

SCHOOL OF MANAGEMENT AND COMMERCE NEWSLETTER

THE ASSURGENT

FEBRUARY 2025



FIRST INTERDISCIPLINARY CONFERENCE

The first Interdisciplinary Conference on AI and New Age Technology (AINAT 2025) was organized by SoMC, SOL, and SOEH from February 28 to March 1, 2025. The conference saw an overwhelming response with 200+ research paper submissions. Scholars and experts explored emerging AI technologies, showcasing cutting-edge advancements and fostering interdisciplinary collaborations, making it a remarkable platform for innovation and knowledge exchange.

FROM CLASSROOM TO CORPORATE: A GLIMPSE INTO INDUSTRY GIANTS

MBA 2nd semester students visited Coca-Cola, exploring production, supply chain, and sustainability initiatives. They gained insights into eco-friendly packaging, water conservation, and recycling practices, offering a real-world perspective on sustainable business operations.



UNDERSTANDING RURAL CHALLENGES: STUDENTS CONDUCT VILLAGE RESEARCH

HCM 6th semester students visited a local village to conduct surveys, gaining valuable insights into rural life. The visit enriched their understanding and provided essential data for their research projects, bridging academic learning with real-world experiences.

DIGITAL MARKETING STRATEGIES BY VIKAS NAIN

Vikas Nain led a digital marketing seminar, sharing key strategies, trends, and tools for online business success. The session offered valuable insights into SEO, social media marketing, and content strategies, helping attendees enhance their digital presence.



INVALUABLE LEARNING BEYOND CLASSROOM- INDUSTRIAL VISIT @ THOMPSON PRESS

BBA 2nd-semester students explored cutting-edge printing technology and workflow processes during an insightful visit to Thompson Press. Engaging with industry experts, they gained valuable firsthand exposure, bridging the gap between classroom theory and real-world applications.



RIYA MAHAR SECURES PRESTIGIOUS PLACEMENT WITH ZOMATO

BBA 2nd-semester students visited Thompson Press, gaining firsthand exposure to advanced printing technology and workflow processes. Interacting with industry experts, they bridged the gap between theory and practice, enhancing their understanding of real-world applications.



LEARNING FROM EXPERTS: INSIGHTS THAT INSPIRE - GUEST LECTURE @ DPGITM

Dr. S.K. Roy conducted an insightful session on Budget Manthan at DPG ITM, where he analyzed key aspects of the Union Budget 2025. His expert insights provided a deeper understanding of financial planning and governance.



FACULTY ACCOLADES

- MR. NEERAJ CHOPRA HAS APPOINTED AS A REVIEWER OF DISCOVER EDUCATION SPRINGER NATURE
- MR. NEERAJ CHOPRA HAS ATTENDED FDP ON DEVELOPING THE FUTURE WORKFORCE: DESIGNING AI & ANALYTICS CURRICULA (SAS TRAINING) AT MRIIRS
- MR. NEERAJ CHOPRA HAS ATTENDED 8 DAYS NEP 2020 ORIENTATION & SENSITISATION PROGRAMME UNDER MALVIYA MISSION TEACHER TRAINING PROGRAMME (MMTP) OF UGC ORGANISED BY UGC-MMTC, CENTRAL UNIVERSITY OF KERALA
- M.K. KAUL WAS FELICITATED FOR COMPLETING SEVERAL COURSES ON LINKEDIN LEARNING, RECOGNIZING HIS COMMITMENT TO CONTINUOUS LEARNING AND PROFESSIONAL DEVELOPMENT.
- DR. POOJA KAPOOR, CHAIRED A SESSION ON "ARTIFICIAL INTELLIGENCE (1A7-1)" AT THE 22ND AIMS INTERNATIONAL CONFERENCE ON MANAGEMENT, ORGANIZED BY AIMS INTERNATIONAL AND THE INDIAN INSTITUTE OF MANAGEMENT KOZHIKODE

FACULTY RESEARCH & PUBLICATIONS

- DR. ANIMESH SINGH AND DR. RASHI BANERJI PUBLISHED A PAPER ENTITLED "UNLOCKING THE NEXUS: EXPLORING HAPPINESS AT WORK, WORKPLACE SPIRITUALITY, AND ORGANIZATIONAL CITIZENSHIP BEHAVIOR IN INDIAN PRIVATE SECTOR BANKS"
- DR. POOJA KAPOOR PRESENTED A RESEARCH PAPER TITLED 'FINANCIAL KNOWLEDGE OF TEACHERS FOR RETIREMENT: A STUDY BASED ON REVIEW OF LITERATURE' AT THE 22ND AIMS INTERNATIONAL CONFERENCE ON MANAGEMENT, ORGANIZED BY AIMS INTERNATIONAL AND THE INDIAN INSTITUTE OF MANAGEMENT KOZHIKODE
- DR. POOJA KAPOOR BEING SELECTED AS AN EXTERNAL EVALUATOR- THESIS EVALUATION - BY GRADEN CITY UNIVERSITY, CONTROLLER OF EXAMINATIONS, BENGALURU-49
- DR. POOJA KAPOOR CONDUCTED MONEY RUSH SESSION IN HYBRID MODE ON 'TRANSFORMING DATA INTO BUSINESS DECISIONS' AT C BLOCK
- DR. SHWETA GOEL REVIEWED A RESEARCH PAPER OF 'SN BUSINESS & ECONOMICS JOURNAL' PUBLISHED BY SPRINGER NATURE.

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