

# THE ASSURGENT *November 2024*



## **CRAFTING EXCELLENCE: WORKSHOP ON QUALITY-DRIVEN CASE STUDIES**

The workshop, led by Prof. Dr. Ajoy K. Dey, explored the art of crafting impactful case studies to enhance learning and critical thinking. Faculty gained insights into structuring cases, integrating real-world business scenarios, and designing thought-provoking narratives. Interactive exercises focused on aligning cases with curricula, reinforcing SoMC's commitment to innovative academic excellence.

## **FULLHOUSE OF ECONOMICS FUN- ECOBOLA**

The Economics Club of SoMC, hosted Ecobola, a thrilling economics-themed tambola game. This creative fusion of knowledge and play challenged participants with engaging economic questions, making learning fun and interactive while igniting enthusiasm and a deeper interest in the subject.



## **WALL STREET WARS: SHARE MARKET SIMULATION**

The Finance Club of SoMC organised a stock simulation which offered students an immersive experience in stock trading through the NeoStox platform. Combining a dynamic quiz and virtual trading, the event fostered financial literacy, honed strategic investment skills, and celebrated top performers in a risk-free environment.



## **GHCM STUDENTS EXPLORE GLOBAL INSIGHTS AT INTERNATIONAL PATIENT SAFETY CONFERENCE**

Students from the GHCM course of SoMC attended the International Conference on Patient Experience and Safety, gaining valuable insights into global healthcare standards. The conference emphasized improving patient care through safety measures and enhancing the overall healthcare experience, providing students with an opportunity to engage with experts and broaden their perspectives.



## **STUDENTS REPRESENTED MRU AT NORTHCAP'S CASE STUDY COMPETITION**

Students from the School of Management and Commerce (SoMC) proudly represented Manav Rachna University at the inter-university case study competition organized by NorthCap University, Gurgaon. The event allowed students to demonstrate their analytical, problem-solving, and strategic thinking skills while tackling real-world business challenges, enhancing their practical knowledge.



## **DELOITTE DREAMS: BBA HCM STUDENTS JOIN THE BIG 4 WITH 3.82 LAKH PACKAGE!**

BBA HCM students of SoMC proudly secured a placement with Deloitte, offering an impressive package of 3.82 lakhs. This achievement highlights the students' dedication and the university's commitment to providing exceptional career opportunities, setting a benchmark for future graduates in the competitive job market.



## FACULTY ACCOLADES



### PROF. (DR.) PRAGATI CHAUHAN INSPIRES AT IEEE WING LECTURE AT MRU

Prof. (Dr.) Pragati Chauhan delivered an insightful lecture at the IEEE wing of Manav Rachna University on "The Future of Work: How Technology is Shaping Entrepreneurship." The session explored the transformative role of technology in modern entrepreneurship, highlighting trends like AI, digital platforms, and innovation, inspiring students to embrace tech-driven business opportunities.

## PHD AWARDED BY SOMC

- Ms. Mona Sharma defended her thesis on the topic of "A Study on Antecedents Behind Consumer Behavioural Intention Towards Sustainable Fashion Products in Delhi" under the guidance of Prof. (Dr.) Yogita Sharma.
- Mr. Sanath defended his thesis on the topic of "An Empirical Study to Exploring the Impact of Functionality Features on Consumer Intention and Usage Behaviour in M-tourism Apps:- An Extended UTAT Study in India under the guidance of Prof. (Dr.) Tanushri Purohit
- Ms. Preeti Arora defended her thesis on the topic of "A STUDY ON DIGITAL BANKING SERVICE QUALITY OF PUBLIC SECTOR BANKS IN DELHI-NCR" under the guidance of Dr. Rashi Banerjee
- Ms. Usha Chauhan defended her thesis on the topic of "Corporate Social Responsibility in Automobile Industry of Haryana: Analysis of Practices and Impact Measurement" under the guidance of Dr. Sunil Kadyan

## FACULTY RESEARCH & PUBLICATIONS

- Prof.(Dr.) Animesh Singh scored 96% in the HR Analytics course conducted by NPTEL.
- Dr. Shweta Goel presented a paper titled 'Financial Services operating efficiency and profitability: methods, future and scope- A sustainable perspective' in 4th Pritam singh Memorial (PRISM) Conference organized by MRIIRS, Faridabad.
- Prof.(Dr.) Pooja Kapoor attended a Two Day Workshop on 'ROLE OF OPEN EDUCATION RESOURCES IN ENSURING QUALITY EDUCATION WITH SPECIFIC FOCUS ON MOOCS' offered by School of Education Manav rachna University .
- Dr. Shweta Goel presented a paper in ICICC, titled 'An Analysis of Banking Officials' Investing Avenues in the Delhi-NCR'.
- Ms. Minakshi Sharma presented a paper titled "Sustainable And Green Supply Chain Management" at International Conference on Next-Gen Supply Chain : Trend, Innovations and Best Practices organised by IIM Jammu.
- Ms. Minakshi Sharma published a paper titled "Recent Progress and Advancements in Biosensor Technology for Continuous Glucose Monitoring in Diabetes Care" in Journal of Applied Bionalysis, a **Scopus** Indexed Journal.

### 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