



Institute of  
Management Technology  
Ghaziabad, Delhi NCR



# IMTRANSCEND

VOL 3 ISSUE 4

IMT GHAZIABAD NEWSLETTER

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# VISION AND MISSION



## 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.



# DEAN'S MESSAGE

## **Prof. Amit Sareen**

Dean (Academics)  
Area: Strategy, Innovation & Entrepreneurship  
IMT Ghaziabad



I welcome you to this latest issue of IMTRANSCEND. Last two months have been quite busy as the academic year comes to an end. The culmination of academic year intertwined with admission interviews for new batch which saw committed involvement of faculty members to identify the students will who carry the IMT Ghaziabad legacy forward. I see the admissions interview process as a two-way process where both sides – IMT Ghaziabad and prospective students – make efforts to see the fitment with each other. While prospective students look for placement data as an important indicator in making a decision, they should also look at the content covered in academic programs which is the means to the ends (i.e. placements).

IMT Ghaziabad has always been at the forefront of teaching the latest in management field. Covid-19 has forced many B-schools to confront the changed realities and incorporate content in curriculum that enables the students to be responsible towards all stakeholders such as investors, employees, customers, suppliers, and communities. We have been ahead of the curve and had courses like 'Sustainability and Social Responsibility' (SSR) which exposed students to their responsibility towards all stakeholders with on-field immersions. This issue of IMTRANSCEND provides glimpses of SSR and other such innovative courses which have been recently started at IMT Ghaziabad. Some of these courses are very similar to the courses awarded under Aspen Institute's (a non-profit think tank based in Washington) Ideas Worth Teaching Awards. Prospective students should go through the content of these courses so that they can understand the comprehensive learning environment at IMT Ghaziabad.

The other parts of newsletter cover the recent events at the institute. We provide details of 5th annual book exhibition and faculty lunch organized in January month. In this issue, we also cover Mr. S P Agarwal, one of the oldest employees of IMT Ghaziabad. His commitment to IMT Ghaziabad's journey towards achieving new heights also pushes all of us to make IMT Ghaziabad a world-renowned brand.

We look forward to hearing from all of you.





**Prof. Kasturi Das**

Professor – Economic Environment and Policy  
IMT Ghaziabad

## IMT Ghaziabad Launches 6th Edition of SSR Course with 10th I'M The Change Talk

December 09, 2022 marked the ceremonial launch of the 6th edition of IMTG's award-winning Sustainability & Social Responsibility (SSR) course with the 10th I'M The Change Talk delivered by Dr Bharat Vatwani, Founder, Trustee & Chief Functionary of "Shraddha Rehabilitation Foundation" and recipient of the esteemed Ramon Magsaysay Award, widely revered as Asia's Nobel Prize. The distinguished talk which was organized by the I'M The Change Initiative headed by Dr Kasturi Das, Chairperson, Sustainability & Social Responsibility, IMT Ghaziabad, in association with the Academic Committee, IMT Ghaziabad, found active participation by students, faculty members and non-teaching staff members of the IMT Ghaziabad fraternity in large numbers.



### About the I'M The Change Initiative

Tracing back to October 01, 2016, when the entire country was awaiting to observe the birth anniversary of Mahatma Gandhi, IMT Ghaziabad, translated his eternal teaching of "Be the change you want to see in the world" to launch a unique initiative titled "I'M The Change Initiative on Sustainability & Social Responsibility" comprising: (a) a required, three-credit course on Sustainability & Social Responsibility for the two-year PGDM Programme; and (b) a distinguished talk series called "I'M The Change Talk".

The SSR course, which embeds a service-learning pedagogy, requires students working in teams to engage with marginalized communities through hands-on execution of social projects that are aligned with one or more sustainable development goals (SDGs) and are executed in partnership with non-governmental organizations (NGOs) or government agencies. The core objective is to allow students to observe how people live who are unlike oneself, especially the underprivileged, and enable students to become contributors in social problem solving and in the process experience the "joy of contribution".

I'M The Change Talk Series was launched as an integral part of the SSR course with the vision of allowing an opportunity to our students to learn from the real change makers and motivate them to do their bit for the society.

Past editions of the I'M The Change Talks have been delivered by Shri Anshu Gupta (Magsaysay Awardee), Dr Harish Hande (Magsaysay Awardee), Shri Sonam Wangchuk (Magsaysay Awardee), Ms Geeta Dharmarajan (Padmashri), "Padman" Dr Arunachalam Muruganantham (Padmashri), Prof Anil Gupta (Padmashri), among other esteemed speakers.

I'M The Change Initiative, along the way, has received coveted recognition globally as well as in India. IMT Ghaziabad bagged the 'Gold Award' for I'M The Change under the theme: 'Developing a Future-ready Curriculum' at the 8th Indian Management Conclave (IMC) Awards 2017 held at the IIM Lucknow on August 4 and 5, 2017.

In what may be considered as a rare feat, within merely a year of joining the UN-PRME as an 'Advanced Signatory', IMT Ghaziabad got selected as one of the 'PRME-Champions' – a league of 38 leading management schools from all across the globe.



I'M The Change won the prestigious "Innovations that Inspire Challenge, 2018" organized by the AACSB International under the category "Enhancing Approaches to Leadership Education Development" – the only management school from India to have won that award that year.

## SSR 6.0 Partners Visit IMTG for Orientation Workshops with Students

The social projects under the SSR course are being delivered in partnership with various external agencies, including NGOs and government agencies. On Saturday, January 07, 2023, our students, faculty and non-teaching staff members beat the cold to join forces to host the esteemed partners of SSR 6.0 for the Orientation Workshops with their respective mentees. It marked the beginning of their SSR journeys for all our 50 student teams comprising 397 students of the PGDM Full Time and FPM programmes, as they got an opportunity to get introduced to their respective partners and learn in greater detail about the social projects they will be working on with direct exposure to the communities from relatively under-served background. The vibrant event was hosted by the I'M The Change Initiative in collaboration with the Academic Committee, IMT Ghaziabad.





# IMT Ghaziabad Students In Action on Field As Part of SSR Course

Starting January 14, 2023, IMT Ghaziabad students have embarked on their field visits in various locations in Delhi-NCR, where they are working with communities under the esteemed mentorship of partners. Glimpses of field work by a few SSR teams may be seen in accompanying collage.





## Personal Growth Lab (PGL)

**Instructors: Prof. Bindu Gupta, Prof. Nidhi Yadav,  
Prof. Richa Saxena and Prof. Swati Ghulyani**

The Human Resource area at IMT Ghaziabad offers the Personal Growth Lab (PGL) workshop to the first-year participants of the PGDM two-year program. This unique and state-of-the-art workshop is offered in the foundation term to prepare the participants for their journey in a business school and the world outside which demands responsible leaders. Several psychometric inventories are used in the workshop to enable the participants to understand themselves and others, understand emotions and become emotionally intelligent, and build better relations with 'self' and 'others'. These are some of the critical skills that leaders should have. Further, through a few games and experiential exercises, the participants learn how to collaborate in challenging and competitive environments. Participants have admired the workshop and found it to be "insightful", "engaging", and "full of enlightenment". IMT Ghaziabad has been organizing this workshop for several years now for its two-year PGDM program and given its popularity and success, the workshop is also offered to some of the executive batches as well. For self-awareness the students go through various psychometric instruments like Big Five, Emotional Intelligence, FIRO-B, Johari Window etc. and interpret their scores through some experiential exercises.

## Behavioral Economics and Management

**Instructor: Prof. Amrita Kamalini Bhattacharyya**

This course attempts to provide an understanding of how psychological variables affect the economic choices of humans as consumers. It particularly focuses on the psychological motivation behind economic decision making namely what affects the economic choices of a prospective buyer, a consumer, managers and everyday economic agents such as 'us'; what cognitive biases and underlying character traits affect economic decision making, limit the ability to pay attention to the important information at the right time and how to assimilate these insights to become better managers. The course provides broad overview of the topics like **perception of risk, prospect theory, altruism, perception of fairness, heuristic knowledge, etc.** Successful completion of this course should enable a student to have insights on the important aspects of behavioral science relating to consumer research and social psychology which primarily focuses on decision choices of consumers. This course will also help to understand why biases and cultural preferences limit effective decision-making and will help to apply these insights in product design, marketing techniques, management of business and finance. The course will enable the student to examine the organisation specific behavioral challenges and design effective strategies for aligning customer and employee actions with their organizational goals. The course aims to transform a business administration student to a "decision architect" to influence the other stakeholders of their business.

## FinTech (Blockchain, AI/ML, & Crypto)

**Instructor: Prof. Puneet Gupta**

New emerging technologies, reducing price of compute capacity, and dramatic digital adoption in the post-COVID world is creating unprecedented disruption across demand and supply patterns in various industries. Some of these technologies have the potential to drive creative destruction i.e. rewrite business models, and economic thought processes that guided the very nature of competitive advantage in organizations. This course helps students understand these disruptive technologies from the context of financial services; some of the topics include P2P lending, Blockchain, Crypto currency, Bitcoins, financial applications of machine learning, Robo advisory, algorithmic trading etc. The course is unique in that it combines cross-functional knowledge, gives real world emerging company fintech landscape, and allows prepares students to write a business plan to assess such disruptive business in financial services industry.



## International Business

**Instructor: Prof. Ratna Vadra**

Global opportunities and challenges are more pervasive today than ever before in history. The ability to look at them holistically adds to the success of the business in the longer run. It helps companies to establish competitive advantage and succeed in markets, domestic and abroad. The course on International Business is addressed to the students to develop knowledge on various issues relevant for the firms to become and remain competitive in the global environment. The course covers following current topics like Globalization, Deglobalization, WTO issues, REIs, issues of NAFTA and BREXIT, RCEP. Since students carry a good amount of work experience, it is expected that they already have some knowledge of business, and look to broaden their perspectives. There is a strong emphasis on dialogue and student participation and therefore the pedagogy is designed with a mix of experience sharing real life case discussions. The course is focused on strategic issues with cases as the primary vehicle for learning. Cases will provide ample opportunity to reinforce the theoretical learning.

## Managing Hybrid Organizations

**Instructors: Prof. Swati Gulyani and Prof. Vinayak Ram Tripathi**

The course on Managing Hybrid Organizations is a distinct elective course offered at IMT Ghaziabad to the second-year PGDM Dual Country Program participants. The faculty team includes professors from Strategy Innovation and Entrepreneurship Area and Human Resource Area. This course enables the participants to identify and reflect on the challenges faced by organizations operating on multiple institutional logics and craft innovative solutions for such organizations. The pedagogy includes a mix of classroom discussions, experiential exercises, case studies, field visits and live-case sessions. This year the participants undertook a field visit to the 12th National Food Festival organized by National Association for Street Vendors of India (NASVI) for promoting the livelihood of street vendors in India. This field visit was a unique and innovative teaching pedagogy undertaken to ensure that our students gain a practical and on-the-ground understanding of how complex organizations work. It became an interesting site for our students to interact with vendors, NASVI, customers, and many other stakeholders to get deeper insights on how organizations operate sustainably while managing a diverse set of stakeholders and competing demands. The course also involves participant interaction with experts on family businesses, cooperatives etc. To bring the participants closer to the challenges faced by hybrid organizations, a few live case study sessions are also planned with founders who daily struggle in becoming sustainable while solving real issues of the society.



## Multinational Strategy

Instructor: Prof. Ratna Vadra

Multinational Business operations and strategy is focused upon the study of management in an international context. The main focus of the course is to learn how multinationals can identify market opportunities worldwide and pursuing them by establishing the necessary presence in all key markets. Multinational companies can convert global presence into global competitive advantage by identifying and developing the opportunities for value creation that global presence offers and how they can cultivate a global mindset by viewing cultural and geographic diversity as an opportunity, not just a challenge. It also examines and compares management practices of different types of organizations, across countries and cultures.

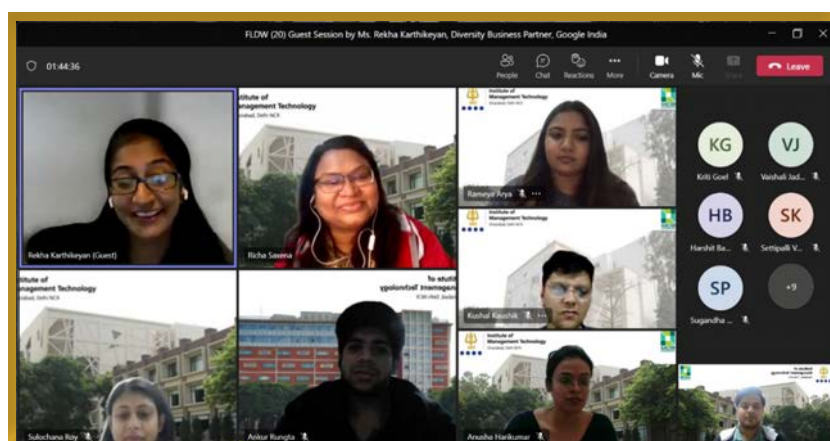
## Fostering and Leveraging Diverse and Inclusive Workplace

Instructor Name: Prof. Richa Saxena

The four mega-trends influencing the global business environment and organizational priorities are increasing diversity of markets, customers, ideas and talent. Today's organizations need to be prepared to cater to these diversities and that is why the charter of diversity and inclusion is much higher on priority for all progressive organizations. The individuals also need to be sensitized towards these changing organizational objectives. The course "Fostering and leveraging diverse and inclusive workplace" is woven around the idea of preparing future managers about the issues related to diversity, equity and inclusion (DEI) and how to resolve them. This course is innovative and unique in terms of the content as well as delivery. There is a high demand for DEI awareness in the industry, but there are not many B-schools offering such course at the Post-Graduate level. The learning objectives of the course are: a) to develop the ability of students in understanding the issues and challenges involved in managing a diverse workforce; b) to sensitize the students towards the need of diversity- why and how it needs to be fostered; c) to help students in gaining deeper insights about individual biases towards diversity and in enhancing the skills to manage that; and d) to let the students know the best practices in the field.

The course builds on various contours of social identity including gender, generations, different-ableism, race, class and ethnicity. With the help of experiential learning the students are made aware of their own privileges and their biases towards the marginalized groups. They also learn the issues related to intersectionality, the culmination of two social identities and the subsequent consequences in different life experiences. The course helps students in understanding different paradigms related to DEI and how they have evolved. It also helps them understanding the diversity metrics and how it can be used effectively. The industry best practices are shared through the expert speaker sessions. The students are also provided with necessary tools helpful in building an inclusive culture in the organization.

The course adopts a variety of pedagogical tools. It includes experiential activities, self-reflection exercises, conversations with experts, narratives, discussion around a chosen movie, case discussion etc. The students are given tasks / assignments related to their surroundings so that they can relate to the issues more easily.



Ms. Rekha Karthikeyan Diversity Business Partner Google APAC in conversation with the students of the course

## **Service Excellence & Relationship Management in Banking & Financial Services**

**Instructors: Prof. Sapna Popli and Prof. Anand Krishnamoorthi**

The course is designed to focus on service excellence, relationship management and customer experience in banking and financial services. Financial services including banking products are no longer as sticky as they used to be, the switching costs are reducing drastically with increased availability and offerings from a range of fin-tech products, wallets and digitally transformed ways of doing business. A B2B or B2C customer's relationship with a bank, insurance provider or investment advisor includes key journeys that range from on-boarding and transacting to maintenance and problem resolution, and experience at each of these touch-points as well as the overall journey is crucial to manage for the organizations to remain competitive. Customer expectations across sectors are getting higher and redefined posing a necessity to focus on service excellence and profitability together. This course utilizes concepts from service quality, service excellence and customer experience to offer a unique value for banking, insurance and financial services professionals. We discuss applications of various service frameworks like GAPS model, service delivery innovation, service blue printing, customer-journey mapping, customer portfolio management utilizing different models of customer life-time value. The course engages with many industry professionals and consultants practicing in the space of customer experience management, client servicing and relationship management in financial services. Some of the industry professionals who have contributed to the course include Prof. Anand Krishnamoorthi (PGDM-BFS Chairperson, Former MD HSBC, Chase Manhattan), Ms. Kamaljeet Kaur Panag, Director and Head- Client Services at Waterfield Advisors, Mr. Rohit Raina, VP and Vertical Head for direct marketing at HDFC Bank, Mr. Hrushikesh Kulkarni, XM Scientist at Zill Consulting, CX expert for brands across domains having worked for the markets of India, Singapore & Malaysia and Mr. Ashutosh Karandikar, Head of CX Services & Consulting - EMEA & APAC, Alida and Founder & Principal CX Consultant KretruTosh.

## **Leading and Developing High-Performance Work Teams**

**Instructors: Prof. Bindu Gupta and Prof. Richa Saxena**

The use of teams has expanded dramatically in response to competitive challenges and technological changes. Structures of high-performance work teams allow for the application of multiple skills, judgments and experiences that are most appropriate for projects requiring diverse expertise and problem-solving skills. These high-performance work teams can execute more quickly, make better decisions, solve more complex problems, and do more to enhance creativity and build skills than an individual. Their use also increases productivity and morale; well-functioning teams can outperform individuals and even other types of working groups. The course "Leading and developing high-performance teams" is essential for an MBA student as it helps these future managers in anticipating the issues around team working and in learning how to handle those issues while managing a team. The learning objectives of the course help the students in: a) Understanding the characteristics of a high performing team; b) Developing the ability to manage teams more effectively; c) Learning combination of approaches to engage, empower and motivate the team; d) Making use of leadership style to get the most out of their team; and e) Establishing credibility and develop a culture of trust within the team.

The uniqueness of this course is the innovative pedagogy. It is developed keeping the principles of experiential learning in mind. The pedagogy includes a combination of facilitated discussions on real-life problems, exercises, videos, movie, simulations, experience sharing, cases, etc. The curriculum maintains a healthy balance between depth and breadth of knowledge and skills. The topics covered in the course include characteristics of a high-performance team, team development process, team composition, identity issues in teams, team leadership, dysfunctionality in teams, decision making and conflict resolution in teams, managing different types of teams like virtual / project / self-managed teams and the intergroup dynamics. The nature of the activities ensures student engagement and learning.





## Contemporary Issues in Management through Films

**Instructors: Prof. Richa Saxena, Prof. Sapna Popli,  
Prof. Shailja Agarwal, and Prof. Shalini Rahul Tiwari**

Educational research in diverse fields shows the value of using films to demonstrate concepts. Due to the mix of audio and video medium, films have the uncanny ability to involve the audience at great depths and influence their minds to comprehend, create mental models and take action. Films offer an easy way of learning concepts through visual imagery, thus helping learners remember stories and allow for higher and longer retention of ideas, values and concepts. Not surprisingly, students enjoy visual aids and find it a thought provoking way of applying theories to fictional/ non-fictional situations as compared to lectures or any other similar mode of learning. To adapt to this trend, many educators have sought creative ways to use films as a tool to intensify learning.

Through this course films- a rich medium of learning is intertwined with the higher education in Management. The managers are expected to comprehend situations and information that necessarily is not given in a structured way. Films provide the pedestal to the Management students in comprehending and converting the abstract information to a thought through decision. The core focus of this cross-functional course is:

- To provide an opportunity to students to critically think about their role in the context of the firms they will operate in, the human diversity they will deal with, and above all, the society they will be a part of.
- To sensitize the future managers and leaders about sustainability as one of the key responsibilities and deliverables for them and the organizations
- To sum up for students what they might have learnt in multiple domains and to allow them to critique, with supporting arguments, a management decision that might have been taken
- To discuss the ethical implications of the same.

The basic idea behind introducing a cross functional course like this was to help students in integrating their prior learning of different domains and to allow them to critique, with supporting arguments, a management decision that might have been taken in a specific film. The course also intended to deliberate



## NEGOTIATION SKILLS

Instructor: Prof. Shailja Agarwal

The course is designed to focus on service excellence, relationship management and customer experience in banking and financial services. Financial services including banking products are no longer as sticky as they used to be, the switching costs are reducing drastically with increased availability and offerings from a range of fin-tech products, wallets and digitally transformed ways of doing business. A B2B or B2C customer's relationship with a bank, insurance provider or investment advisor includes key journeys that range from on-boarding and transacting to maintenance and problem resolution, and experience at each of these touch-points as well as the overall journey is crucial to manage for the organizations to remain competitive. Customer expectations across sectors are getting higher and redefined posing a necessity to focus on service excellence and profitability together. This course utilizes concepts from service quality, service excellence and customer experience to offer a unique value for banking, insurance and financial services professionals. We discuss applications of various service frameworks like GAPS model, service delivery innovation, service blue printing, customer-journey mapping, customer portfolio management utilizing different models of customer life-time value. The course engages with many industry professionals and consultants practicing in the space of customer experience management, client servicing and relationship management in financial services. Some of the industry professionals who have contributed to the course include Prof. Anand Krishnamoorthi (PGDM-BFS Chairperson, Former MD HSBC, Chase Manhattan), Ms. Kamaljeet Kaur Panag, Director and Head- Client Services at Waterfield Advisors, Mr. Rohit Raina, VP and Vertical Head for direct marketing at HDFC Bank, Mr. Hrushikesh Kulkarni, XM Scientist at Zill Consulting, CX expert for brands across domains having worked for the markets of India, Singapore & Malaysia and Mr. Ashutosh Karandikar, Head of CX Services & Consulting - EMEA & APAC, Alida and Founder & Principal CX Consultant KretruTosh.



## FACULTY CORNER



**Prof. Amrita Kamalini Bhattacharyya**

Assistant Professor  
Area: Economic Environment  
and Policy  
IMT Ghaziabad

**Prof. Amrita K Bhattacharyya**, as the youngest faculty of the Economic, Environment & Policy Area teaches managerial economics and macroeconomics to the PGDM students of IMT Ghaziabad. Right after joining IMT Ghaziabad on February 2020, she launched an elective on behavioural economics which generated robust interest amongst the students. Amrita Kamalini did her PhD in Economics at Jadavpur University, Kolkata, India. Her field of research during her PhD was corruption economics, lobbying and rent-seeking, and corporate social responsibility. Now her area of interest has expanded to include the economics of public policy covering renewable energy and water policy. She recently completed a certificate course on Public Policy from the London School of Economics. Journal articles authored by her have been published in International Journals such as Economics and Politics, Studies in Microeconomics, and Transforming Government. She identifies first as an educator then as a researcher. To her, the best place to exist is inside a classroom.

**Prof. Arindam Debroy** joined IMT Ghaziabad as an Assistant Professor in the area of Operations Management in 2022. He completed his PhD in Supply Chain and Logistics management from Indian Institute of Technology Kharagpur. The focus of his dissertation was on improving the operational efficiency of Indian small fleet owners. He has presented his work in reputed conferences such as Production and Operations Management conference, Society of Operations Management and International Conference on Harmony Search, Soft Computing and Applications. He has publications in peer-reviewed journals (International Journal of Consumer Studies, Transportation in Developing Economies). His research interests are in the areas of supply chain and logistics management, multi criteria decision making, supply chain sustainability. He is co-faculty coordinator for the Operations Club at IMT Ghaziabad.



**Prof. Arindam Debroy**

Assistant Professor  
Area: Operations Management  
IMT Ghaziabad



**Prof. Deepa Halder**

Assistant Professor  
Area: Marketing Management  
IMT Ghaziabad

**Prof. Deepa Halder** joined the IMT fraternity around nine months ago as an Assistant Professor in Marketing area at IMT Ghaziabad, India. Prior to this current role, she completed her doctorate degree in Marketing from XLRI Jamshedpur, India. Over this brief tenure, she has taught courses like Review of Literature, Marketing Management, Business Research Methods, and Integrated Marketing Communication to both postgraduate and doctoral students. Her research interests include topics such as the positive aspects and attributes of celebrity endorsement, topical tools of brand advertising on digital media, and negative and challenging consumer response and behavior. She is also a part of a few ongoing research projects on the above subjects as an author and reviewer. Furthermore, she has equally been involved in institutional development activities as the Program Director of IMT-Pearson Sales Certificate Program, Co-Chairperson of Coursera Committee, and MDP lecturer at IMT-MSIL Sales Leadership Certificate Program. One of the biggest rooster and contributor in her journey so far is indeed IMT's warm and conducive work environment, compassionate and proficient faculties, and bright and inquisitive students, grooming and uplifting her constantly at the professional front.

**Prof. Hardeep Singh Mundi** My journey at IMT Ghaziabad started with teaching outstanding participants of the working executive batch. I come from a school of thought that believes that every student is unique and that every class needs a specific approach to communicate ideas. My aim in classes is to equip students to be better citizens within their worlds. I teach finance elective courses such as Behavioural Finance, Mergers & Acquisitions, and Business Valuation. IMT Ghaziabad is a great place because it provides excellent teaching and research resources. The research environment at our campus is conducive. Another important aspect of my journey has been the opportunity to interact with academicians who visit our campus.



**Prof. Hardeep Singh Mundi**

Assistant Professor  
Area: Finance  
IMT Ghaziabad



## JOURNAL PUBLICATIONS

**Abhishek**, Sindhav, B., Holland, J. & Adidam, P. T. (2022), "Green Advertising: The Progress of Three Decades (1991-2020)," *Mountain Plains Journal of Business and Technology*, 23(1). <https://openspaces.unk.edu/mpjbt/vol23/iss1/6/>

**Pandey, Kanishka**. Cases of head injuries in football sport: A case study of Ghaziabad District, Uttar Pradesh. *Journal of Family Medicine and Primary Care*, 11(11):p 6697-6703, November 2022. | DOI: 10.4103/jfmpc.jfmpc\_61\_21

**Moharana, T. R.**, & Pattanaik, S. (2022). Post-pandemic revisit intentions: how shopping value and visit frequency matters. *International Journal of Retail & Distribution Management*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/IJRDM-04-2022-0115>

Pradhan, D., **Moharana, T. R.**, & Malik, G. (2023). Influence of celebrity, destination and tourist personality on destination attachment and revisit intention: Moderating roles of endorsement embeddedness, destination crowding and gender. *Journal of Destination Marketing & Management*, 27, 100754. <https://doi.org/10.1016/j.jdmm.2022.100754>

**Sinha, S.K., Mukhopadhyay, S.**, Upadhyay, P., Dwivedi, Y.K., **Bhattacharyya, S., Paul, M.** and Bhattacharyy, A.K. (2023), "Challenges and opportunities in IT transformation of public service delivery: case of India Post", *Transforming Government: People, Process and Policy*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/TG-04-2022-0053>

# ACHIEVEMENTS AND AWARDS

**Prof. Abhishek, Prof. Poonam Garg, Prof. Santosh Srivastava, and Prof. Susmi Routroy** attended three-day Faculty Development Program on Digital Transformation organized by IMT Dubai on 30 January – 1 February 2023.

**Prof. Garima Saxena, Prof. Harvinder Singh, Prof. Juhi Gahlot Sarkar, Prof. Sapna Popli, and Prof. Sita Mishra** attended three-day Faculty Development Program in Marketing organized by IMT Dubai on 15-17 December 2022

**Prof. Harvinder Singh** was invited as a moderator for the panel discussion on ‘Customer Experience in the Digital Era’ during the “Marketing Summit 2023” organized on 21 January, 2023 organized by GL Bajaj Institute of Management & Research, Greater Noida.

**Prof. Harvinder Singh** was invited on 05 January, 2023 as a member of the external panel of experts for curriculum and syllabus review of the MBA & BBA programs of the School of Business, Galgotia University, Greater Noida.



**Prof. Harvinder Singh**

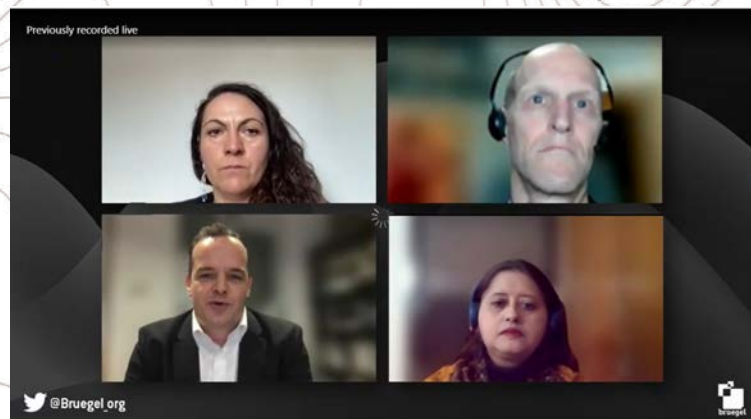
Professor  
Area: Marketing Management  
IMT Ghaziabad



**Prof. Kasturi Das**

Professor  
Area: Economic Environment & Policy  
IMT Ghaziabad

**Prof. Kasturi Das**, Professor of Economics, delivered an invited talk at a high-level webinar titled ‘Carbon Club vs Climate Alliance - Which way forward for multilateral climate and trade governance?’ organized by Bruegel, a renowned think tank based in Brussels, Belgium, on December 13, 2022.



**Prof. Mrinalini Shah** delivered “Project Management Training” for Maharashtra Electricity & Transmission Board Employees between 5-8 December, 2022 at Chandigarh as part of a consultancy work.

**Prof. Mrinalini Shah** was invited as a resource person & Panelist for a workshop on “Zero Defects in Products & Services” organized by Ghaziabad Management Association in association with IMT Ghaziabad on 21 January, 2023. The workshop was conducted for SMEs and she spoke on “Zero Defects in Education: Impossible or I M Possible.”



**Prof. Mrinalini Shah**

Professor  
Area: Operations Management  
IMT Ghaziabad



**Prof. Richa Saxena** attended Case Writing Workshop (CWW) 2023 at Harvard Business School, Boston, USA (January, 2023)

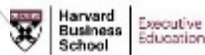


**Prof. Richa Saxena**

Associate Professor  
Area: HR & OB  
IMT Ghaziabad



Case Writing Workshop  
January 4 - 7, 2023  
Harvard Business School



**Prof. Sapna Popli** was invited as a speaker on customer centricity and experience management by the JK Organization on the 13 January 2023. The participants were young managers working across various JK companies including JK Tyres, JK Lakshmi Cement, CliniRx Research & JK Paper Ltd.



**Prof. Sapna Popli**

Professor  
Area: Marketing Management  
IMT Ghaziabad







**Mr. Shiv Prakash Agarwal**  
**Manager - PGP**

My journey with IMT Ghaziabad began in November 1990 as a Computer Programmer in the IT Centre, and I wore many hats throughout my career. In those days, IMT Ghaziabad had a small group of students and had only three programs: PGDM, PGDM Part-Time, and PGDCA. Additionally, I worked in admissions.

During this time, I was sent to the Ministry of HRD to work on automating compliance of grants and I successfully completed the project in a month. I also had the privilege of working with many senior leaders at the institute. I led one of the most crucial projects related to admissions with Mr Sharat Kumar, who was a member of the management committee and later became Director of IMT Ghaziabad.

For my career growth, I pursued PGDM Part-Time at IMT Ghaziabad, and I still remember then Director's words while I went for taking his approval, "You should do the management course at IMT Ghaziabad, but you must not leave us after completing it". The words touched me in several ways, and I was moved by them. Management and senior leaders at IMT Ghaziabad have always been human-centric and concerned about employees' well-being.

In 1998, I completed my MBA and became Manager of IT. I set up the campus network with 600+ nodes and the project was completed successfully in the year 2000.

Having been involved in the admission process since the beginning of my career at IMT Ghaziabad, I was transferred to the admission department in 2005. In the admission process, I channelled the concept of 'Counselling,' and it turned out to be a transformation both for the institute and the students.

I continued to work with the admissions department until 2016. In 2016, I was transferred to the PGP office and given the responsibility of managing the PGDM program.

My journey with IMT Ghaziabad has been nothing short of 'transformative'. I have had the privilege of working with committed and sincere colleagues. During my time at the institute, I have learnt a lot and feel fortunate to have had the opportunity to support the system. The aim of my endeavour has been and will always be to make this prestigious institute a world-renowned brand.

The present leadership is continuing the legacy of being extremely supportive, which proves that IMT Ghaziabad will continue achieving new heights.

Last but not least, I express my sincere gratitude to the management of IMT Ghaziabad for their support throughout my journey!



## EVENTS ON CAMPUS

### IMT Ghaziabad Library organizes Reader's Festival - 5th Annual Book Exhibition 2023

**LIBRARY, IMT GHAZIABAD organized Reader's Festival - 5th Annual Book Exhibition 2023 on 24 January 2023 in the beautiful lush green campus of IMT Ghaziabad.**

Dr. Vishal Talwar, Director, IMT Ghaziabad, inaugurated the Reader's Festival - 5th Annual Book Exhibition, which showcased prominent books on business, management and general reading from leading national and international publishers. Dr. Talwar said, "The library's primary objective in organizing such book exhibition is to acquire and strengthen the library's existing collection and help the readers to discover new books and enhance the institute's teaching, learning and research ecosystem."

Deputy Chief Librarian Dr. Akhtar Hussain said that it is the constant endeavour of the library to have the best books available for teaching and research. Such book exhibitions provide the academic community with the convenience of viewing quality books from various publishers under one roof while simultaneously meeting their diverse educational needs.

In this book exhibition, faculty, research scholars, students, officers, and staff, enthusiastically participated and explored new books and shared their views on the significance of reading books and the importance of the library as a learning resource and a social institution of pride for any Institution.

Prof. Amit Sareen, Dean Academics, Prof. Sachin Choudry, Chairperson-Library Committee and members were present and appreciated the book exhibition organised by the library.



### IMT Ghaziabad organized a group lunch on 25 January, 2023 to conduct a get-together of faculty members





# Alumni Connect

The Alumni Relationship Committee aims to help alumni maintain ties to their alma mater. Every year as the number of alumni increases, there is a growing communication gap between the institution and the alumni. The ARC aims to bridge this gap by building a better connection. This document collates the events and other programs undertaken from December 2022 to January 2023 to accomplish the above-mentioned goals.

Reunions are a chance for the alumni to reconnect with their batchmates and revisit the memories of their alma mater. Reunion 2023 was an effort to restart Alumni gatherings on campus after a hiatus owing to the global pandemic for a couple of years. Alumni gathered for an evening of fun, frolic, nostalgia and memories with their batchmates.

The Committee facilitated Leadership Summits with key Alumni in Mumbai and Bangalore, where the Director of IMT Ghaziabad engaged with the Alumni to apprise them of the Institute's progress and get their feedback on the curriculum and pedagogy and the perspective of the Alumni on the Institute's commitment to its vision and mission. With these meets, IMT seeks to be a part of its alumni journeys and have them become contributors to its growth in the future.

The Mentorship Programme 2023 is being conducted for the students of the 2022-24 batch, with alumni in prominent positions across key organizations acting as mentors. These mentors guide and advise students on career development and industry-relevant skills and offer personalized feedback based on their interactions over the course of 12-months. The Programme was launched by Ms. Shipra Bhalla Chowdhary, Mr. Anurag Mathur, Mr. Subodh Sharma, and Mr. Parijat Sen alongside campus dignitaries, including Dr. Vishal Talwar, Director – IMT Ghaziabad, and Prof. Anand Krishnamoorthi, Head - PGDM BFS, and Faculty Chairperson - Alumni Relationship Committee.

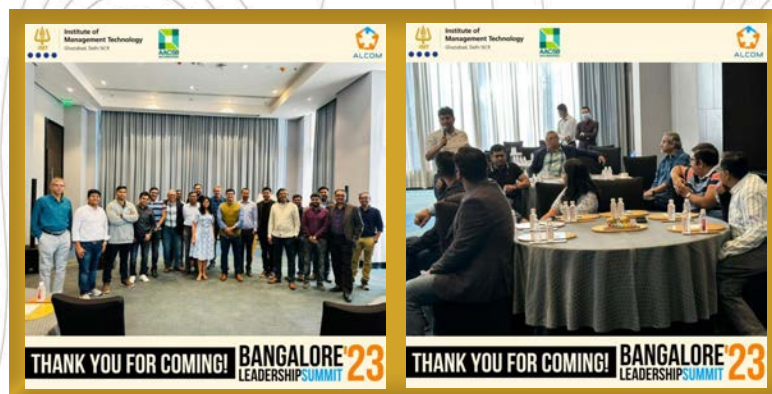
## Annual Reunion 2023

Annual alumni reunion was conducted at the IMT Ghaziabad campus for the batches of 1996, 1997, 2001, 2002, 2006, and 2007



## Bangalore Leadership Summit

The Bangalore Leadership Summit was a huge success, attended by alumni from various batches. The discussions were illuminating and covered various aspects of the future growth of IMT Ghaziabad and our focus for the way forward





## Mumbai Leadership Summit

On the 11th of December, Dr. Vishal Talwar - Director, IMT Ghaziabad, hosted prominent alumni and corporate leaders from the Mumbai region.



## Mentorship Program - 2023 Edition

The 2023 edition of the flagship mentorship was announced, which was graced by our esteemed alumni, such as Ms. Shipra Bhalla Chowdhary, Mr. Anurag Mathur, Mr. Subodh Sharma, and Mr. Parijat Sen. The meeting involved a discussion about future growth opportunities for IMT Ghaziabad and the value its alumni can add to the institute in this journey.



# MANAGEMENT DEVELOPMENT PROGRAMS

IMT Ghaziabad has pleasure in designing and delivering tailor-made programs specifically aligned to professional's requirements, in order to enhance their competencies and professional development. Recently we have conducted many programs for Maruti Suzuki India Limited having repeated batches, new program for Bartle Bogle Hegarty (BBH) and one pilot program for the True Value Managers/Generals Managers. Programs conducted are listed below:

Name of the Program	Name of organization(s)	Days	No. of Participants
Manager Development Programs for the Showroom Managers of Arena Dealership	Maruti Suzuki India Limited	2 (Four batches)	100
Relationship Excellence and Customer Handling for Quality Managers of NEXA	Maruti Suzuki India Limited	2 (Four batches)	43
Business Management Program (Module 2)	Maruti Suzuki India Limited	4	21
Prashikshanam-A Training program for the Operation Managers	Maruti Suzuki Genuine Parts Distributor	2	19
Leading Business Digitally	Bartle Bogle Hegarty (BBH)	3	25
Consultancy on Project Management	Maharashtra Electricity & Transmission Board	4	24

## Glimpses of the Programs





## New Collaborations for Certificate Programs

- IMT Ghaziabad partnered with Pearson India Education Services Private Limited for a Certificate Program on “Future Sales Leaders Program”
- IMT Ghaziabad has collaborated with UpGrad Education Private Limited for a program on “Advanced Certificate in Supply Chain Management”





## National Sports Assembly (Winter Session - 2023)

Sports Research Centre at IMT Ghaziabad organized third session of National Sports Assembly in Gurukul Hall of IMT Ghaziabad on 30 January, 2023



The event was attended by 20 Arjuna Awardees, Dronacharya Awardee and Olympians. Chief among them were:

- Shri Ashok Dhyanchand** - Arjuna Awardee
- Mrs Rachna Govil** - Arjuna Awardee
- Shri Rajkumar Baisla** - Major Dhyan Chand Award
- Mr. Sandeep Singh Mann** - Arjuna Awardee

## Round Table Discussion

Sports Research Centre at IMT Ghaziabad organized a round table discussion on Enhancing Employability Skills of Sportspersons (E2S2) in Eklavya Hall of IMT Ghaziabad.



## The programme was attended by:

- Dr. Kanishka Pandey, Head – Centre for Sports Research
- Mr. Zafar Iqbal – Arjuna Awardee
- Mr. Sunando Dhar – Deputy Secretary, AIFF
- Mr. Manu Shah – Zonal Manager, ICICI Bank
- Mr. Rajendra Singh – Head Admin, IMTG
- Mr. Rajesh Kedia – CFO, Mohan Meakin
- Dr. Vimal Mohan – Sports Editor, NDTV India
- Mr. Vijay Shankar Pandey – Ex IAS & Former Secretary, GOI
- Mr. Priyaranjan Nayak – Branch Manager, ICICI Bank
- Mr. Ravi Shukla – Program Director, Sports: A Way of Life

Sports Research Centre at IMT Ghaziabad organized a Mini Athletics Competition in Model Sports Village in Mathura



Dr. Kanishka Pandey, Head – Centre for Sports Research conducted a series of outreach meeting to explain the work done by Sport Research Centre at IMT Ghaziabad



Meeting with Mr. Asim Arun (Minister of Social Welfare, Government of Uttar Pradesh)



Meeting with Dr. Shaji Prabhakaran, Secretary General, All India Football Federation.

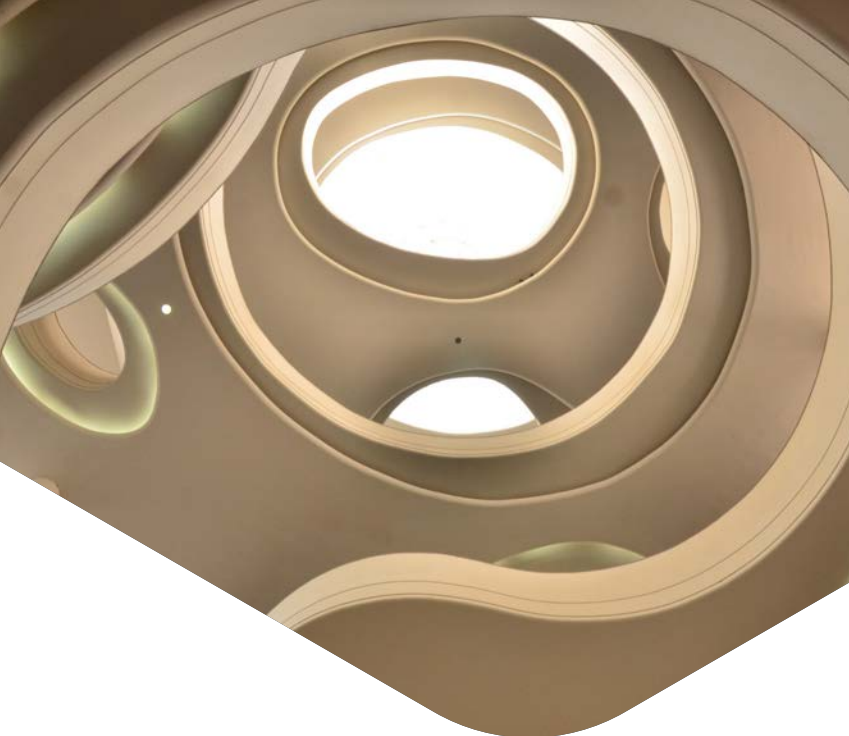
Sports Research Centre at IMT Ghaziabad received a Letter of Appreciation from All India Football Federation (AIFF)



## INDUSTRY CONNECT- EXPERIENCE SHARING

Prof. Abhijit Das, Ex. Professor and Head, Centre for WTO Studies, IIFT, New Delhi  
Mr. Abhishek Singh, General Manager - Operations, Britannia Pvt Ltd.  
Mr. Akhilesh Kumar, Professor of Operations, IIM Raipur  
Dr. Amitendu Palit, Senior Research Fellow & Research Lead (trade & economic policy), Institute of South Asian Studies, National University of Singapore  
Mr. Amit Kumar, Ex-DGM – Marketing, Mother Dairy  
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Mr. Brijesh Kumar Mishra, Regional Provident Fund Commissioner-I, Regional Office, Delhi (North)  
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Ms. Kamaljeet Kaur Panag, Director & Head - Client Services, Waterfield Advisors  
Mr. Michael Dias, Senior lawyer, Delhi High Court and Supreme Court  
Mr. Prakash Dharamrajan, Consultant  
Mr. Radha Mohan Gupta, Senior Vice President, Devyani Foods  
Dr. Ravi Shankar, Professor of Operations, Supply Chain Management & Business Analytics, IIT Delhi  
Mr. Rohit Raina, VP and Vertical Head, HDFC Bank  
Mr. Rahul Kumar, Head - Credit Risk Management, Adani  
Prof. Rahul Pandey, Co-Founder, IGSA Labs  
Ms. Rekha Karthikeyan, Diversity Business Partner, Google India  
Prof. Sabina Sudan, Senior Global Legal, Ethics, Compliance and Risk Management professional, ECLS-Consult  
Mr. Siddhartha Khaitan, Group CFO, ESME consumer Pvt Limited  
Dr. Sripad Bhat, Country Director, Ford Motors  
Prof. Subhasis Ray, Professor of Sustainability/Marketing, XIMB  
Mr. Subhomoy Bhattacharjee, Consulting Editor, Business Standard, New Delhi  
Prof. Surajit Mazumdar, Professor of Economics, JNU  
Mr. Suranjan Gupta, Executive Director, Engineering Exports Promotion Council of India (EEPC), India  
Prof. Surya Prakash Singh, Dhananjaya Chair Professor; Chairperson-Operations & Supply Chain Group, Department of Management Studies, IIT Delhi  
Mr. Vipin Tyagi, Founder, Two Green Tech firms, USA & India





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