

Students of SoMC at International Icons of Excellence Award



Students of Manav Rachna University participated in the International Icons of Excellence Award as Volunteers where they interacted and had a wonderful networking session with Entrepreneurs from all over India. Prof. Dr. Yogita Sharma accompanied the students from SoMC. Mehar Singh, an MBA student from our University performed Live amongst other professional performers.

FDP at SoMC

School of Management & Commerce organized a manual workshop on Outcome Based Education [OBE] & PO, PSO attainment [Direct & Indirect] on 14th-15th May 2024. The resource person was Prof. (Dr.) Sunil Roy, HOD/Professor, SoMC at MRU.



School of Management & Commerce organized a workshop on Bibliographic analysis using R-Studio free software & VOS Viewer on 14th May 2024. The participants were faculty members of SoMC & Full-time and Part-time PhD Scholars at SoMC.



The resource person was Dr. Geetanjali Batra, Associate Professor of ABVSME, JNU, New Delhi.

SoMC Student Placement

Mohit Saini, a BBA EFB final-year student has been selected for the recruitment drive conducted by FUTUREWIZ on 25 April 2024.

SoMC Campus Recruitment event by ISDC



School of Management and Commerce, in partnership with our esteemed knowledge partner, International Skill Development Corporation (ISDC), successfully organized a campus recruitment event for CIPL Consentus on the 28th of May, 2024. This event aimed to provide our students with valuable employment opportunities for final year students of MBA BA. Saumya Jha and Sanchit Singh have been shortlisted for senior management positions, where they will be working closely with the directors of CIPL Consensus- A US MNC with a salary package of 10 Lakhs.

Faculty Accolades



Dr. Parul Jhajharia and Ms. Vandana Zutshi Bhatt attended the Academia Meet with Universities/Institutions organized by the Research Committee of The Institute of Chartered Accountants of India at Hotel Shangri-La-Eros New Delhi on 17 May 2024.

Prof. Dr. Parul Jhajharia was invited as a resource person for the MDP at the Institute of Indian Banking and Finance to give training on the topics “Decision Decides the Destiny of an Organization - Process and Relevance of Decision Making” “Managing Time in Personal and Professional Life” and “Conflict Resolution & Negotiating Skills” for half a day on 22 May 2024. The participants included 14 government employees of the Nepal government who attended 7 Days MDP at IIBF Centre.

- Mr. Neeraj Chopra participated in the Education Fair at Pragati Maidan New Delhi on 11-12 & 18-19 May 2024 representing the School of Management and Commerce, MRU.
- Dr. Sunil Kadyan stood at the top of the Sales and Distribution Management course offered by IIT Kharagpur (NPTEL) Swayam platform.
- Dr. Sunil Kadyan delivered a session on Personal Accident Insurance on PM E Vidhya channel (Live Studio Program) at NIOS on 24 May 2024.
- Dr. Sunil Kadyan published an article in the Financial Express newspaper on the Insurance Domain, which was published on 18th May 2024.
- Dr. Sunil Kadyan has been appointed Editorial Member for the European Business and Management Journal.
- Dr. Daleep Parimoo conducted an online session with students at the School of Business, Pokhara University, Nepal on Contemporary issues in HR.
- Dr. Daleep Parimoo was invited as the resource person for the FDP conducted by HBTU, Kanpur on the topic “Team building for a leadership role” on 29 May 2024.
- Prof. Dr. Yogita Sharma has developed a 4-week course on "Relevance of mental well-being for a healthy entrepreneurial journey" for UNESCO: OE4BW. The course is on self-paced learning and will run from May 27 to June 27, 2024.
- Prof. Dr. Pooja Kapoor was a resource person in an online session on “Business Model Canvas (BMC)” organized by Echelon Institute of Technology, Faridabad on 30 May 2024.



Ms Srishthi Bathla has been Honored with the 'Best Educator Award (Rashtriya Sikhsha Ratna Samman 2023-24)' by PAAI in collaboration with the University of Rajasthan.

SoMC at International Platform

Dr. Pragati Chauhan represented SoMC at the Marketplace Simulation US- Train the Trainer workshop scheduled in Paris, France from 28 May 2024 to 1 June 2024.

Dr. Pragati Chauhan received a certificate from Ernie Cadotte.



Pre PhD & DRC at SoMC

- Pre - Ph.D Seminar of Ms. Preeti Arora, was conducted on May 7, 2024, at 2:00 PM (Tuesday) in I Block Ground floor Ph.D. Lounge (IG-08).
- Pre PhD viva of scholar Vikas was conducted on May 11, 2024, in I Block Ground floor Ph.D. Lounge (IG-08).

Faculty Research and Publications

- Dr. Rashi Banerji & Dr. Animesh Singh published a research Paper Titled "A study on the influence of social media marketing activities on customer satisfaction mediated by perceived value in the e-commerce industry" in Int. J. of Electronic Marketing and Retailing (IJEMR), Inderscience Publisher: SCOPUS INDEXED. ABDC
- Dr. Pooja Kapoor published a research Paper Titled "Embracing Mobile Wallets: Investigating Factors Influencing Consumer Adoption" in Educational Administration: Theory and Practice, 2024, 30(5), 670-678 listed in Scopus Indexed Journal
- Dr. Rashi Banerji's review of JOEPP-04-2024-0153 entitled Revisiting happiness at work within the hospitality sector: Revealing the power of ethical leadership and group diversity for Journal of Organizational Effectiveness: People and Performance.: EMERALD PUBLICATIONS: SCOPUS INDEXED JOURNAL
- Dr. Pooja Kapoor served as a reviewer for the Journal of Enterprising Communities: People and Places in the Global Economy, Emerald Publishing.
- Dr. Sunil Kadyan published a research paper on "Enhancing Quantum Machine Learning Algorithms for Optimised Financial Portfolio Management in IEEE Conference Proceedings (Scopus indexed).
- Dr. Sunil K Roy published a paper titled "ITC (Indian Tobacco Company) Hotel's Human Resource Policy for People with Disability: A Comprehensive Review" in an International Journal of Applied Social Science Volume 11 (3 & 4), March & April (2024): 95-104 DOI: 10.36537/IJASS/11.3&4/95-104 (An International Double Blind Peer Reviewed / Refereed Research Journal of Social Science)
- Dr. Sunil K Roy published a paper titled "HR OUTPUT ON PEOPLE WITH DISABILITIES: A BIBLIOMETRIC ANALYSIS" in Education and Society शिक्षा आशि समाज ISSN: 2278-6864 UGC Care Group 1 Journal.
- Ms. Srishti Bathla filed a Patent (Utility) on a Cloud-based Deep Learning Model Management System for Enterprise Application
- Ms. Shagun Chahal filed a Patent (Utility) on a Cloud-based Deep Learning Model Management System for Enterprise Applications.
- Dr. Sunil Kadyan and Dr. Sunil K Roy filed a Patent (Design) for a Smart Logistics Container Management System.
- Dr. Sunil Kadyan and Dr. Sunil K Roy filed a Patent (Utility) for a Cloud-based Deep Learning Model Management System for Enterprise Applications.
- Dr. Sunil Kadyan and Dr. Sunil K Roy filed a Copyright on Smart Trackable Logistic Container.
- Dr. Animesh Singh published a book chapter Titled "Happiness At Workplace - Motivation For Sustainable Workforce" in a book titled Drivers of Sustainable Development: A Paradigm Shift with ISBN No. 978-93-5996-343-3
- Dr. Animesh Singh published a research paper Titled "A Bibliometric Study for Measuring the Impact of Female Customer Attitude Towards Organic Skin Care Products" in Annals of Bhandarkar Oriental Research Institute - A UGC-listed journal.
- Mr. Shiv Kumar Singh Pundhir Completed 5-day e-workshop "QuantHub 2024" at NIT Hamirpur from 15-19 May 2024
- Mr. Neeraj Chopra attended an Advanced Five Days Online Workshop on Research Methodology using Smart PLS 4.0 and fsQCA.



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