

THE ASSURGENT AUGUST 2024

UNLOCK YOUR POTENTIAL THROUGH MBTI

SOMC organized a workshop on personality assessment through MBTI for MBA Business Analytics students. The workshop was conducted by Prof.(Dr.) Sanjay Shrivastav, the Vice Chancellor and Managing Director of MRIIRS. Dr. Shrivastav provided the students with valuable insights into understanding their personality traits. The workshop equipped the students with a deeper understanding of themselves and their colleagues.



HONORING EXCELLENCE, ONE STUDENT AT A TIME!

MRU celebrated academic achievement on August 21, 2024, as they honored the top-performing students who earned the prestigious VC List and Dean's List awards. Both awards celebrate the dedication, hard work, and intellectual curiosity of the students who earned them. The ceremony was a testament to the quality of education provided by Manav Rachna University and served as a motivation for students to strive for their best.



KRISHNOTSAV: A CELEBRATION OF KRISHNA'S BIRTH

The School of Management and Commerce (SOMC) at Manav Rachna University hosted a vibrant Krishnotsav celebration on August 23, 2024. The event commemorated the birth of Lord Krishna, one of the most beloved deities in Hinduism. Krishnotsav was a memorable occasion that brought together students from diverse backgrounds to celebrate the birth of Lord Krishna and foster a sense of community within the SOMC.



CELEBRATING INDIA'S SPIRIT

To commemorate India's independence, SoMC organised a special event. The celebration began with a thought-provoking documentary that showcased the nation's struggle for freedom. After this, an engaging freedom fighter quiz tested pa knowledge of India's history. The event concluded with a lively musical quiz that celebrated the spirit of Indian culture through popular songs.



MRU AT FOREFRONT OF RESPONSIBLE BANKING

MRU was the sole educational institution invited to participate in a prestigious international conference on “responsible banking and climate change”. Prof (Dr.) Parul Jhajharia and Dr. Sunil Kadyan represented MRU at the event. Their participation showcased MRU's commitment to addressing global environmental challenges and promoting sustainable banking practices.



BBA STUDENTS EXPERIENCES BULLS, BEARS AND BEYOND IN REAL LIFE!

The BBA-Finance and Accounts students of SoMC at MRU embarked on an enriching industrial visit to the National Stock Exchange of India Ltd. (NSE) on August 23rd, 2024. The industrial visit not only complemented the theoretical knowledge gained in the classroom but also ignited the students' passion for the financial sector. It exposed them to real-world applications of their academic studies and inspired them to pursue careers in finance and investments.



FACULTY ACCOLADES

ENTREPRENEURSHIP EDUCATION THROUGH SIMULATION

Prof.(Dr.) Pragati Chauhan shared their knowledge with students at bbw Hochschule, German State University. She conducted over 10 hours of sessions for students pursuing a Master's degree in Strategic Management in Logistics/Integrated Planning of Global Supply Chains. Prof. Chahuan contributed to a business simulation course offered by Marketplace Simulations USA. The course provided students with a hands-on experience of managing a virtual business.



PRE PHD VIVA

- Pre - Ph.D Seminar of Ms. Mona, was conducted on August 14, 2024, at 1:30PM (Wednesday) in I Block PHD Lounge.
- Pre PhD viva of scholar Ms. Srishti Bathla was conducted on August 22, 2024, at 2:00 PM(Thursday) in I Block Ground floor (IG-07).

FACULTY RESEARCH & PUBLICATIONS

- Dr. Akanchha Singh Attended a 3 days workshop on case development, mentoring and publication, organized by MDI Gurgaon in collaboration with Emerald Publishing.
- Dr. Animesh Singh judged the COMMERCIO - Commerce Fest on August 31, 2024, @ Modern School Faridabad.
- Dr. Animesh Singh published a Research paper titled "From attitude to action: Exploring the pathway to purchase organic skincare products" in journal name Multidisciplinary Reviews - A Scopus indexed Journal.
- Dr. Animesh Singh published Research Paper "A journey of 18 years on sustainable Human Resource Management: A Bibliometric Analysis" in journal named Acta Scientiae; A Scopus indexed Journal.
- Prof.(Dr.) Yogita Sharma and Ms. Shagun Chahal published a paper "A Transition from Trendy to Sustainable: Exploring Role of AI in Sustainable Fashion Marketing" in International Journal of Cultural Studies and Social Sciences- UGC Care Journal.
- Prof.(Dr.) Pragati Chauhan received certificate of appreciation for her contribution at IFM, Kolkata.

Student Editorial Team

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

Editorial Team

Ms. Shagun Chahal, Assistant Professor, SMC, MRU

Email: shagunchahal78@gmail.com

Mr Neeraj Chopra, Assistant Professor, SMC, MRU

Email: neerajchopra@mru.edu.in