

GL BAJAJ INSTITUTE OF TECHNOLOGY AND MANAGEMENT

Department Of Management Studies



Faculty Achievements: Celebrating Excellence in Professional Development

The faculty members of G. L. Bajaj Institute of Technology and Management, Greater Noida, have demonstrated remarkable commitment to advancing their expertise through participation in prestigious Faculty Development Programmes (FDPs) and academic seminars. Their accomplishments underscore the institution's dedication to fostering a culture of continuous learning and innovation.

Faculty Development Programmes on Research and Publication Ethics

Several faculty members successfully completed the AICTE-recognized FDP on Methods of Research and Publication Ethics, organized by the National Institute of Technical Teachers Training and Research (NITTTR), Chandigarh, under the aegis of the Ministry of Education, Government of India. The programme, held from 17th to 21st February 2025, provided invaluable insights into ethical research practices and scholarly publication. Participants included:

Dr. Manikant Dubey, Dr. Narendra Singh, Ms. Surbhi Agarwal, Ms. Akanksha Singh, Dr. Vijeyata, Dr. Gopal Pathak.
Dr. Shruti Traymbak participated in a ten-day virtual workshop on Bivariate and Multivariate Analysis Using SPSS, held from April 21 to April 30, 2025. The workshop provided hands-on training in statistical techniques such as correlation, regression, and factor analysis using SPSS software.

Prestigious Academic Engagements

Dr. Nivedita's National and International Contributions
- Represented GLBITM at Intellectual Property Utsav by Ministry of Education (21st-26th April 2025).
- Completed "Science of Well-Being" course from Yale University (26th April 2025).

Entrepreneurship and Innovation Management

Ms. Anjali Kushwaha (Certificate No: ICT-22720/25) expanded her expertise by participating in the FDP on Entrepreneurship and Innovation Management for Aatam Nirbhar Bharat, conducted by NITTTR, Chandigarh, from 27th to 31st January 2025. This programme emphasized the role of innovation in driving self-reliance, aligning with national developmental goals.

Research Presentation at ICSSR Seminar

Dr. Swati Raj, in collaboration with **Mr. Shivam Dagur** and **Dr. Vishesh Mishra**, presented a ground breaking paper titled AI-Driven Transparency in Fintech Payments: Revolutionizing Trust and Efficiency at the ICSSR-sponsored seminar on Socio-Economic Impact of AI on Higher Education Under NEP 2020. The event, held on 7th-8th March 2025 at Satyug Darshan Institute of Engineering & Technology, Faridabad, highlighted the transformative potential of AI in financial technologies.

Advanced Research Methodology Training

Dr. Vijeyata further enhanced her research acumen by attending the FDP on Enhancing Research with Structural Equation Modeling Using AMOS, organized by Delhi Institute of Advanced Studies from 1st to 5th April 2025. This specialized training equipped participants with advanced analytical tools to elevate their research methodologies.

We congratulate all participants and look forward to their continued contributions to academia and beyond.

Honored for Academic Achievements

Dr. Esheta Tyagi, Assistant Professor, has been recognized for her academic contributions. She completed a workshop on sample size determination (Science Tech Institute, Lucknow) and presented a paper on workplace mental health initiatives at the International Conference on AI in Multidisciplinary Research (KAAF University, Ghana). Her work highlights her dedication to advancing research in management and technology.

Groundbreaking Research Publications

- Dr. Manuha Nagpal's** Pioneering Work in AI and Entrepreneurship
Dr. Nagpal has made a significant contribution with her paper, "Compassionate Entrepreneurship and Cognitive Workaholicism: Mediating Role of Artificial Intelligence Adoption", published in the International Journal of Entrepreneurship and Small Business (Scopus-indexed). This research explores the role of AI in workaholic behaviors and compassionate entrepreneurship. Access the research: DOI: 10.1504/IJESB.2025.145254
- Dr. Gopal Pathak's** Mathematical Breakthrough Paper, "Approximate Analytical Solutions of the Generalized Burgers System and Telegraph Equations by Using Homotopy Analysis Method", featured in the AIP Conference Proceedings (Scopus-indexed), provides novel solutions to nonlinear equations with various scientific applications. Explore the publication: DOI: 10.1063/5.0265067.
- Dr. Nidhi Kumari** for her outstanding paper, "Strategic Response to Organizational Crisis: A Bibliometric Approach." Her research provides valuable insights into crisis management strategies and is a commendable contribution to the field. Congratulations!

Academic Leadership and Conference Engagements

Dr. Rajneesh Khare's Thought Leadership
- Guest Speaker at International Ramanyan Conference, Sohail Dev University, Azamgarh (13th April 2025).
- Delivered on "Leaders Through Ramcharitra Manas".
- Speaker at Women Entrepreneurship Development Program (19th March 2025), GLBITM.
- Topic: "Personality Traits of an Entrepreneur".
Dr. Narendra Singh's Statistical Expertise
- Conducted Workshop on SPSS and AMOS at IEC Group of Institutions (17th April 2025).
- Session on "Basics of SPSS and AMOS" at HIMT Group of Institutions (12th April 2025).

Celebrating **Dr. Subeer Banerjee's** Academic Achievements
The Department of Management Studies proudly recognizes **Dr. Subeer Banerjee's** recent accomplishments:

- AI Research Certification**
Successfully completed an FDP on AI-Driven Paper Development from MAIMS, Delhi (March 2025), certifying expertise in AI-powered qualitative research.
- International Publication**
Published a paper in IGI Global on virtual storefront aesthetics and shoppable videos' impact on customer experience, acknowledged by the publisher's President for its scholarly value.

Innovative Patent Applications

GL Bajaj Institute of Technology & Management has recently filed three groundbreaking patent applications, showcasing its commitment to technological advancement and innovation in the fields of organizational leadership and construction project management.

- AI-Integrated System for Leadership Optimization in Organizational Environments**
Application Number: 202411091011 Filing Date: November 22, 2024
Inventors: Dr. Rajneesh Khare, Dr. Nivedita Singh, Dr. Purnendu Shekhar Pandey
- System for Efficient Construction Project Management**
Application Number: 202511000908 Filing Date: January 4, 2025
Inventors: Arun Bhardwaj, Kashish Upadhyay, Arnav, Ashutosh Goel, Dr. Nivedita Singh
- "Impact of Job Performance on AI Driven Organizational Network Analysis."**
Application Number: 202411094042 Filing Date: November 30, 2024
Inventors: Dr. Shruti Traymbak.

From Campus to Career: Student Internships, Placements, and Achievements

CLUB ACTIVITIES

Departmental Club Activities: Catalyzing Intellectual Growth and Collaborative Excellence

The academic ecosystem at G.L. Bajaj Institute of Technology and Management was invigorated in April 2025 through a series of meticulously curated club activities, each designed to transcend conventional pedagogy and foster multidimensional skill development. These initiatives epitomized the institution's commitment to nurturing future-ready professionals through experiential learning paradigms.

Mudra Club: Finance Collage Competition – A Confluence of Creativity and Financial Acumen



On 9th April 2025, the Finance Collage Competition orchestrated by Mudra Club emerged as a testament to innovative pedagogical approaches in financial education. This intellectually stimulating event saw eight teams, each comprising three members, engage in a rigorous competition that harmonized artistic expression with financial literacy. The organizing cadre, spearheaded by Tushant Taygi and Utkarsh Jaiswal among others, demonstrated exemplary logistical precision. Under the discerning evaluation of Dr. Kanhiya Singh and fellow esteemed faculty, participants demonstrated:

- Conceptual mastery through thematic collage creation
 - Strategic thinking in financial narrative construction
 - Collaborative synergy in team-based execution
- This innovative competition blended financial acumen with creative expression, judged by Dr. Kanhiya Singh, Dr. Arvind Nath Sinha, and Dr. Satish Kumar Singh. The laureates were:
- 1st Position: Konika Singh, Kajal Pandey, Krishna Murari Singh
 - 2nd Position: Gaurav Verma, Ayush Tiwari, Garvit Kumar
 - 3rd Position: Aniket Sinha, Akshit Chauhan, Aman Kumar Mishra.

VOX Case Competition Crowns Team ZAPS as Champions

GL Bajaj's VOX: Voice Exchange concluded with Team ZAPS (Kajal Pandey, Kushagra Rains, Himanshi Sharma, Sakshi Baisoya, Maheen Farhan) winning the top prize.

The event saw 54 teams compete in case studies on global business trends, judged by faculty and industry experts. Held at SBG Hall, the finale celebrated innovation and teamwork, reinforcing the institution's focus on student growth.



Joyous Celebrations at the Office

The office party was a resounding success, bringing together colleagues to celebrate birthdays and work anniversaries in a fun and festive atmosphere. The event featured a delicious spread of food, refreshing drinks, and lively music, creating a perfect setting for team members to bond and socialize.

Colleagues celebrated their special occasions with cake-cutting ceremonies, heartfelt wishes, and warm applause. The party provided a wonderful opportunity for team members to connect outside of their usual work routine, fostering a sense of camaraderie and teamwork.

The celebration showcased the organization's commitment to recognizing and appreciating its employees' milestones, both personal and professional. It was a joyous occasion that left everyone feeling valued, appreciated, and connected.



Optima Club: Kaizen Quest – Operational Excellence Redefined

The 23rd April 2025 Kaizen Quest event stood as a paragon of operational pedagogy, where theoretical knowledge seamlessly converged with practical application. This meticulously structured event comprised two intellectually demanding segments:

1. Starling Initiatives

- Teams formulated disruptive operational frameworks
- Demonstrated capacity for scalable process innovation
- Presented viable solutions to contemporary business challenges

2. Creative Assembling

- Participants engineered structural prototypes under constrained resources
- Exhibited remarkable adaptability and design thinking
- Manifested the Kaizen philosophy of continuous improvement

The six participating teams displayed extraordinary cognitive agility, with the event successfully achieving its dual objectives of skill augmentation and paradigm-shifting ideation.

This operational excellence challenge featured six competing teams, with two emerging victorious for their exceptional performance in both conceptual innovation and practical execution.

- Winning Team 1: [Team 5 : Ashutosh Sharma, Saurabh Raj, Aditya Gupta, Vikash Kumar, Sonam Chourasia]
- Winning Team 2: [Team 3 : Ajay Singh, Shilangi Singh, Shrasti Singh, Aditya Pal Ankit Anand]



Synergy – The HR Club: Quizzle – A Cerebral Showcase of HR Expertise



The 9th April 2025 Quizzle competition elevated traditional quiz formats into an intellectually charged arena of human resource management discourse. With 46 participants engaging in this knowledge olympiad, the event:

- Tested multidimensional HR competencies across various domains
- Challenged participants through case-based questioning methodologies
- Fostered competitive yet collaborative learning environments

The HR knowledge competition attracted 46 participants, with the following demonstrating superior mastery of human resource concepts:

- 1st Position: Avantika Arya
- 2nd Position: Riya
- 3rd Position: Mahek Chaturvedi

These events collectively underscore our institution's commitment to developing well-rounded professionals through experiential learning. The Department commends all participants for their exemplary engagement and congratulates the winners for their outstanding achievements.

Epilogue: The Pedagogical Imperative of Club Activities

These club initiatives collectively represent more than extracurricular engagements – they constitute vital components of our experiential learning matrix. By:

- Bridging theoretical constructs with practical implementation
 - Cultivating industry-relevant competencies
 - Fostering interdisciplinary collaboration
- The activities have unequivocally demonstrated their efficacy in developing holistic business leaders equipped to navigate the complexities of contemporary professional landscapes. The department anticipates with considerable enthusiasm the continued evolution of such intellectually enriching platforms in forthcoming academic cycles.

INTERNSHIP & PLACEMENT

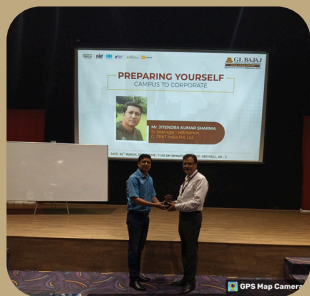
The collage displays various placement offers for MBA students. Key offers include:

- Hindustan Unilever Limited:** 36 students selected for internships.
- Airtel:** Rs. 6 Lac etc.
- Thoughtworks:** Rs. 11.1 Lac Per Annum.
- IIBI Bank:** Rs. 8.5 Lac.
- Berger:** Rs. 7 Lac.
- Hettich:** Rs. 4.5 Lac.
- Lenskart:** Rs. 6.5 Lac.
- VI:** Rs. 7.25 Lac.
- Ashutosh Singh:** Rs. 8 Lac.

Expert Insights: Bridging Knowledge & Industry Perspectives

Preparing for the Real World: "Campus to Corporate" with Mr. Jitendra Kumar Sharma

On 26th March 2025, the institute hosted an insightful session titled "Preparing Yourself: Campus to Corporate" at the SBG Hall, AB-2. The speaker, Mr. Jitendra Kumar Sharma—Factory Manager (HR/Admin) at G-TEKT India Pvt. Ltd.—delivered a compelling talk aimed at helping students navigate the critical transition from academic life to the corporate world.



With years of experience in HR and administration within the manufacturing sector, Mr. Sharma emphasized the importance of developing corporate-ready skills that go beyond technical knowledge. He highlighted the value of communication, adaptability, and emotional intelligence in today's work culture. The session also featured real-world case studies from the automotive industry, giving students a clear understanding of how business theories are applied in practice. The workshop was especially relevant for final-year students preparing for placements, with post-event feedback showing that 87% of participants found the session "extremely useful."

Inspiring Session on Sustainability in Business Strategy

GL Bajaj Institute of Technology and Management (GLBITM) recently collaborated with The Economic Times to host a thought-provoking session on integrating sustainability into business strategy. The event, organized by the Department of Management Studies, brought together industry experts and students to discuss the importance of green initiatives in today's business landscape.

Mr. Keshav Singhal, Head of Environment at Noida International Airport, was the keynote speaker, sharing valuable insights on how organizations can leverage sustainability as a strategic advantage. His presentation highlighted the benefits of incorporating eco-friendly practices into business operations, from cost savings to enhanced brand reputation.

The college expressed gratitude to Ms. Shilpa Samant, Mr. Gaurav Sharma, and Mr. Bhuvnesh Kumar from Bennett Coleman & Co. Ltd. for their presence and expertise, which added depth to the discussion. The session provided students with a unique opportunity to learn from industry professionals and gain practical knowledge on sustainability in business.

The event showcased GLBITM's commitment to fostering a culture of innovation and sustainability among its students. By collaborating with esteemed organizations like The Economic Times, the college continues to provide its students with valuable learning experiences that prepare them for the challenges of the modern business world.

The session concluded with a sense of inspiration and motivation among the attendees, emphasizing the importance of sustainability in shaping the future of business. As the world moves towards a more environmentally conscious era, events like these play a crucial role in shaping the next generation of business leaders.

By hosting such events, GLBITM continues to empower its students with the knowledge and skills necessary to succeed in the business world while making a positive impact on the environment.

Exploring Climate Dialogue: Insights from Dr. Mudit Singh's Research

We are pleased to share that Dr. Mudit Singh recently conducted an insightful knowledge transfer session on his published research paper titled "Men deny more than they believe about climate change on Twitter (X)". The session provided valuable perspectives on: Gender-based differences in climate change discourse Analysis of denial patterns on social media platforms Implications for environmental communication strategies This engagement exemplifies our faculty's commitment to translating research into impactful knowledge sharing.

National Affairs Meet the Classroom: NHAI's Toll Revision and Its Business Implications

Keeping students attuned to current affairs, the recent toll revision announced by the National Highways Authority of India (NHAI) became a topic of academic relevance. Effective from 1st April 2025, the update includes an average toll hike of 4.5% across 855 plazas nationwide. This adjustment is expected to influence transportation costs, supply chain operations, and overall logistics strategies—providing Management and Engineering students a real-world scenario to analyze the economic impact on business operations. This seamless integration of news into the curriculum helps GL Bajaj students become critical thinkers and informed professionals.

Welcome to the Family: Meet Our New Joinees!



Dr. Deepak Pandey

We are pleased to welcome Dr. Deepak Pandey, who joined as a Professor in the Department of Management Studies on 3rd March 2025. With extensive experience in academia and research, Dr. Pandey brings deep knowledge of contemporary management practices.



Dr. Esheta Tyagi

Joining us as an Assistant Professor on 17th March 2025, Dr. Esheta Tyagi is a passionate academician with a strong research background. Known for her student-focused teaching methods and innovative approach, she is committed to enhancing the learning experience.

Institutional Impact: Educating Beyond the Classroom

The impact of these events extends beyond momentary engagement—they represent GL Bajaj's broader educational vision. By merging expert sessions, live industry updates, and progressive themes like sustainability, the institute is creating a learning environment that is dynamic, future-focused, and deeply connected to the real world.

Empowering Women Entrepreneurs: The Visionary Faculty Behind WEDP's Success

The Women Entrepreneurship Development Programme (WEDP), a flagship initiative sponsored by the Department of Science & Technology, Government of India, owes much of its success to its exceptional faculty members. These distinguished educators bring decades of academic rigor and real-world experience to the program, shaping the next generation of women entrepreneurs.

Dr. Arvind Nath Sinha: The Architect of Business Strategy

As a senior professor at GL Bajaj Institute, Dr. Sinha specializes in transforming entrepreneurial visions into concrete business plans. His sessions on "Detailed Business Plan Preparation" and "Linking Business Opportunities with Trainees" provide participants with a comprehensive framework for success. With his systematic approach to project feasibility and strategic planning, Dr. Sinha equips aspiring entrepreneurs with the tools to navigate competitive markets confidently. His expertise extends beyond the classroom, as he actively mentors startups and serves as a consultant to emerging businesses.

Dr. Satish Kumar: The Financial Guru Financial literacy forms the backbone of any successful enterprise, and Dr. Kumar's sessions on "Financial Management," "Cash Flow Analysis," and "Profitability Strategies" are cornerstones of the WEDP curriculum. A respected professor at GL Bajaj, he simplifies complex financial concepts, enabling participants to make informed decisions about investments, working capital, and growth strategies. His practical insights into balance sheets and financial planning have helped countless entrepreneurs avoid common pitfalls and build sustainable businesses.

Dr. Nivedita Singh: Inspiring the Entrepreneurial Mindset Entrepreneurship begins with the right mindset, and Dr. Singh's dynamic sessions on "Entrepreneurship: Present Scenario" and "Personality Traits of an Entrepreneur" ignite the spark of innovation in participants. Her engaging teaching style blends psychological insights with real-world business challenges, helping women develop resilience, creativity, and leadership skills. As a professor at GL Bajaj, she emphasizes the importance of adaptability in today's fast-changing business environment, preparing entrepreneurs to thrive in competitive markets.

Dr. Rajneesh Khare: The Catalyst for Innovation Though not explicitly listed in the schedule, Dr. Khare's contributions to WEDP are invaluable. His expertise in business development and innovation aligns perfectly with the program's mission to foster self-reliance among women. Through mentorship and strategic guidance, he helps participants refine their business models, identify growth opportunities, and leverage emerging technologies. His hands-on approach ensures that theoretical knowledge translates into practical success.

BUSINESS BUZZ

APPLE ANNOUNCES MAJOR GLOBAL LEADERSHIP RESTRUCTURING TECH GIANT REALIGNS INTERNATIONAL OPERATIONS AMID EVOLVING MARKETS



Apple Inc. has initiated a significant reorganization of its global affairs and music divisions, marking one of its most substantial leadership shake-ups in recent years. According to company insiders, the restructuring particularly affects government relations teams handling critical markets, including Europe, India, China, and other Asian regions.

The move comes as the Cupertino-based company navigates increasingly complex regulatory environments and geopolitical tensions across these strategic territories. Analysts suggest the realignment aims to streamline decision-making and strengthen Apple's position in markets where local compliance and government relations have become pivotal to business operations.

While specific personnel changes remain undisclosed, industry observers note this restructuring follows Apple's recent challenges in India regarding manufacturing incentives and in Europe over antitrust concerns. The tech giant continues to balance global expansion with regional regulatory compliance in an era of growing digital sovereignty demands.

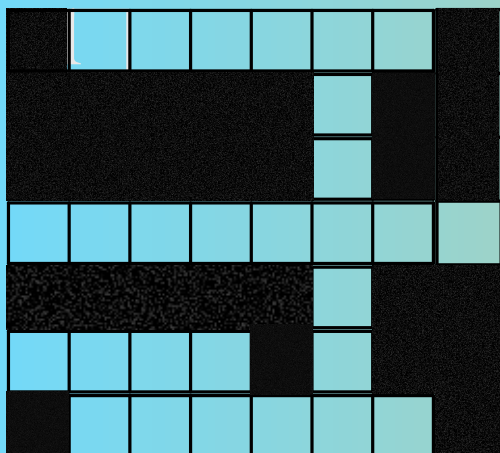
U.S.-INDIA TRADE TALKS SHOW PROMISE: TRUMP HINTS AT IMMINENT DEAL BILATERAL NEGOTIATIONS GAIN MOMENTUM AFTER PROLONGED DISCUSSIONS

Former U.S. President Donald Trump has expressed optimism about ongoing tariff negotiations with India, stating discussions are "going great" and suggesting a potential agreement could be finalized soon. The remarks, made during a private engagement with business leaders, signal a possible breakthrough in trade relations that have seen tensions over digital taxes, agricultural tariffs, and medical device pricing. Commerce Ministry officials in New Delhi have maintained cautious optimism, noting that both nations are working to address long-standing trade imbalances.



Key sticking points have included India's insistence on protecting its domestic agriculture sector and the U.S. push for greater market access for technology and pharmaceutical products.

Economic analysts highlight that a finalized deal could significantly boost bilateral trade, currently valued at over \$160 billion annually, while potentially reshaping global supply chain dynamics in sectors like electronics, pharmaceuticals, and renewable energy.



PUZZLE

1. Which tech company was originally named "Backrub"? (6 Words)
2. Which Indian company's tagline is "Har Ek Friend Zaroori Hota Hai"? (6 Words)
3. Which brand's slogan is "Just Do It"? (4 Words)
4. Which Indian company is headed by Natarajan Chandrasekaran? (8 Words)
5. What's the name of the luxury brand whose logo features two interlocking Cs? (6 Words)

INDUS WATER TREATY TALKS PROGRESS AMID CLIMATE CHALLENGES TECHNICAL TEAMS FROM INDIA AND PAKISTAN ENGAGE IN CRITICAL DISCUSSIONS

On April 23, 2025, India suspended the Indus Waters Treaty with Pakistan, citing national security concerns after a terrorist attack in Kashmir's Pahalgam area that killed 26 people. This move halts the treaty, giving India more control over the Indus River system. India has started regulating water flow through the Baglihar Dam and constructing new hydroelectric projects on the western rivers.

The World Bank has stated it cannot intervene in this matter, as it is not part of the decision. Pakistan condemned the suspension, calling it an "act of war" and threatening retaliation, including nuclear actions. This escalation raises fears of a broader conflict, particularly over water resources. The decision has worsened tensions between the two nuclear-armed neighbors. Experts warn that this could lead to a "water war." The situation continues to unfold, with international concern growing.

MUMBAI CEMENTS STATUS AS ASIA'S ENTERTAINMENT CAPITAL GLOBAL STUDIOS AND INDIAN CREATIVES FORGE NEW PARTNERSHIPS

Mumbai has solidified its position as the pulse of global entertainment, with recent collaborations bringing international productions to Indian stages and screens. Industry leaders point to three transformative developments:

- Netflix and Amazon doubling local content investments
- Hollywood studios establishing joint ventures with Indian production houses
- International music tours making Mumbai a mandatory stop

"This isn't just about Bollywood anymore," noted entertainment analyst Riya Mehta. "Mumbai has become the bridge connecting global narratives with India's creative talent and massive audience base." The trend reflects India's growing soft power, with the media and entertainment sector projected to reach \$100 billion by 2030.



MINI CASE CHALLENGE- MANAGER IN THE MAKING

1: The Pricing Dilemma

Scenario:

You're the marketing manager at a new food delivery startup. Sales are steady, but profits are low. A team member suggests increasing prices to improve margins. However, competitors offer lower rates.

Question:

What would you do?

- A. Raise prices with better service highlights
- B. Maintain price but cut operational costs
- C. Lower price temporarily to increase volume

2: The Rebranding Risk

Scenario:

Your 5-year-old company is doing well but lacks youthful appeal. Your team suggests a complete rebranding. The current image is safe but outdated.

Question:

What do you decide?

- A. Stick with the existing brand identity
- B. Rebrand entirely to target younger audiences
- C. Slowly introduce new elements to refresh the brand

Editorial Board

Prof.(Dr.)Vikas Tripathi (HOD)

Prof.(Dr.) Satish Kumar, Dr. Esheta Tyagi

Students : Aditya Kumar, Pankaj Kumar, Nitesh Gupta, Muskan Bhati

The greatest leader is not necessarily the one who does the greatest things. He is the one that gets people to do the greatest things.