

DEPARTMENT OF MANAGEMENT STUDIES

THE MANAGEMENT GAZETTE | NOV. & DEC. 2025

About the Institute

G.L. Bajaj Institute of Technology and Management (GLBITM), Greater Noida, is a leading institution offering a vibrant academic ecosystem. Our commitment to academic excellence, industry collaboration, and holistic development continues to drive innovation and inspire future leaders.

About the Department

Established in 2006, DMS has been dedicated to nurturing future business leaders through academic excellence and holistic development. With a team of dynamic faculty and a commitment to innovation, we offer premier MBA and MBA-BA programs under AKTU, approved by AICTE. We strive to empower our students with knowledge, skills, and values to excel in the global business environment.

Dean MBA Message



Welcome to the MBA Department! Our program is designed to develop competent, ethical, and industry-ready leaders through a blend of academic rigor, practical exposure, and holistic development. With the support of experienced faculty and a dynamic learning environment, we aim to nurture innovation, leadership, and global perspectives. We encourage students to engage actively in academics, projects, and co-curricular activities to build a well-rounded profile. Let this journey be one of growth, discovery, and excellence.

Warm wishes,
Dr. V. N. Bajpai

Department Highlights

Student corner

Guest Lecture on Modern HR Practices

The Department of Management Studies organized an enlightening guest lecture on “HR Practices” on 12th November 2025 at SBG Hall. The session was conducted by Mr. Himanshu Shankar, HR Manager, UFLEX Group, who shared insightful perspectives on contemporary HR trends and the real-world challenges faced in today's corporate environment.

During the session, Mr. Shankar emphasized key areas of human resource management, including employee engagement, performance management, and organizational culture. His talk provided students with valuable exposure to practical HR strategies and industry expectations.

The event was highly interactive, with enthusiastic participation from MBA students of GL Bajaj. The session proved to be both informative and engaging, offering students immense learning and an enriching experience.



Proud Placement Achievement: MBA Students Selected at Capgemini

We are delighted to announce a remarkable placement achievement for our MBA students. Nearly 30 MBA students have been successfully selected by Capgemini, marking a proud moment for our institution and the department.

This accomplishment reflects the students' hard work, dedication, and professional competence, as well as the continuous support and guidance provided by our faculty and placement team. We extend our heartfelt congratulations to all the selected students and wish them great success as they begin their professional journey with Capgemini.

GL BAJAJ
Approved by AICTE & Affiliated to AKTE

Congratulations
30 MBA STUDENTS
for being selected at

Capgemini | **5.75-7.5 Lac**

APARNA SINGH BANIWAL MBA	GAURAV KUMAR MBA	GUNJAN KUMARI MBA	HIMANSHU MISHRA MBA	ISHA PRAGATI MBA
SAHIL KUSHWAHA MBA	SHUBHANGI SRIVASTAVA MBA	TANU SHARMA MBA	VANSHITA MBA	YASH PANDEY MBA
ABHIPSA SINGH MBA	AKSHIT CHAUHAN MBA	AMAN KUMAR MISHRA MBA	AYUSH TIWARI MBA	CHANDRAHAAS PANDEY MBA
DIVYA RANI MBA	GARIMA MBA	KAJAL KUMARI MBA	KRISHNA AVTAR SHUKLA MBA	MOHIT MBA
MRINAL SHARMA MBA	NEHAL SINGH MBA	OJASWI SOMVANSHI MBA	PALLAVI CHAUDHARY MBA	PRITI KUMARI MBA
SHREYA AKASH MBA	SURYANSH SINGH MBA	TANI PANDIT MBA	TUSHAR CHAUHAN MBA	VAISHNAVI SRIVASTAVA MBA

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Session on “How to Make a Resume and Attend an Interview”

The Department of Management Studies, GLBITM, organized an engaging and informative session on “How to Make a Resume and Attend an Interview” on 13th November 2025 at SBG Hall. The session was conducted by Mr. Rishi Bharadwaj, Senior Associate Campus Recruiter at CROWE, who shared valuable insights on professional resume building, interview skills, effective body language, and current industry expectations.

Students gained practical knowledge on crafting impactful resumes, confidently answering interview questions, and preparing strategically for placement opportunities. The session witnessed enthusiastic participation and proved highly beneficial in enhancing the career readiness of management students.



Three-Day Management Development Program (MDP) on Strategic Planning for NBCC



GL Bajaj Institute of Technology & Management successfully concluded a three-day Management Development Program (MDP) on “Strategic Planning & Organizational Growth” for the senior officials of NBCC (India) Ltd., a Navratna PSU.

The program covered a wide spectrum of critical themes including AI-driven strategic visioning, sustainable finance, Blue Ocean Strategy, governance innovation, and leadership excellence, bringing together distinguished experts from both industry and academia.

The valedictory session was graced by Shri Kartikay Agarwal, CEO, GL Bajaj Educational Institutions, and Mr. Debasis Satapathy, CGM-HRM, NBCC, who appreciated the impactful collaboration aimed at strengthening India's sustainable infrastructure growth.

Aligned with the United Nations Sustainable Development Goals (UN SDGs), this initiative reflects GL Bajaj's strong commitment to nurturing visionary leaders capable of building a smarter and more sustainable future.

Guest Lecture on “GTM Strategy & Acquisition (India)”

The Department of Management Studies, GLBITM, organized an insightful guest lecture on “GTM (Go-To-Market) Strategy & Acquisition (India)” delivered by Mr. Kinshuk Parida, a seasoned Adobe Specialist known for his expertise in digital marketing and strategic market expansion.

Mr. Parida explained the fundamentals of Go-To-Market strategy, covering market segmentation, value proposition, pricing, distribution channels, and competitive positioning, while emphasizing the importance of aligning product offerings with the right audience for market success.

Focusing on the Indian market context, he discussed critical factors such as demographic diversity, digital adoption, price sensitivity, and regional differences, sharing examples of brands that effectively localized their GTM strategies in India. He further elaborated on the acquisition landscape in the country, including motivations behind mergers and acquisitions, due diligence practices, integration challenges, and notable case studies from the tech and retail sectors.

He also highlighted the role of digital tools such as analytics, customer experience platforms, and marketing automation in strengthening GTM strategies and evaluating acquisition opportunities. The session concluded with an interactive Q&A, where students engaged on topics including career opportunities in GTM, post-acquisition integration, and the growing impact of AI on marketing strategies.

The session proved highly enriching, offering students valuable industry insights. The department extended heartfelt thanks to Mr. Kinshuk Parida for delivering an engaging and informative lecture.



Campus Connect Session – “The Differentiation Formula: You vs Campus”

The MBA Department of GLBITM conducted an enriching Campus Connect session titled “The Differentiation Formula: You vs Campus”, led by Mr. Anupam Anand, an experienced entrepreneur and certified career coach. The session aimed at helping students understand how to differentiate themselves in competitive campus placements where academic profiles often appear similar.

Mr. Anand emphasized the significance of skills, attitude, communication, and career clarity in building a strong professional identity. Drawing from his rich experience in IT services and recruitment, he shared valuable insights into what employers truly seek beyond degrees—such as adaptability, problem-solving capability, and industry readiness.

Students were encouraged to strengthen their profiles through internships, certifications, projects, and effective self-branding. The session offered meaningful guidance on bridging the gap between education and employability, while preparing students for competitive placement processes.

Overall, the talk was highly informative and motivating, equipping students with practical strategies to enhance their employability and stand out in the job market.



Rising Icons 2025 – Celebrating Talent, Creativity, and Confidence

organized “Rising Icons 2025” on 3rd December 2025 at Auditorium 1. The event aimed to provide a vibrant platform for students to showcase their creativity, confidence, and diverse talents.

The program featured an exciting range of activities, including singing, poetry recitation, shayari, stand-up comedy, calligraphy, acting, and several other performance-based competitions. Students from various batches enthusiastically participated, displaying exceptional skill, passion, and originality. The auditorium was filled with energy and enthusiasm as each performance added charm and excitement to the event. Faculty members and student coordinators ensured the smooth execution of the program while encouraging participants to express themselves freely.

After careful evaluation based on creativity, presentation, and overall impact, Anuj Tripathi was declared the winner of Rising Icons 2025 for his outstanding and captivating performance.

Overall, Rising Icons 2025 was a grand success, fulfilling its objective of nurturing talent and boosting student confidence. The event concluded with heartfelt appreciation for all participants and a formal vote of thanks from the organizing team.



Participation at India Water Leadership Conclave 2025

MBA students of GL Bajaj Institute of Technology & Management, Greater Noida actively participated in the India Water Leadership Conclave 2025, organized by ASSOCHAM in collaboration with the Ministry of Jal Shakti on 8th December 2025 at Hotel Shangri-La, New Delhi.

The conclave highlighted India's critical water challenges and showcased key government initiatives such as Jal Jeevan Mission, Namami Gange, and Atal Bhujal Yojana. Discussions also focused on cutting-edge innovations including AI-based monitoring, IoT-enabled water management systems, desalination technologies, wastewater recycling, and Zero Liquid Discharge (ZLD) solutions.

The event provided students with valuable insights into sustainable water management, technology-driven interventions, and the significance of collaboration among government, industry, and youth to ensure a water-secure future for the nation.



Industrial Visit to UKB Electronics Pvt. Ltd.

The Department of Management Studies, GL Bajaj Institute of Technology & Management, Greater Noida organized an industrial visit for MBA 1st Semester students to UKB Electronics Pvt. Ltd., Greater Noida on 5th December 2025 under the coordination of Mr. Santosh K. Lal. The visit aimed to provide students with practical exposure to the Electronics Manufacturing Services (EMS) sector and modern manufacturing practices.

During the visit, students gained insights into UKB's operations as a Tier-1 EMS provider, including wire harnessing, injection molding, SMT lines, automated crimping, and quality assurance systems. A detailed corporate presentation highlighted UKB's growth journey, backward integration approach, strong client base, and future expansion strategies. The shop-floor tour further familiarized students with Lean Manufacturing practices, automation, real-time monitoring, and adherence to international quality and safety standards.

Outcome:

The visit significantly enhanced students' understanding of EMS operations, supply chain integration, quality management systems, and emerging opportunities in sectors such as electric vehicles (EVs), defense electronics, and "Make in India"-driven manufacturing growth.



Game of Frames – An Experiential Learning Activity by Synergy

Synergy – The HR Club organized an engaging and insightful activity titled "Game of Frames", aimed at providing students with experiential learning through visual, case-based workplace scenarios. The initiative sought to enhance participants' analytical skills, teamwork, communication, and strategic thinking while encouraging real-time application of HR and management concepts.

Through thoughtfully selected short films highlighting workplace conflicts, leadership challenges, and managerial decision-making situations, students were encouraged to observe, analyze, discuss, and present practical solutions. The event also included an exciting questionnaire round that added a competitive spirit, motivating teams to think critically and respond strategically.

Students actively participated with great enthusiasm, engaging in meaningful discussions and reflective learning. Among the participants, Shilpa Karn, Drishti Maheshwari, and Disha Rani stood out as top performers for their exceptional analytical insight and confident presentation.

Overall, the Game of Frames activity successfully bridged the gap between theory and practical understanding, fostering confidence, collaboration, and a deeper appreciation of real-world HR and managerial challenges.



Proud Publication Announcement in Springer

The Department of Management Studies is delighted to announce that Ms. Kajul Bharti has successfully published her research paper titled "Consumer Adoption of Healthy Lifestyle: Understanding the Influence of Upcycling Drivers on LAHAS Consumer Behaviour" in Springer.

This prestigious achievement reflects her scholarly excellence, innovative research approach, and meaningful contribution to contemporary consumer behavior studies. Her work brings great pride to GL Bajaj Institute of Technology & Management and further strengthens the institution's research excellence.

The department congratulates Ms. Kajul Bharti on this remarkable accomplishment and wishes her continued success in future research endeavors.

Proud Achievement Announcement – Patent Granted

The Department of Management Studies proudly announces that Dr. Shruti Triymak has successfully completed a patent on AI-Powered Forecasting Techniques. This remarkable achievement reflects her outstanding innovation, dedication to research excellence, and commitment to advancing technological solutions in management and analytics.

Her contribution not only enhances academic excellence but also strengthens the institution's reputation in cutting-edge research and intellectual property creation. The department congratulates Dr. Shruti Triymak on this significant accomplishment and wishes her continued success in future innovations.

Proud Achievement Announcement

The Department of Management Studies proudly congratulates Dr. Nivedita Singh for successfully completing a certification course in HR Analytics and a Faculty Development Program (FDP) on Research Paper Writing and Intellectual Property Rights (IPR).

These accomplishments reflect her commitment to continuous learning, academic excellence, and professional growth. Her dedication strengthens the department's academic environment and inspires students and peers alike.

The department extends heartfelt congratulations to Dr. Nivedita Singh and wishes her continued success in her academic and professional journey.



NPTEL ONLINE CERTIFICATION
(Funded by the MoE, Govt. of India)

This certificate is awarded to
NIVEDITA SINGH
for successfully completing the course
HR Analytics

with a consolidated score of **84** %

Online Assignments	24.69/25	Proctored Exam	59.25/75
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Total number of candidates certified in this course: **2449**

Skill India
कौशल भारत - कुशल भारत



ACCREDITED WITH
NAAC A+
IN 1st CYCLE

GL BAJAJ
Institute of Technology & Management
GATEWAY TO KNOWLEDGE

Approved by AICTE & Affiliated to AKTU

Ref. No. :- GLB/ITM/RDC/FDP/2825/154

- CERTIFICATE -
OF PARTICIPATION

6 DAYS FACULTY DEVELOPMENT PROGRAMME
on
"Research Papers, IPR and Project Proposal Writing"

This is to certify that Dr./Mr./Ms. **Dr. Nivedita Singh** of
G.L. Bajaj Institute of Technology and Management, Greater Noida
has Participated as Participant in the 6 Days FDP on "Research Papers, IPR and Project Proposal Writing" held from 17th November 2025 to 22nd November 2025 organized by Research & Development Cell at GL Bajaj Institute of Technology & Management, Greater Noida.

[Signature]
Dean IR&D & Convener - FDP

Proud Announcement – Innovation Ambassador, ICC Cell

The Department of Management Studies proudly announces Dr. Nividita Singh as an Innovation Ambassador under the Institution's Innovation Council (ICC) Cell. This prestigious recognition reflects her commitment to fostering innovation, creativity, and entrepreneurial thinking within the academic community.

As an Innovation Ambassador, Dr. Nividita Singh will actively promote innovation-driven initiatives, mentor students in idea development, and contribute to strengthening the institution's innovation ecosystem.

The department congratulates Dr. Nividita Singh on this remarkable achievement and wishes her continued success in leading future innovation initiatives.



Proud Achievement Announcements

The Department of Management Studies proudly congratulates Mr. Sunny Prakash for his outstanding academic and professional accomplishment. He successfully participated and completed the IIC Regional Meet, demonstrating exemplary involvement in innovation-driven initiatives and institutional development activities.

Adding to this achievement, Mr. Sunny Prakash also presented his research paper at the IEEE International Conference – 2nd International Conference on Advance Computing & Emerging Technology (ACET-2025). His contribution reflects commendable research excellence and a commitment to advancing knowledge in emerging technological domains.

The department applauds Mr. Sunny Prakash for bringing laurels to the institution and wishes him continued success in his future academic and professional endeavors.



Alumni Corner:

Dear Team GLBITM,

I would like to extend my heartfelt thanks for sharing the latest GLBITM Newsletter. As an alumnus, it truly feels wonderful to stay connected with the institute and remain updated about the achievements, activities, and progress of our GLBITM family.

The newsletter not only brings back fond memories of my time at the campus but also fills me with pride to see the institute reaching new milestones. I deeply appreciate the efforts of the team in putting this together and keeping the alumni community engaged.

Wishing GLBITM continued success in all its endeavors.

Warm regards,
Ankleshwar Tripathi, FIDELITY INTERNATIONAL
Batch - 2021-2023



Dear GLBITM,

Words fall short when I try to express the gratitude I hold in my heart for you. The journey I had within your walls was not just about academics—it was about discovering myself, building lifelong friendships, gaining the courage to dream bigger, and learning the values that continue to guide me every single day.

Every classroom session, every interaction with our mentors, and every moment spent with peers shaped me into who I am today. You were not just an institution to me, but a family that nurtured my aspirations and gave me the wings to fly.

Even today, when I look back, my heart fills with pride and emotion to be called a part of the GLBITM family. Thank you for always keeping us connected through your newsletters and for reminding us that no matter where life takes us, we will always carry a piece of GLBITM in our hearts.

With deepest gratitude and love,
Mansi Agarwal, zeta
Batch - 2022 - 2024