals serving in leadership positions in the best known organisations in India and around the world, in key business functions of Sales, Operations, Human Resources, Consulting, Information Technology, Marketing, and Finance among others.

VISION

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

MISSION

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

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

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

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

DIRECTOR'S MESSAGE



PROF. SUBHAJIT BHATTACHARYYA

**Director
IMT Ghaziabad**

The COVID-19 pandemic has caused disruptions in every aspect of our personal life and business. A number of sectors have entered a recessionary phase with a possibility of a very late comeback, and probably, in a few cases, no comeback at all. A large segment of the working population lost their daily livelihood. Though there is an early signal of reversal, but even attaining the pre-lockdown levels seems a long way down the road. Under such circumstances, everyone, including business, need to reorient themselves to the new normal. There is likely to be a very aggressive technological intervention in almost every aspect of a business, thereby complicating the situation further for the job market. This calls for new ways of training, grooming, and preparing students for the new evolving job roles.

We, at IMT Ghaziabad, believe that the course curriculum for its programs must remain relevant to the evolving business needs of the industry. So, irrespective of the prevailing circumstances, we, as a matter of routine, take up the process of review and revamp on a continuous basis. The skill needs of the business world are changing so fast and evolving in so many multi-dimensional ways that the B-Schools need to be agile enough to keep up the pace, lest they fall by the wayside. IMT Ghaziabad is always on its toes to match up the pace, not merely for the sake of matching the pace but to fulfill its responsibilities of preparing its students for the new evolving, fast-paced business world. Its constant engagement with the corporate world at multiple levels makes this agility possible.

A new debate is emerging in the prevalent conditions. Whether E-education will dominate the education space. I believe, the education in the physical mode can never be fully replaced by E-education, at least in the case of business school education. Business school education is not only about imparting structured knowledge but also inculcating in students necessary competencies like teamwork, risk-taking, innovation and creativity, entrepreneurial spirit, negotiation, etc. These require continuous engagement of students in a community set up, which is probably not possible in online mode.

Having said that, IMT Ghaziabad has prepared itself to take up any challenge thrown by such disruptive circumstances, be it pandemic or other forms. The prevalent pandemic situation has actually given us a scope to examine our capabilities of quickly adjusting to the new normal and continue excelling.

DEAN'S MESSAGE



PROF. P.K. BISWAS

**Dean
IMT Ghaziabad**

Dear stakeholders,

Thank you very much for your overwhelming response to our Newsletters sent earlier. We are still struggling to overcome damages inflicted by one of the worst pandemic situations ever occurred in human history. We have lost the lives of a lot of people & just when we are thinking that we are recovering, there is another wave sweeping through the country. It has a slowed-down economy, industrial production has been badly hit & business has suffered, and many people have lost their jobs. However, we still have to make optimum use of resources available to us – this is the essence of management.

Technology adoption has become key to survival & success. Working from home is the new normal. Our faculty has risen to the challenges & successfully conducting all classes online. We are following all precautions & running the institute with appropriate guidelines & safeguards, keeping in mind Covid-19. We are keeping in touch with our prospective stakeholders through a series of online meetings & webinars. We are trying our best to keep the morale of students high through continuous engagement.

We are eagerly looking forward to host the students on the campus as and when it is feasible & safe.

Till then, all of us should stay safe & secured.

FACULTY CORNER



BARNALI CHAKLADER

Dr Barnali Chaklader is a professor of Finance at IMT Ghaziabad. She started her career as an audit and accounts executive in a CA firm back in 1988. Subsequently she worked in the accounts department of a firm in the steel industry before she realized that her main purpose of life was to translate this industry experience into understandable academic knowledge for her students.

She began her academic journey as a faculty of Finance in 1997 and has taught students in Singapore, France, Dubai and regularly teaches graduate students of Kufstein Institute of Applied Sciences, Austria. IMT Ghaziabad has given her a plethora of opportunities to travel to many countries to present her research papers in prestigious conferences. She has won awards from London Business School, Ivey and ISB for writing academic case studies too.

Dr. Bindu Gupta has nearly 19 years of experience in teaching, research, and training. She has authored various papers that appeared in reputed national and international journals. Being a psychologist, she has a keen interest and expertise in assessing and understanding individuals. She is a qualified trainer of MBTI Step 1 & Step II and FIRO-B. She has conducted training programs in understanding & managing self, managing teams, conflict management, leadership, etc., for organizations such as Maruti, Magicbricks.com, NHPC, NTPC, ONGC, CSIR, Indian Postal Academy.

BINDU GUPTA



SAPNA POPLI

Dr. Sapna Popli has more than 25 years of work experience as a teacher, trainer, researcher and an academic leader. She is very passionate about teaching and believes that as teachers we can all make a positive difference in lives of students and others who connect with us. She started her career as a sales professional in the training industry and moved to academics soon after. She has also offered courses as an international visiting professor across business schools in Colombia (2019); Morocco (2016-2018) and at Shanghai University, China (2005). She has also led various teams for design and execution of learning & development initiatives for many large enterprises. Her research has a practice focus and is published in the Journal of Service Theory & Practice (A) & Journal of Services Marketing (A) among others.

Dr Kasturi Das, Professor of Economics, IMTG, is an economist, a policy practitioner, and an educator with more than two decades of professional experience. She has been serving as an invited member in various expert groups including the High-Level Advisory Committee on Trade and Environment of the Government of India; Working Group on Trade and Climate Change of the Confederation of Indian Industry (CII); and the World Economic Forum's Expert Group on Trade and Climate Change. A Chevening Fellow at the University of Oxford in 2019, Dr Das has published extensively in leading academic journals including the 'Nature' journal. She has delivered invited talks, lectures and presented research papers in numerous high-level forums globally.

KASTURI DAS



FACULTY CORNER

ACHIEVEMENTS / AWARDS

Dr. Mrinalini Shah has been nominated as **Academic Council Member of IMS Unison University, Dehradun** for a year.

Dr. Poonam Garg has been awarded the **BEST RESEARCHER AWARD** for the Contribution and Honourable Achievement in Innovative Research from International Research Awards by New Science Inventions NESIN 2020 Awards.

Dr. Reema Khurana has been awarded **WOMEN RESEARCHER AWARD** for her contribution and honourable achievement in Innovative Research from International Research Awards by New Science Inventions NESIN 2020 Awards.

Dr. Tripti Ghosh Sharma has been nominated for **Ivey Publishing's Annual Best Seller Awards 2019-2020** for the case "Netflix in India: The Way Ahead"

Dr. Kasturi Das was an Invited Speaker for the following Sessions:

- "Border Carbon Adjustments, Ensuring Economic Efficiency, Climate Policy Strengthening and Development for All', on invitation by the Overseas Development Institute, UK, July 16, 2020.
- "International Online Consultation: International Trade Policy for Environmentally Sustainable Production" hosted by the Hoffmann Centre for Sustainable Resource Economy at Chatham House - the Royal Institute of International Affairs, London and supported by WWF-UK, July 31, 2020.
- "Looking Beyond the Crises: Reshaping Future Trade and Investment Governance in Light of COVID and Climate", a scoping exercise to inform future work as part of the Project on Climate Cooperation co-hosted by the University of Oxford, the Climate Works Foundation and Mission 2020, July 16, 2020.

FACULTY CORNER

JOURNAL PUBLICATIONS

Jain, N. K., Singh, A. K., & Kaushik, K. (2020). Evaluating service quality in automobile maintenance and repair industry. *Asia Pacific Journal of Marketing and Logistics*, 32(1), 117-134.

Baruch, Y., Bhaskar, A. U., & Mishra, B. (2020). Career dynamics in India: A two-wave study of career orientations and employability of graduates. *Personnel Review*, 49(3), 825-845.

S., S., Sarkar, J.G., & Sarkar, A. (2020). CSR through social media: examining the intervening factors. *Marketing Intelligence & Planning*, 38(1), 103-120.

Tripathi, A., Bagga, T., & Aggarwal, R. K. (2020). Strategic Impact of Business Intelligence: A Review of Literature. *Prabandhan: Indian Journal of Management*, 13(3), 35-48.

Varma, A., Bhalotia, K., & Gambhir, K. (2020). Innovating for competitive advantage: managerial risk-taking ability counterbalances management controls. *Journal of Management and Governance*, 24, 389-409.

Jain, N. K., Panda, A., & Choudhary, P. (2020). Institutional pressures and circular economy performance: The role of environmental management system and organizational flexibility in oil and gas sector. *Business Strategy and the Environment*.

Kase, R., ...Saxena, R., ...Zhangfeng, F. (2020). Career success schemas and their contextual embeddedness: A comparative configurational perspective. *Human Resource Management Journal*, 30(3), 422-440.

Andresen, M., ...Saxena, R., ...Zikic, J. (2020). Careers in context: An international study of career goals as mesostructure between societies' career-related human potential and proactive career behavior. *Human Resource Management Journal*, 30(3), 365-391.

CASES

Saxena, S., Das, A., & Varma, A. (2020). HUL & GSK CH Deal: Appreciating the Valuation. Bedford, UK: The Case Centre.

Puri, S., Singh, R. K., Agnihotri, R., & Gupta, B. (2020). Sarva Pharmaceuticals in Cambodia: Fight or Fold? London, Canada: Ivey Publishing

Nafees, L., Gupta, R., Banerjee, S., Kalra, S., & Mehdi, M. M. (2020). Netflix in India: Too Good a Market to Give Up! *Journal of International Business Education*. 14, 413-426.

Agarwal, R., & Agrawal, A. (2020). From B-School to BHARAT: Shiny, an Initiative for Sustainable Development. ET Cases ID: ENTP-1-0046. Mumbai, India: ET Cases.

Varma, A., & Jhingran, V. (2020). Life Cycle Costing in TC Inc. The Case Centre ID: 120-0089-1. Bedford, UK: The Case Centre.

FACULTY CORNER

PROFESSIONAL PUBLICATIONS

Varma, A., & Deshpande, A. S. (2020).
Data analytics for finance professionals, *Advanced Studies*, 2(2),
Sep 30, 8-9.

Saxena, S., & Varma, A. (2020).
CMA 2.0: Building capabilities with big data. *The Management Accountant*, 55(8(August)), Aug 31, 85-87.

Varma, A., & Deshpande, A. S. (2020).
Data analytics for finance professionals, *Advanced Studies*, 2(2),
Sep 30, 8-9.

ARTICLES & BOOKS

Das, S. (2020).
Time to re-imagine the urbanscape, *Business Line*, Jun 12.

Kaur, R., & Aggarwal, R. K. (2020).
Ethics and Corporate Governance. Thomas Reuters

Alumni Connect

Achievements



Mahalakshmi R
Batch of 1997
Won the Women HR
Leader award presented
by ObserveNow



Sanjeev Bhatt
Batch of 1985
Awarded the Indian
Achievers Award 2020
presented by Indian
Achievers' Forum

Experience Sharing



Mrs Deepti Singh (Batch of '12)
Deputy Director - FICCI

Talked about "New Opportunities in Business, investment and learning in today's time of uncertainties due to Covid-19" on 26-Sept-2020.



Mr Sujai Srivastava (Batch of '92)
Business Head Enterprise VAS,
Reliance Communications

Expressed his views on "Targeting for Mobile Marketing" on 28-Sept-2020.



Mr Piyush Parashar (Batch of '16)
Regional Business Manager
Hexaware Technologies

Gave his insights on "Marketing of IT Consulting Services" on 30-Jul-2020.



Mr Akash Govani (Batch of '18)
Project Manager, JK Technosoft

Elaborated on "Case Studies in Digital Transformation Consulting" on 6-Aug-2020.



Mr Partha Mitra (Batch of '16)
Consultant, Digital Strategies

Expressed his views on "Changing Paradigms in Consulting Business due to Covid19" on 27-Aug-2020.



Mr Rahul Nagpal (Batch of '08)
Consultant, Infosys

Spoke about the topic "Design Thinking in Consulting" on 22-Aug-2020.

INDUSTRY CONNECT - LEADERSHIP SESSIONS

LEADERS OF TODAY FOSTERING THE LEADERS OF TOMORROW

LEADERSHIP TALK

**WORKFORCE RESILIENCE:
LEADING TEAMS IN
CHALLENGING TIMES**

22 AUGUST 2020 • 10:30 AM



KUMAR RAGHVENDRA
DIRECTOR SALES - DELHI & MODERN RETAIL
OPERATIONS, NORTH & EAST INDIA
PROCTER & GAMBLE

GUEST LECTURE

**ROCK YOUR
LINKEDIN PROFILE**

01 AUGUST 2020 • 2:00 PM



SHIKHA NAUTIYAL
ACCOUNT EXECUTIVE,
LINKEDIN INDIA

LEADERSHIP TALK

**DEVELOPING BREAKTHROUGH
PRODUCTS & SERVICES**

23 AUGUST 2020 • 4:00 PM



SUMIT SHARMA
VICE PRESIDENT - PRODUCT MANAGEMENT
99ACRES, INFO EDGE INDIA LTD.

LEADERSHIP TALK

**LESSONS IN AND FROM
PHOTOGRAPHY FOR YOUNG
LEADERS**

26 AUGUST 2020 • 5:00 PM



RAJESH RAMAKRISHNA
MANAGING DIRECTOR,
PERFETTI VAN MELLE INDIA

LEADERSHIP TALK

**WELCOME TO THE WORLD OF
MARKETING**

25 AUGUST 2020 • 6:00 PM



ADITYA V. BHAT
HEAD, JIO CREATIVE LABS
FOUNDER, BUSINESS OF IDEAS

GUEST LECTURE

**SIMPLIFYING
PERSONAL FINANCE**

06 AUGUST 2020 • 5:30 PM



PRATIK OSWAL
HEAD, PASSIVE FUNDS BUSINESS
MOTILAL OSWAL FINANCIAL SERVICES

LEADERSHIP TALK

**REINVENTING INDUSTRIAL AND
MANUFACTURING COMPANIES
USING DIGITAL TECHNOLOGY**

24 AUGUST 2020 • 5:30 PM



RAMIT GUPTA
PARTNER FOR DIGITAL STRATEGY &
PARTNER AND SERVICE LINE LEADER FOR
COGNITIVE PROCESS SERVICES, IBM

INDUSTRY CONNECT - LEADERSHIP SESSIONS

GUEST LECTURE

**MANAGING IT SALES -
HOW IS SELLING DIFFERENT
IN PROFESSIONAL SERVICES
FIRMS**

01 AUGUST 2020



JAIDEEP GHOSH
PARTNER, COO & NATIONAL
INDUSTRY HEAD OF KPMG

LEADERSHIP TALK

**MARKETING STRATEGY
DURING A PANDEMIC**

05 AUGUST 2020 • 7:00 PM



MR. MANIK MAHAJAN
MARKETING DIRECTOR
MICHELIN

LEADERSHIP TALK

**MIRI RODRIGUEZ
HEAD OF GLOBAL INTERNSHIP
PROGRAM, MICROSOFT**

04 SEPTEMBER 2020 • 5:30 PM



MIRI RODRIGUEZ
HEAD OF GLOBAL INTERNSHIP
PROGRAM, MICROSOFT

LEADERSHIP TALK

**TRAITS OF A HIGHLY
SUCCESSFUL LEADER**

03 SEPTEMBER 2020 • 5:15 PM



MR. LOKESH SIKKA
CHRO - ONIDA, INDIA

GUEST LECTURE

**HOW TO LEAD TEAMS
WITH CROSS-CULTURAL
MEMBERS**

02 AUGUST 2020 • 7:00 PM



SAURABH BRAHMI
NATIONAL SPARES MANAGER
BAJAJ AUTO

LEADERSHIP TALK

**TECHNOLOGICAL EVOLUTION IN THE
GENERAL INSURANCE INDUSTRY -
SPECIAL FOCUS ON
BANCASSURANCE**

24 SEPTEMBER 2020 • 5- 6 PM



ALPANA SINGH,
HEAD, BANCASSURANCE (PSUS, RRBS
CO-BANKS), BAJAJ ALLIANZ

LEADERSHIP TALK

**THE INDUSTRIAL OUTLOOK
AS WE MOVE TOWARDS THE
NEXT DECADE**

20 SEPTEMBER 2020 • 3:30 PM



SANMEET SINGH KOCHHAR
VICE PRESIDENT - HMD GLOBAL
THE HOME FOR NOKIA PHONES

LEADERSHIP TALK

**IMPORTANCE OF SMART
VISUAL MERCHANDISING**

09 AUGUST 2020 • 11:00 AM



MR. D.V. GIRI
HEAD- PROCESS & DESIGN,
BIG BASKET

INDUSTRY CONNECT - LEADERSHIP SESSIONS

LEADERSHIP TALK

CONSUMER BEHAVIOUR

29 SEPTEMBER 2020 • 7 PM



SUSMITA NAG
MARKETING HEAD
FENESTA BUILDING SYSTEMS,
DCM SHRIRAM

LEADERSHIP TALK

SOCIAL AND ENVIRONMENTAL ENTREPRENEURSHIP

22 SEPTEMBER 2020 • 2- 3:30 PM



MATTEO BOFFA,
PRESIDENT- SWISS BUSINESS COUNCIL
ABU DHABI & CO-FOUNDER, THAE

LEADERSHIP TALK

SUMMER INTERNSHIP PREPARATION 101

13 SEPTEMBER 2020 • 2:30 PM



MR. SAURABH NATH,
ASSOCIATE DIRECTOR MARKETING
KELLOGG'S

LEADERSHIP TALK

REINVENTING EMPLOYMENT LANDSCAPE - REBUILDING INDIA & EMERGING OPPORTUNITIES'

22 SEPTEMBER 2020 • 6:00 PM



COLIN MENDES
HEAD, HUMAN RESOURCES,
VOLTAS BEKO

LEADERSHIP TALK

THE IMPACT OF COVID 19 ON CONSUMPTION AND DELIVERY OF IT SERVICES

22 SEPTEMBER 2020 • 11:00 AM



SIVA KUMAR VS,
GLOBAL HEAD - SAP CLOUD &
TECHNOLOGY CONSULTING PRACTICE
COGNIZANT

LEADERSHIP TALK

STRATEGIES FOR BUILDING YOUR CAREER

26 SEPTEMBER 2020 • 5 PM



MAHALAKSHMI R
HEAD HR INDIA
MONDELEZ INTERNATIONAL

LEADERSHIP TALK

IMPORTANCE OF NETWORKING AND SELF BRANDING

18 SEPTEMBER 2020 • 12:00 PM



DR. ANIL KUMAR MISRA,
CHRO - MAGICBRICKS.COM

LEADERSHIP TALK

REVISITING THE FUNDAMENTALS

09 AUGUST 2020 • 12:30 PM



VISHWANATH TIWARI
CHIEF OPERATING OFFICER,
BIRLA TYRES LTD.

INDUSTRY CONNECT - LEADERSHIP SESSIONS



GUEST LECTURE

SKILLS OF THE FUTURE MBAs NEED TO FOCUS ON NOW

06 AUGUST 2020 • 6:00 PM



ATULAYA GOSWAMI
HEAD HR -INDIA REGION
UPL LTD



LEADERSHIP TALK

LEADERSHIP 101

29 AUGUST 2020 • 11:00 AM



MR. DEEPAK SAR
DISTRIBUTION AND ALLIANCE DIRECTOR
HITACHI VANTARA



LEADERSHIP TALK

TRENDS SHAPING THE IT INDUSTRY AND MARKETING CHALLENGES

08 AUGUST 2020 • 12:00 PM



AMIT TYAGI
CHIEF MARKETING OFFICER
SONATA SOFTWARE



LEADERSHIP TALK

LEADERSHIP IN THE WORLD OF PROJECTS, PROGRAMS, PORTFOLIOS AND PMOs

08 AUGUST 2020 • 5:30 PM



KARTIKEYAN RAMAMURTI
DIRECTOR, AMADEUS LAB



LEADERSHIP TALK

PRANAY PRAKASH HEAD OF PEOPLE OPERATIONS, DELIVERY

21 SEPTEMBER 2020 • 6:00 PM



INDUSTRY CONNECT - EXPERIENCE SESSIONS

Abhishek Ranjan

Director - Sustainability, Brillio-a Bain Capital Company

Anand Raj

Head of Sales and Marketing - Mylin Biotech India Pvt Ltd.

Ashutosh Sinha

Chief Research Officer, Kantar

Behram R Sabawala

CHRO - Tata Unistor

Harjeet Khanduja

VP HR - Reliance Jio

Kartik Venkat

Industry Manager - Google

Ketaki Rituraj

Planning Director - Wunderman Thompson Malaysia

Megha Gupta

Director HR - Fiserv

N S Muthukumaran

Consultant- Consumer insights and marketing strategy

Pawan Kumar

Deputy. MD, IDBI First Commercial Bank

INDUSTRY CONNECT - EXPERIENCE SESSIONS

Pawan Sachdeva

Director - Technology at legato Health Technologies

Parveen Kumar

Senior Partner and National Head Assurance - ASA & Associates LLP

Renu Satti

Senior Vice President - Paytm

Sandeep Goyal

CHRO - Moglix

Sanjay Behl

Director General CERT-IN

Shahbaz Singh

Research Lead - Knowledge Excel Services

Shailesh Srivastava

Business Head - broadcast Network limited (BIG FM)

Soumen Ray

CFO - Bajaj Auto Ltd.

Sreekanth Chundi

President & Dy Business Head – Shriram Bioseed Genetics, DCM Shriram Ltd.

INTERNATIONAL CONNECT



e-Cornell
Certificates in
Collaboration
with IMT
Ghaziabad

Highlighted Partners



SHG Poland



Deakin Australia



KU Thailand



GEM France

IMT Ghaziabad signed an agreement with e-Cornell in August 2020. Under this agreement, PGDM Executive (2019-20) batch students shall complete 2 online certifications, in the domains of "Critical Thinking" and that of "Executive Leadership". The delivery of these certificate programs commenced in October 2020.

New International Partner



IMT Ghaziabad, is proud to announce Montpellier Business School, France, as the latest addition to its list of international partners. Montpellier Business School is a French business school located in Montpellier. It was founded in the year 1897. The MBS is an FT ranked, triple crowned business school

STUDENTS' CORNER



COMPETITIONS



HUL LIME Semifinalist



FinShiksha LC 2020 AIR 2 (IB)



Berger Paints Innovision Runner Up



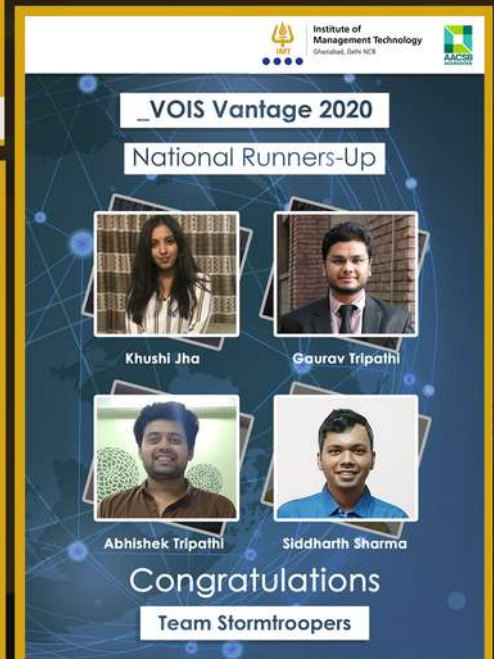
Colgate Transcend 2.0



GVR Innovathon National Runner Up



Flipkart Wired National Finalists



VOIS Vantage National Runner Up

CLUB & COMMITTEE EVENTS



Candid with Culcom

Organized by
Cultural Committee



Bon Voyage

Organized by
Academic Committee



Mithaas Khusiyon Ki

Organized by
Enactus



DR. RASHMI AGGARWAL

**Professor
IMT Ghaziabad**

All for one and one for all, an age old idiom, propounded by many but followed by a nary few, has led us to one conclusion: that to survive, a cohesive action is required to counter COVID-19 situation. Within the reins of this unprecedented situation, various managerial issues are vaulting around all sectors making us rethink our various known concepts and theories. The issue at hand is to evolve a business understanding and a practice which will make the managers of tomorrow resilient enough for better decision making during such unforeseeable situations in the future. The paradox being, whether they can be sensitized towards the larger facets of business existence and do we need integrated decision making for a better tomorrow?

A case in point here is that when the COVID-19 vaccine gets all regulatory approvals, the main issues will be: availability, affordability and undisrupted supply of vaccination for the entire population. These issues need to be resolved through an integrated approach of the business, government, and society. The businesses should ensure that their patents on vaccines do not create monopolies wherein only inventors and manufacturers benefit at the cost of the lives of the poor and needy. On October 2, 2020, a joint request was made by India and South Africa to the WTO for waiver of any IPR protection including patents, copyrights, industrial designs, and trademarks for COVID-19 technologies and vaccines. This might set a precedent for those countries that want to secure a basic right to life for its citizenry. At this point the situation is unfolding with the stakeholders doing their own assessment.

Generally, businesses opt for voluntary licenses to their subsidiaries and associate companies to leverage their know-how and open a new revenue stream for commercial gains. This should be monitored strictly by the regulator, who has powers to issue 'compulsory licenses' (as against the voluntary license issued by the patentee company) against unwilling sellers of patented medicines. With this act, the government can create a supply chain between the buyer and the local manufacturer who would pay royalties to the patentee but cannot be restricted to the rights of manufacturing patented drugs in the larger interest of society. This step can redeem India of an eventuality if the developed countries secure patents for vaccines, get them manufactured in India, and then deny access or supply to these medicines to Indian markets. A good manager would take all of this into his stride.

It is clear like never before that the society cannot progress in silos. COVID-19 has shown that there is a power beyond us, beyond profiteering objectives that generally drive companies, beyond the precepts of governments, beyond the crumbling blocks of society. Let's embrace this situation into an opportunity and let every manager reflect on his decisions for a better nation and glory of human civilization.

EDITORIAL BOARD

Dr. Abhishek

Dr. Bikramjit Rishi

Dr. Rashmi Aggarwal

Dr. Harvinder Singh

Dr. Santanu Roy

SUPPORT TEAM

Dr. Preeti Nayal

Ms. Nidhi Singh

STUDENTS' COMMITTEE

Mayank Jain

Preetika Sahai

Sidharth K

Dibyamalya Nayak

Devashish Singh

Muskaan Nautiyal

Pranav Sudhakar Dubey

Shriram Talwar

Kshitij Bisht

Shashank Krishna

Shivani Saxena

Creative Director

Content Coordinator

Associate Lead Designer

Associate Lead Designer

Layout Designer

Assistant Designer

Multimedia Designer

Brand Identity Developer

Brand Identity Developer

Concept Designer

Visual Image Designer