



**JAIPURIA**  
SCHOOL OF BUSINESS

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**NEWSLETTER**

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# Prarambh - 2021



## Orientation Programme

(Batch 2021-2023)  
2<sup>nd</sup> August 2021

The two-week long Orientation Programme of Jaipuria School of Business, Ghaziabad, commenced on August 2, 2021 at a virtual inauguration that was chockful of great insights for the students of PGDM Batch 2021-23.

The Orientation Programme began with a Saraswati Vandana followed by a welcome address by Dr. Jitendra Kumar Mishra, Director of Jaipuria School of Business. Speaking to the students of the new PGDM Batch, Dr. Mishra said, "During your study of the 2-year programme, you will find the institute full of energy and enthusiasm. The curriculum is thoughtfully designed to ensure that you gain knowledge, develop skills and attitude pertaining to the Industry 4.0."

In this pursuits Mr. Shishir Jaipuria, Chairman of Seth Anandram Jaipuria Group of Educational Institutions, had an inspiring message for the students of the incoming batch. Talking about the impact of the Covid-19 pandemic on the industry, he said that though the job market will be affected in many sectors and industries, jobs will grow in the areas that require creativity, care, intuition, communication, analysis, emotions etc.

"Physical jobs will be replaced by machines and cognitive jobs will be in demand. Hence the need will be to learn, unlearn and relearn the new skills relevant to the changing job requirements of the industry," Mr. Jaipuria said.

The insights came from the industry stalwarts. Mr. Gaurav Sabharwal, CEO – India and South Asia, Kantar Public was the Guest of Honour. Mr. Nitish Bajaj, CEO – Consumer Products Division, Piramal India, was the Chief Guest. Mr. Alok Vaish, Corporate Finance Expert and Former Group CFO – Jubilant Life Sciences and Yatra.com, was the Special Guest.

The inauguration of Orientation Programme was attended by the students and faculty of Jaipuria School of Business. Each attendee had many takeaways from the addresses of the esteemed guests. Mr. Alok Vaish gave students an idea of discovering the right career for themselves. He had precious bits of advice to give to students.

1. Don't focus on just one area and keep your mind open while entering job markets.
2. People who rise to the highest level have a holistic view of business. So don't box yourself in one domain.
3. Don't be afraid of failures. Failures are very good learning experiences.



4. Always be ready to take risks.
5. Don't be afraid to have a different opinion.

In his address, Mr Gaurav Sabharwal highlighted the quality of education delivered at JSB. He said, "I'm very glad that these students have joined a leading business school in India, a school with a history and a school which is well established both for giving quality education and having delivered candidates to the corporate world. I know the B-school for a very long time and I'm so inspired to see students from here join so many corporate."

The students also had a great deal to learn from the address of Mr. Nitish Bajaj, who acknowledged the meaning of Prarambh. Giving advice to the PGDM batch, Mr Bajaj said, "The first and foremost point is to have a goal. What is it you want to achieve in life? Have a goal in life but also have a timeframe for it. If the goal is big, break it into parts. The second most important thing is optimism. Learn from failures and always keep trying. The third is observation. If we are observant, we learn better. The fourth important thing is scouting for opportunities, and finally, you need to love what you do." The advice and insights have energized the students of PGDM Batch 2021-23, who now look forward to more interesting sessions in the days ahead.

## Expert Talk Series

### Future of Work Beyond 2021

10<sup>th</sup> July 2021

JSB organized a guest lecture on 'Future Of Work Beyond 2021' by Mr Vir Bharat, Head HR, Yamaha Motor Solutions India Pvt. Ltd. on July 10, 2021 as a part of its virtual Pre-Orientation Programme called **PRARAMBH – JOURNEY TO EXCELLENCE**.

Mr. Bharat presented a video of Yamaha to give the attendees a brief overview of the company and its work culture. An expert in change management, he spoke about the major changes that are taking place in the business world and shaping the future of work.

He said the change is driven by the impact of Artificial Intelligence, automation, and robotics. According to him, different facets of an organization are affected by the change in technology.

Elaborating on the changes that are taking place in job roles, He also mentioned that the technology will lead to the creation of new jobs, but at the same time, it will render a few traditional jobs obsolete.

He informed that in this day and age, students need to be proactive in learning new skills, updating the existing ones, and acquiring the traits that will be useful in performing their job roles with competence. The students, according to him, should have the foresight to see or anticipate the nature of work in the future.

The biggest takeaway of the session was the nurturing of an understanding among the students that the nature of work and the workplace is never



static. One has to have a broad and in-depth understanding of work culture and the influences triggering the change to stay ahead of the curve.

## Digital Revolution : Paradigm Shift in Jobs

17<sup>th</sup> July 2021

JSB Organised a guest lecture on **DIGITAL REVOLUTION: PARADIGM SHIFT IN JOBS** by Mr. Kapil Sharma, VP (Global Operations), NETSMARTZ on 17th July 2021 as a part of Pe - Orientation Programme 2021.



This includes a number of relevant points about the digital revolution, its origins, its evolution, and the many benefits and challenges that stem from it. Digital Revolution, according to him, has made a few traditional job roles redundant and, at the same time, created new kinds of jobs. The digital marketing industry, which apparently didn't exist a few decades ago, is a good example of it. New job roles introduced by digital technology creates new industries, new learning streams and has a far-reaching impact on the education sector and the corporate world. Mr Sharma spoke of the changing pattern of jobs and work culture. Jobs, which could only be done in-person previously, are now being done online from remote locations. The internet and the resulting revolution in written communication through emails have speeded up the job process.

The speaker particularly delved on the impact of digitization on three important pillars of the economy: Information, Interaction & Transaction. Despite all the advantages of digital technology, there is, however, a cause for concern as well. The speaker addressed this problem in his talk about Digital Revolution versus Digital Disruption.

## Transformation of Organizational Culture from Permanent to Gig

24<sup>th</sup> July 2021



JSB conducted a lecture on the emerging Gig Culture to keep the students abreast of the latest transformation in organizations. Organizational culture is undergoing a swift change in the corporate world of the Industrial Revolution 4.0. From the traditional permanent jobs, the organizations – and subsequently the economy – are tending towards a gig culture of greater independence and merit reward.

To highlight this change, JSB organized an online session on **Transformation Of Organizational Culture From Permanent To Gig** by Ms Gauri Das, VP and Head (HR), Indian Factoring and Finance Solutions Pvt. Ltd. Held on 24 July 2021, the lecture was part of the business school's pre-orientation programme, titled Prarambh – Journey To Excellence. Ms Das touched upon the important components of organizational culture: purpose and values, people, narratives, and leadership. Purpose gives direction to an organization's growth and values determine the qualities it holds dear. People form the core of any organization. The organization is by them and because of them. Effective leadership determines the most judicious use of human capital.

But this human capital is undergoing a deep change due to the digital revolution and changing mindsets. What's trending now, said Ms Das, is the emergence of a gig employee.

Gig employees are independent employees or freelancers who work on online platforms, or on a contract basis, or on-call to fulfil a role that the traditional worker used to do. Their flexible availability doesn't compromise the quality of the work they bring to the table. Rather, gig employees give firms the chance to find the right specialist or expert for a particular kind of work, rather than allocating it to a full-time employee.

### The question, however, arises: how sustainable will this gig culture be?

Ms. Das said the future of the gig culture will be defined by a few salient features: Stable pay and healthcare, increased age diversity & Adoption across industries. Ultimately, the aim of any organization and its employees is to succeed. According to Ms. Das, the 3 top ingredients of success are vision, exceptional execution, and exemplary culture.

## Design Thinking For Effective Solutions

3<sup>th</sup> August 2021

To keep the students up to speed with this new approach, JSB organized a session on **'DESIGN THINKING FOR EFFECTIVE SOLUTIONS'** by Ms Shuchi Aggarwal, Head of Design and Strategy, E2logy, Noida. "Design Thinking is actually is a misnomer, because it's not just about thinking but also about doing," she said. The session, held virtually on August 3 2021, was a perfect start to the B-school's Orientation Programme. Ms Aggarwal cited instances from the real world – such as Steve Jobs successfully launching i-pods in the wake of the dotcom bubble — to lay the ground for addressing the most pertinent question:



### What is Design Thinking and why is it important?

"The key to Design Thinking is finding the problem. People have the tendency to evade problems. The first step towards Design Thinking is accepting that there is a problem. Once you accept a problem you get into a designer's mind. You see the problems as opportunities in disguise for designing. The next step is to empathise with your clients or customers." she said. Describing the process of Design Thinking and its implementation in the day-to-day working of an individual through the real-life example of AIRBNB & Southwest Airlines, Ms Aggarwal laid down the following steps in Design Thinking: Discover/Reframe the problem; Ideate the possible solutions; create a Prototype for the best possible solution; Test the prototype. Action, she emphasised, is crucial to Design Thinking. Without the actions of creating the prototypes and testing them, the solutions cannot be arrived at. During the hour-long session, Ms Aggarwal also explained the key tenets of Innovation; Feasibility, Viability and Desirability. She helped the students understand how the tools and techniques of the Design Thinking process are used in the strategic decisions of any organization. Being the first lecture of the induction programme of Batch 2021-23, 'Design Thinking for Effective Solutions' spiked the curiosity of the students and explained a complex concept in a simple manner with ample real-life examples to help the students learn. The Orientation Programme of Jaipuria School of Business continued for two weeks, during which the students got to learn a great deal from more stimulating sessions ahead.

## NSE Certifications to Enhance Career prospects

11<sup>th</sup> August 2021

JSB organized a session on **'Importance of NSE Certifications to Enhance Career Prospects'**, hosted by Mr. Nandan Singh, Lead Corporate Training; NSE, on 11th August 2021 to provide in-depth knowledge on the importance of certification courses in the new-age industries. Mr. Nandan stated the importance of certifications to get ahead in the competitive landscape and stay relevant and up-to-date with the latest advancements in technology, thereby boosting career prospects. As per him "the world is transforming rapidly.

The traditional courses are being replaced by certifications that have a higher value". Certificates provide an opportunity to get ahead in the competitive landscape and stay relevant and up-to-date with the latest advancements in technology, thereby boosting career prospects for students.



While presenting in the seminar, he highlighted how various certifications provided by NSE enrich the traditional courses in finance and act as an incredible resume builder for future employers. Elaborately discussing the advantages of certifications to bridge the skill gap between Academia and Corporates, he concluded how certifications could help students at JSB boost their candidature and prepare them for the industry.

## Socio Emotional Learning for Management Students

11<sup>th</sup> August 2021

All the aspiring management students presently studying in **Jaipuria School of Business** received excellent exposure to lessons regarding SEL (Socio-Emotional Learning). JSB organized a session on 'Importance of Socio-Emotional Learning for management students by Ms. Sushma Raturi's Head teaching and Learning, at Jaipuria Education Society on 11th August 2021,

She stated the importance of SEL in a world surrounded by volatility, uncertainty, complexity, and ambiguity. To avoid the challenges that students and professionals generally face globally, learning more about socio-emotional development is vital. She highlighted what is Socio-emotional and its importance for professionals and employers. She emphasized the need for SEL at JSB to nurture future stakeholders who will lead a purposeful life and work towards an equitable world where courage, compassion, and wisdom are their lodestone. She highlighted and elaborated the five critical competencies of SEL: She also stated how all these competencies are significant in one way or another for the management students. Extending here views on why Socio-economic learning is essential, she said that SEL helps in **Increasing academic success, Lowering stress levels & Promoting positive relationships and attitudes and motivating students to achieve things through cooperation.**

During her presentation, she focused on how SEL can help students reach from a jack to KJCA (Knowledge judgment communication attitude). Socio-emotional learning empowers candidates with the knowledge to teach an attitude that facilitates wise judgment and smooth communication. She stressed on how employers want employees who demonstrate pro-social behaviors, such as compassion, motivation, & integrity. Employees are seen as an investment, and a company wants to make sure that it hires the right people. JSB is committed to building a robust SEL curriculum that creates a balance between the mind and the heart with ethics as its bedrock. Concluding the session, Ms. Raturi appreciated the students who decided to get on board with JSB and wished them luck for their future.

## Learning for Students in a Business School

8<sup>th</sup> September 2021



A Guest Lecture by Mr. Arun Singhal, Principal mentor and managing partner, Enrichmentors was organized on 8th September 2021. Highlighting the importance of 'Learning for students in a business school,' he said, This is an important stage for learning, where students practice & become excellent in communication and prepare for the practical life. "The students get to decide what specific role they can opt for as a career".

The business school facilitates setting up an environment where a right circle is important, so choose friends wisely", he added. During the seminar, he also advised students to set short-term goals and achieve them for better long-term goals and stay focused.

Mentors are the most significant resources and support available for the students, which they must utilize wisely. Setting standards and accepting challenges is another badge students must add to their personalities. "Those who take a lot more ownership can figure out changes and maintain an attitude that keeps them up in careers," said Mr. Arun. As learning should be a goal and is prioritized, Mr. Arun stressed how JSB is committed to building a robust learning resource for students that creates a balance between the mind and the heart, with ethics as its bedrock.

Concluding the session, he appreciated the students who decided to get on board with JSB and passed them on the mantra to lead a great career, i.e., Integrity, Honesty, and Excellence.

## H2H Marketing: Evolution & Significance

10<sup>th</sup> September 2021

Mr. Salil S. Kallianpur, Founder and MD - ARKS Knowledge Consulting Pvt. Ltd., was invited to address our PGDM batch 2021-23 on **H2H Marketing: Evolution & Significance**. The session was very insightful.



## Workshops / Seminars / FDPs

### Workshop on Entrepreneurship

6<sup>th</sup> August 2021

All the aspiring entrepreneurs presently studying in the PGDM Batch 2021-23 of JSB got to develop an in-depth understanding of what entrepreneurship is and what qualities make a successful entrepreneur from the lecture 'Workshop On Entrepreneurship' by Dr. Poonam Sinha, Director NIESBUD.

The lecture was a part of the B-school's Orientation Programme that prepares students to begin their business and management education with confidence held on August 6, 2021. At the outset, Dr. Sinha explained the focus on work of "National Institute for Entrepreneurship and Small Business Development (NIESBUD), an organization under the ministry of entrepreneurship and small business development. The institute designs and organizes different types of training programmes to promote entrepreneurship.

NIESBUD organize programmes for field level prospective entrepreneurs to international participants. The Institute organize different kinds of programmes for different target groups, and offer customized programmes as per the need of the client."



Speaking about entrepreneurship, Dr. Sinha said that it is an attractive career option. All development becomes possible because of entrepreneurship. If there are no entrepreneurs then the development will be hampered and the economy will not grow at a desired rate. "For students it is very important to know who is an entrepreneur and what are the characteristics of an entrepreneur. As per my definition, an entrepreneur is a person who ventures out, takes calculated risk, takes the responsibility of his or her success and failures, and constantly strives for growth and excellence," she said.

**She then laid out the desirable qualities of an entrepreneur. Which include:**

- A strong desire to succeed, A never-say-die attitude, Moderate risk taking, Ability to explore, and utilize opportunities; A dispassionate approach to solving problems; Getting feedback to track progress; Ability to handle uncertain/unfamiliar situations; A temperament to handle and withstand stress. Ms Sinha highlighted the role of the government in promoting entrepreneurship.

## Workshop on Happiness

7<sup>th</sup> August 2021

A workshop on Happiness by Mr Vinod Malhotra & Mr. Harish Sanduja, was conducted for the batch 2021-23 as a part of Orientation Programme on August 07, 2021. He emphasized on the importance of happiness in everyone's learning & life.



## FDP on Innovative Teaching Pedagogues in Management.

11<sup>th</sup> August 2021 & 18<sup>th</sup> September 2021

JSB hosted a **Faculty Development Program (FDP) 2021** on **"Innovative Pedagogies for Teaching in Management."** By Dr. R. Srinivasan, Professor of Strategy at **IIM Bangalore**, He facilitated the workshop and set the program's goal to improve the competencies required for high-quality teaching and research.

As per him the study of innovative teaching methods help in explaining the teaching processes. Curriculum work, teaching staff competency, development, teaching and learning materials, and support and promotion of students' learning are all examples of pedagogical management.



Innovative Pedagogies for Teaching in Management has the practical approach which include **Constructivist, Collaborative, Integrative, Reflective, Inquiry-Based Learning.**

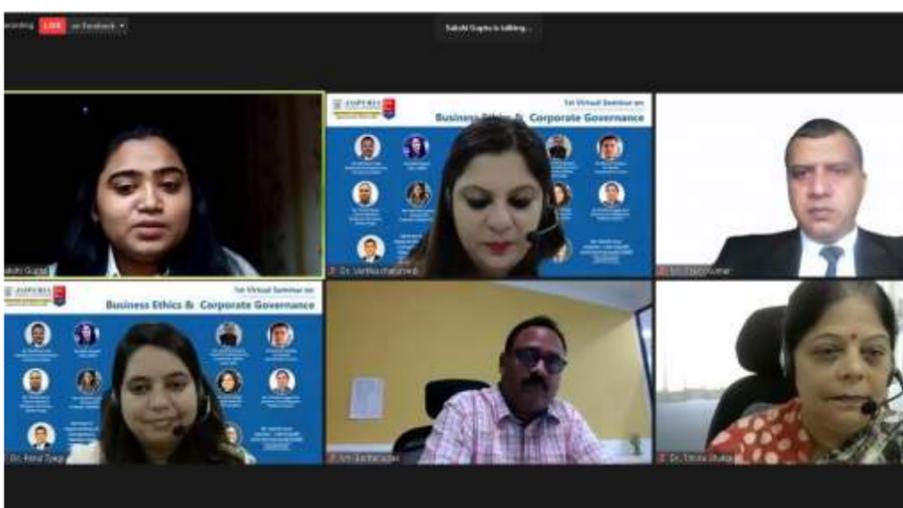
In the first session held on August 8, 2021 Dr. Srinivasan presented some digital tools and platforms that can be useful while teaching, particularly in hybrid learning. He discussed the skill of making a lecture more fascinating and the crucial parameters to remember. Dr. Srinivasan mainly emphasized the importance of quality and the traits of a good instructor. He also discussed the method for producing a course outline in depth. The event was interactive, focusing on the most up-to-date skills, tactics, and tools for running effective and result-oriented classroom sessions.

Before choosing a pedagogy, one must always think of a few criteria such as context, relationship between actions and outcomes, knowledge/realization & rule or judgement based Pedagogy.

He also emphasized a few critical components of innovative education. He informed faculties that students need to assess whether they are gaining knowledge from their course curriculum or not. He also explains the course's purpose and place within the program. Faculty should mainly create assessments so that they can track the progress of students' learning. The last and most crucial point is the feedback. It contains all information on what students were supposed to learn as well as what they learned.

## Seminar on 'Business Ethics & Corporate Governance'

24<sup>th</sup> September 2021



A recent seminar hosted by Jaipuria School of Business, a leading institution for business education in India, has gained immense international attention. The event focused on teaching 'Ethical standards and Corporate Governance' within organizations looking to integrate these aspects into their core values.

The proximity between the Indian economy and those abroad have created better scope to inculcate Corporate Governance in all functions and operations.

Jaipuria School of Business, as a meticulous Management Institution, took the opportunity to create awareness about ethics & corporate governance among students and related stakeholders. The seminar was conducted to build a platform for corporate leaders and academicians to come together & share their vision and knowledge on the subject.

### The seminar witnessed two sets of panellists talking about:

- Building an Ethical Culture for Sustainability
- Redefining Business through Governance & Compliance, respectively.

The event had corporate executives, members from Management Associations, and JSB Management Institutions (Faculty & Students). In his introductory address Dr Jitendra Kumar Mishra, Director JSB, recognized that success could not be measured or limited to competence



building. Sustained growth is dependent on factors like strong ethics & governance standards. "With a transformative tide, the corporate world must focus on building higher standards and sensitiveness towards the challenges of society & ecosystem. We are more concerned about collective existence & sustained growth as success is not measured in monetary terms or other profits," added Dr Jitendra Kumar Mishra, Director JSB. Mr Rajiv Maheshwari, CEO, Anand & Anand, congratulated JSB to choose a delicate topic of Business Ethics and Corporate Governance in the light of sustainability. He believes that ethics directly impacts business analogous & other vital aspects such as growth hacking & digital transformation. "Individual perspectives impact and influence ethics in an organization. Morals and values differ from person to person; therefore, a holistic approach should be embedded into the functioning of a business. Financial metrics alone do not define the success of a business. The corporate world does not have standardized or globally accepted norms for ethics; thus, a uniform framework is the need of the hour," added Mr Maheshwari.

The seminar had participation from other speakers, which included stakeholders from various organisations - Wells Fargo, Larsen & Turbo, ISWAI, Prakash Laddha Group, Resort DBA, PepsiCo, Motilal Oswal Home Loans, Public is Sapient.

## An Interactive Orientation session on Learning Management through Theatre

12th August 2021

What can be a better way to learn than through theatre? As a part of orientation programme "Pramabh" Jaipuria School of Business Ghaziabad organized an interactive session on "Learning Management Through Theatre" by Ms. Puja Sarup, Actor, Director, and Senior Trainer - The Opposable Thumb.

## Webinars

### Reinvigorating human capital through excellence in education and Multilingualism

7<sup>th</sup> August 2021

JSB organized a webinar on Reinvigorating Human Capital through Excellence in Education and Multilingualism as recommended in New Education Policy 2020 on August 7, 2021. This webinar was conducted to support the initiative of AICTE Awareness Program. The resource person for the webinar was Prof Satya Prakash Pandey. Prof Pandey is also Margdarshak of AICTE since 2018, AICTE-ATAL expert for NEP 2020, an expert of National Board of Accreditation, and is also the Chairman of Employer Satisfaction Survey committee of NPIU / MHRD for All India survey task. The webinar was started with the welcome address by Dr. Jitendra Kumar Mishra, Director Jaipuria School of Business. In his address, Dr. Mishra provided the background of NEP 2020 and its focus on developing academic excellence across institutions and academic domains. His address set the tone for the webinar.

Prof Pandey explained in detail the provisions of NEP 2020 and connected the same with the budgetary provisions for implementation. He discussed the essence of NEP 2020 like multi-disciplinary system, flexible learning environment, respect for diversity and local context, promotion of Indian languages, arts & culture, enhancing the employability skills. Prof Pandey also, empathized on the initiatives taken for enhancing the human capital by the government. Faculty members and academic administrators from various institutions actively participated in the webinar and got benefited by the same.

## Independence Day

15<sup>th</sup> August 2021

JSB celebrated the 75th Independence Day with pride and happiness. The celebrations started with a patriotic fervor that echoed throughout the campus. It was a day of celebration for all - students, faculty & staff members!

## Teacher's Day

It's the time to reflect on how much we owe to our teachers for all they do in our lives, and for what they have done for society over the years. We honour all the teachers who have dedicated their lives to teaching and educating our students at JSB. Happy Teacher's Day!

## Alumni Meet

4<sup>th</sup> September 2021

Coming back home is always the happiest moment for all of us! Here's a sneak peak of everything that happened when our Alumni got back together at the place where it all began. An alumni meet was organized on 4<sup>th</sup> September 2021.

### Rahul Sharma

Once a proud student of JSB. Forever a pride of Jaipuria. Here's to Rahul Sharma, Batch 2008-10 for having another feather in his cap added.



### Arjit Saxena

It is a moment of pride for us to announce that Mr Arjit Saxena, student - PGDM 2019-21 Batch won the Best Research Paper Award in the National Conference on Entrepreneurship Education and Innovation for Sustainable Development organized by Sharda University in collaboration with National Institute for MSME. We are sure, with his sheer passion, he will continue to soar higher.



### Garvit Rastogi

Garvit Rastogi, Batch 2008-10 was honoured as a top salesperson for his outstanding performance by Canon Inc.



## Awards

### Best Management College in India for Placement 2021

- JSB was awarded the **Best Management College in India for Placement 2021** for the dedicated and exemplary contribution towards Education by Integrated Chamber of Commerce and Industry (ICCI)



### Great Place to Work

Jaipuria Group of Educational Institutions (Seth Anandram Jaipuria Education Society) has achieved a special milestone of being recognized as a Great Place To Work by GPTW Institute. This is an important step to build a High-Trust High-Performance Culture. Congratulations to everyone who is a part of the big and strong Jaipuria family. Great Place To Work Institute – India.

### Outstanding and exemplary contribution towards Management Education

- JSB was awarded the **Best Management College in North India for Innovation 2021** for the outstanding and exemplary contribution towards Education Skill Development and Research and exemplary contribution towards Education by Integrated Chamber of Commerce and Industry (ICCI)



## Faculty News

- Dr Jitendra Kumar Mishra, was invited as a Speaker at the Second Education to Entrepreneurship Summit by Integrated Chamber of Commerce and Industry held on 12th June 2021
- Dr Jitendra Kumar Mishra, was invited as a Speaker at the India Education Futures event organised by Asia Tech Journal on 23rd & 24th June 2021
- Dr Jitendra Kumar Mishra, has been unanimously elected as member of National Executive Board of Association of Indian Management Schools (AIMS)
- Dr Jitendra Kumar Mishra, was on jury of AIMS GL Batra Best Research Paper Award for faculty
- Dr Jitendra Kumar Mishra, had the honor of reading the citation for the prestigious AIMS Ravi J Mathai National Fellow Award conferred to Prof Anil D Sahasrabudhe, Chairman, AICTE during the inaugural ceremony of 32nd AIMS Annual Management Education Convention held on August 26, 2021 and to handed over the same in person to him
- Dr Jitendra Kumar Mishra, was invited as the Chief Guest at the event "Kal Aaj aur Kal Lal Goel Ke Sang" by Mr Lal Goel, Chairman, Organ Donation India Foundation & GYAN, on 31st August 2021
- Dr Timira Shukla was invited as the guest by "Tare Zameen Foundation", Delhi for flag hosting on 15th August 2021
- Dr Timira Shukla was invited to review the research paper submitted to "Amity Business Review", a biannual, blind peer reviewed, refereed international journal of Amity Business School, Amity University.
- Dr Nitin Kr Saxena delivered a keynote address on Research Ethics and Misconduct during 14 day e-refresher program on Research and Publication Ethics at BM University, Rohtak on 29th June 2021
- Dr Vartika Chaturvedi conducted a session on Charting out a Successful Career on 26th June 2021 for UG students of Arya PG College, Panipat.

## Research & Publications

- A Research paper on Green consumerism and environmental sustainability: A study of attitude towards environment friendly products by Dr Nitin Kr Saxena, published in Indian Journal of Ecology – Scopus and WoS indexed
- Book Chapter titled "Academic Governance Arrangements: Quality Assurance & Pandemic Impact" in the book titled "Assessing University Governance and Policies in Relation to the COVID-19 Pandemic" by Dr Vivek Soni published by IGI Global Publishing.
- A Research paper on Sustainable and Flexible Production System for a Deteriorating Item with Quality Consideration by Prof Rini got published in International Journal of System Assurance Engineering and Management. Scopus, Springer



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