

# THE ASSURGENT

JUNE 2024



## MBA (BUSINESS ANALYTICS) GRADS LANDS ₹10 LAKH PLACEMENT



We are beyond excited to share that our MBA rockstars have clinched coveted spots at Consentus India Private Limited (CIPL) A US based MNC! This triumph showcases the cutting-edge prowess of our MBA program at the School of Management & Commerce, MRU, which is designed to groom future industry captains. Hats off to our MBA champs on this stellar achievement.

Soumya Jha and Sanchit Dabas, MBA students from our university built a milestone by getting a remarkable job offer.

## TRANSPARENCY IN THE SYSTEM- OPEN HOUSE

Transparency was a cornerstone of the OPEN HOUSE event held at Manav Rachna University on June 11th, 2024, where students were granted access to their answer sheets for the semester exams. This initiative aimed to foster an open dialogue between students and faculty regarding academic performance.



To maintain integrity, strict regulations were in place, including the prohibition of students from using mobile phones to capture images of their answer sheets. These measures were implemented to prevent any potential breaches of academic fairness and to uphold the credibility of the evaluation process.

## BOOSTING POTENTIAL: SUMMER SCHOOL PAVES THE WAY FOR STUDENT SUCCESS



Flexibility in the system was demonstrated through the summer school program organized at Manav Rachna University. This initiative was designed to enhance students' skills and knowledge, aiming to boost their morale by fostering an environment where learning is continuous and dynamic. As the adage goes, "The more you learn, the more you gain knowledge," reflecting the program's commitment to encouraging lifelong learning among students.

## CAPACITY BUILDING OF THE FACULTY- FDP

Our two faculty members Dr. Sunil Kadyan and Ms. Srishti Bathla got an opportunity to attend an enriching 8-day Faculty Development Program at Punjab University, Chandigarh, sponsored by AICTE from 18th June to 25th June. This residential program focused on Universal Human Values (UHV) UNIVERSAL HUMAN VALUE CELL RGIT and was a significant initiative aimed at integrating value-based education into the university curriculum.



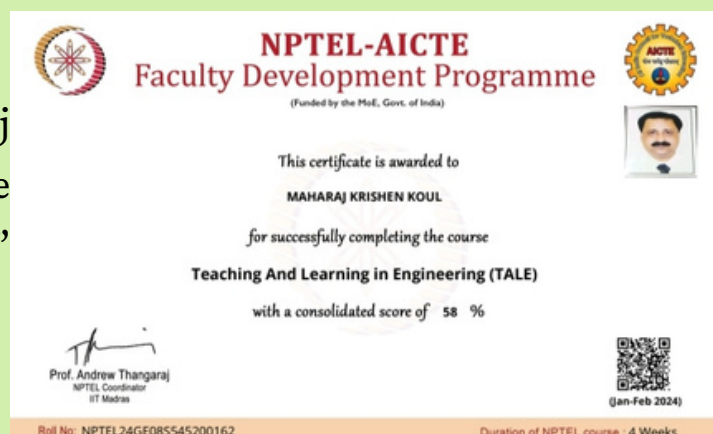
## Bridging the Knowledge Gap: Industry Collaborations and Faculty Immersions

A kick off meeting under Industry Immersion Program at GAIL Training Institute, Noida, was held on June 21, 2024. The meeting with GAIL Institute of Training officials along with the Director of the centre Mr P.K.Dey was held to delve into common areas of interest between the industry and Academia. The presentation by the GIT team opened up topics which are of interest to academicians like Research Projects, Mooc Courses and train the trainer. It was decided to hold another meeting in the near future where specific areas of collaboration can be worked upon. The meeting was also accompanied by lunch and concluded.



## FACULTY ACCOLADES

Our esteemed faculty member Mr. Maharaj Krishen Koul achieved a remarkable certificate for “Teaching and Learning in Engineering” course through MOOCs mode and passed.



## Pre PhD & DRC at SoMC

- Pre - Ph.D Seminar of Ms. Usha Chauhan, was conducted on June 11, 2024, at 9:30AM (Tuesday) in I Block Ground floor (IG-07).
- Pre PhD viva of scholar Ms. Neha was conducted on June 11, 2024, at 1:00 PM(Tuesday) in I Block Ground floor (IG-07).

## FACULTY RESEARCH AND PUBLICATIONS

- Dr. Sweta Goel authored a paper “A study on the impacts of investment behavior on decision making of banking officials in Delhi NCR” published in **Scopus indexed journal** “Educational Administration: Theory and Practices”.
- Dr. Sunil Kadyan and Dr. Yogita Sharma published a chapter titled “Human Centric AI application for remote patient monitoring in the **scopus indexed book** “Blockchain and IOT approaches for secure electronic health records”.

### The Power of Influencer Marketing: Shaping Brand Engagement in the Digital Age

-Ms. Shagun Chahal, Assistant Professor, SMC, MRU

In today's digitally-driven world, influencer marketing has emerged as a pivotal force in shaping brand engagement. Leveraging the reach and influence of individuals with substantial online followings, influencer marketing has become an indispensable strategy for brands aiming to connect with their target audiences in authentic and impactful ways.

Influencer marketing not only offers a direct line to niche demographics but also fosters genuine connections between brands and consumers. By partnering with influencers whose values align with their own, brands can effectively communicate their message to a receptive audience, driving engagement and loyalty in the process.

As we navigate the ever-evolving landscape of digital marketing, understanding the nuances of influencer marketing and its potential to amplify brand presence is crucial for aspiring marketers and business leaders alike.



Student Editorial Team

Mr Sartaj Nagpal and Ms Shreya Katyayan BBA BA 3 (Sem)  
Editorial Team

Ms. Shagun Chahal, Assistant Professor, SMC, MRU; Email:  
Mr Neeraj Chopra, Assistant Professor, SMC, MRU; Email: neerajchopra@mru.edu.in

