



GL BAJAJ
Institute of Technology & Management

FIND YOUR SPARK

Approved by AICTE & Affiliated to AKTU

DEPARTMENT OF MANAGEMENT STUDIES

THE MANAGEMENT GAZETTE | JAN. - MAR. 2026

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.



Director GLBITM

Welcome to GL Bajaj, where academics and activities never end and the students are moulded as future technocrats and business leaders. The Institute works on the vision to become one of the leading centres of teaching, research and extensions in the field of Engineering and Technology through total commitment towards quality education and training. We instil our students with the strength of character, selfconfidence technical competence, and leadership in management. Further GL Bajaj spares no effort to deliver the curriculum it in the most effective manner. We propagate knowledge to the students with the help of dedicated faculty, state-of-the- art library and well-equipped labs along with audio-visual theatre.

With the world, becoming a global village and globalization coupled with stiff competition is making its presence felt in our country, the need of the hour is to successfully meet such tests and challenges. Hence the institute constantly scans the developments in Technology, Science and in society and tries proactively to meet the challenges.

The institute has an enviable track record of academic excellence, which is coupled with hands-on industrial training, and innumerable industry-institute interaction, which makes each GL Bajaj student ready to be absorbed in the industry. Our placement record reflects the versatile talents of the student community of the Institute. It shows their technical and managerial skills.



As a part of GLBITM'S commitment towards quality technical education and excellence, we embarked on promoting Faculty Development Program, Seminars, Workshops and Conferences, which keep the faculty members and the students abreast of their field.

I on behalf of GL Bajaj invite you to embark on a lifetime partnership with the Institute.

Dr. Manas Kumar Mishra
Director, GLBITM

"Education serves to ignite the spark of knowledge and unravel the threads of truth"

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 Data-Driven Decision Making in HR

The MBA Department organized a guest lecture on "Data-Driven Decision Making in Human Resource Management" on 21 February 2026 for MBA students. The session was delivered by Mr. Navdeep Gayot, HR Manager at Jindal SAW Ltd.

During the lecture, Mr. Gayot explained the rising importance of HR analytics in today's business environment. He highlighted how data-driven approaches are transforming key HR functions such as recruitment, employee performance management, retention planning, and workforce forecasting. Drawing from his professional experience, he shared practical examples of how HR metrics and analytics tools help organizations make informed and strategic decisions.

The session proved to be both informative and interactive, offering students valuable exposure to current industry practices in human resource management. Mr. Gayot's insights helped bridge the gap between academic learning and real-world application, making the lecture highly beneficial for the participants.

The programme concluded with a vote of thanks, and the event was appreciated as a meaningful and enriching learning experience for all MBA students.

Student participation:



Business Plan Competition

Students of the MBA Department from GL Bajaj Institute of Technology and Management (GLBITM) actively participated in a Business Plan Competition organized at KIET Group of Institutions on 20 February 2026.

The competition provided a valuable platform for students to present innovative business ideas and demonstrate their managerial competencies. Participants showcased well-structured business plans that included market research, financial projections, marketing strategies, and operational planning. Through this event, MBA students gained practical exposure to real-world business evaluation, enhanced their presentation skills, and strengthened their entrepreneurial mindset.

The participation reflected the department's commitment to promoting innovation, leadership, and professional development among students.



Mentorship & Guidance Session on Elective Selection

A Mentorship and Guidance Session was organized on 17 February 2026 for MBA students to help them select the most suitable elective subjects for their academic and career goals. The session was conducted by the MBA faculty with the primary purpose of guiding students in making informed and strategic decisions.

During the session, faculty members explained the scope, career opportunities, and industry relevance of various electives. Students were advised to choose subjects aligned with their interests, strengths, and long-term professional aspirations.

Interactive discussions and one-to-one guidance helped clarify doubts and provided personalized direction. The session proved to be highly beneficial, enabling students to confidently select electives that best match their career objectives and enhance their future prospects.



Dance Competition at GNNOIT



Students of the MBA Department from GL Bajaj Institute of Technology and Management (GLBITM) enthusiastically participated in a Dance Competition organized at GN Group of Institutes (GNNOIT) on 16 February 2026.

The students showcased vibrant and energetic performances, reflecting creativity, coordination, and team spirit. Their participation highlighted not only their academic excellence but also their talent in cultural and extracurricular activities.



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.



Session Chair for the Sustainable Marketing

Dr. Durgesh Agnihotri served as Session Chair for the Sustainable Marketing Track at the 3rd International Conference on Business Transformation for Sustainable Entrepreneurship and Value Creation (ICACCF 2026), organized by Amity College of Commerce and Finance, Amity University Uttar Pradesh, in collaboration with ACCA on 11 February 2026.



Panel Discussion on Budget 2026

The Department of Management Studies, Mudra Club, GL Bajaj Institute of Technology and Management successfully organized a thought-provoking panel discussion on the theme “Budget 2026: A Stepping Stone towards Viksit Bharat 2047.” The session aimed to provide students and faculty members with comprehensive insights into the key highlights and strategic provisions of Budget 2026, emphasizing its role in shaping India's long-term developmental vision. The discussion centered on how the budget aligns with the national objective of transforming India into a developed nation by 2047 under the vision of Viksit Bharat. Distinguished panellists shared their expert perspectives on various aspects of fiscal policy, economic reforms, and structural initiatives introduced in the budget. The deliberations covered significant themes such as:

- Fiscal consolidation and policy reforms
- Promotion of economic growth and investment
- Infrastructure development and innovation
- Support for MSMEs and startups
- Sustainable and inclusive development strategies

The panel highlighted how Budget 2026 focuses on strengthening economic resilience, encouraging entrepreneurship, boosting digital and technological advancement, and promoting sustainable development practices. The discussion emphasized the importance of strategic planning and effective implementation to achieve inclusive growth and long-term national progress. The session concluded with an engaging interaction between students and panellists, fostering critical thinking and deeper understanding of contemporary economic policies. The event proved to be an enriching learning experience, reinforcing the institution's commitment to academic excellence and industry-oriented discussions.

Conference Participation as Panel Expert

Dr. V. N. Bajpai, Professor & Dean, participated as a Panel Expert in the International Conference on Leveraging AI in Multidisciplinary Innovation and Sustainability, organized by Noida International University on 23–24 January 2026. The conference brought together academicians, researchers, and industry professionals to deliberate on the role of Artificial Intelligence in driving innovation and sustainability across multiple disciplines. As a panel expert, Dr. Bajpai shared valuable insights on the integration of AI in organizational practices, sustainable business models, and responsible innovation. The discussions emphasized ethical considerations, implementation challenges, and future directions of AI adoption. The participation contributed to academic exchange, interdisciplinary learning, and strengthened professional networking, supporting ongoing research and teaching initiatives in AI-enabled innovation and sustainability.



Peer-to-Peer Session on Universal Human Values

The Department of Management Studies, GL Bajaj Institute of Technology & Management, successfully organized a three-day Peer-to-Peer Session on Universal Human Values from 21–23 January 2026. The session was facilitated by Dr. Rajneesh Khare, Faculty, Department of Management Studies, who led engaging discussions on self-awareness, ethics, trust, respect, justice, happiness, professional ethics, sustainability, and value-based leadership. The program began with insightful addresses by Dr. V.N. Bajpai, Dean–DMS, and Dr. Kanhaiya Singh, Senior Professor, emphasizing the importance of value-based education in shaping responsible professionals and ethical leaders. Through interactive lectures, group discussions, case studies, and reflective activities, participants gained practical insights into integrating universal human values into personal and professional life. The peer-to-peer format encouraged collaboration, introspection, and meaningful dialogue. The session reinforced GL Bajaj's commitment to holistic education, nurturing ethically grounded, socially responsible, and value-driven individuals.



Two-Day FDP on Application of AI in Teaching and Research

Two-Day FDP on “Application of AI in Teaching and Research” was successfully organized by the Department of Management Studies, GL Bajaj Institute of Technology & Management, Greater Noida, on 8–9 January 2026.

The program featured insightful sessions by Dr. Prakash Singh (Saudi Electronic University) and Dr. Rakesh Gupta (Charles Darwin University, Australia). Day 1 focused on hands-on exposure to AI tools for teaching and research, while Day 2 emphasized research paper writing, journal selection, and publication strategies.

The FDP enhanced faculty understanding of AI integration in education, research methodologies, and ethical considerations, while fostering innovation and global academic networking.



GLBITM MBA Student Secures Placement in a Top Company!

GL Bajaj Institute of Technology and Management proudly congratulates our MBA student, , on securing placement with Top Company, a leading organization in the industry.

This achievement reflects the student's hard work, determination, and the institute's commitment to academic excellence and career development. We wish them great success in this exciting new journey!

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Congratulations
for being selected at

VI

Shalini
MBA

Kumari vartika
MBA

Sushma Kumari
MBA

₹ **6.0** LPA
PACKAGE

B.Tech | M.Tech | MBA | MCA

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Congratulations
for being selected at

Ameriprise
Financial

KUSHAGR SINGH BAIS
(MBA)

₹ **8.33** LAKH

From Campus to career

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Future Ready Talent
RECRUITED BY THE BEST

9 LPA
THE TIMES OF INDIA
Aman Kumar Singh
MBA 2026

8 LPA
OLA ELECTRIC
Vishalvardi Tiwari
MBA 2026

7.11 LPA
KEYENCE
Harsh Singh
MBA 2026

6 LPA
airtel
Shivani Sharma
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Congratulations
06 MBA students on being selected for Internship at

KPMG

Krishna Karti Tiwari
MBA

Anand Kumar Thakur
MBA

Sweeta Kumari
MBA

Alena Chauhan
MBA

Nancee Singh
MBA

Kashish Rajput
MBA

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Faculty Corner

GLBITM proudly announces the research and publication achievements of the MBA Department. Dr. Rajneesh Khare has authored *_Smart HR: Integrating Artificial Intelligence and Data in Talent Strategy_*; Dr. H. N. Pradhan has published a book on *_Financial Engineering_*; and Dr. Durgesh Agnihotri has edited *_Metaverse Dynamics: Exploring the Interaction of Technology, Business Transformation, and User Experience_*. These accomplishments reflect the department's commitment to research, innovation, and academic excellence. Heartiest congratulations to our esteemed faculty members on their remarkable contributions to the world of knowledge and management education!

GL Bajaj Institute of Technology and Management proudly announces that Dr. Nividita Singh, Department of Management Studies (MBA), has been granted a patent titled "NINE S Strategic Competency Matrix for Employee Selection and Promotion." This innovative contribution reflects her commitment to research, innovation, and excellence in Human Resource Management. The GLBITM family congratulates Dr. Nividita Singh on this remarkable achievement and wishes her continued success in her future endeavors.

GLBITM proudly congratulates Dr. Shaivya Dixit and Ms. Avantika Trignut on the publication of their research paper, "Effective Use of Technology to Enhance Entrepreneurial Intention." We also extend our heartfelt congratulations to Mr. Sunny Prakash for publishing his paper, "Predictive Analytics in Food Supply Chain," in an IEEE Conference. These accomplishments reflect the department's commitment to research, innovation, and academic excellence. We wish all the authors continued success in their scholarly pursuits.

GL Bajaj Institute of Technology and Management proudly announces the research publication achievements of our faculty members. Dr. Subeer Banerjee has published his paper, "Employee Voice with Purpose," in a Scopus-indexed Q1 category journal, while Dr. Rahul Dobriyal has published his paper, "Federated Learning Meets Explainable AI," in an IEEE Conference. These accomplishments reflect the spirit of innovation, scholarly excellence, and impactful research that defines GLBITM. Heartiest congratulations to both faculty members, and we wish them continued success in all their future endeavors!

GL Bajaj Institute of Technology and Management proudly announces that Ms. Shweta Singh and Mr. Akansh Singh have successfully published their research paper, "IoT-Based Automated Office System to Control Environment," in an IEEE Conference. This achievement showcases their dedication to innovation, research, and technological advancement. The GLBITM family congratulates both authors and wishes them continued success in all their future endeavours.

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,
Sharansh Saxena, Holiday Cruise
Batch - 2023-2025



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,
Unnati Rana, Unimrkt Research
Batch - 2023 - 2025