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13th International Conference of Management Cases 2023



On the 30th November 2023, BIMTECH collaborated with the University of Eastern Finland and University of South Florida, and inaugurated the International Conference of Management Cases (ICMC). This is the thirteenth year that ICMC has been organized at BIMTECH.

After 2019, this year again, the BIMTECH campus was buzzing with academicians and scholars from across India and world. The case enthusiasts once more came together to share their work and collaborate. There are no two thoughts that meeting in person brings in an unparalleled energy that cannot be matched in the online mode. The water-cooler and lunch table conversations are far more enriching than actual presentations.

ICMC invites stimulating original, unpublished, research/teaching cases, based on primary and/or secondary data, and field studies. Each teaching case must show strong linkage to a theory, concept, framework, or model, while a research case should show theoretical considerations. ICMC aims at international relevance and encourages authors from all over the world to participate and share experiences on a platform created for academicians, practitioners, consultants, research scholars, and students of management studies.

Meet the Editors

Prior to the conference on 25th November, the 'Meet the Editor' Session was organized. This was the second year that the session was conducted. Editors of four reputed case journals shared the details of their journals and respective expectations. They also shared invaluable tips for the case authors to keep in mind in order to avoid rejection. Dr. Tian Wei, Editor-in-Chief of Asian Case Research Journal, Dr. Virginia Bodolica, Associate Editor



of Emerging Markets Case Studies and Asian Journal of Management Cases, Dr. Sudhir Rana, Editor-in-Chief, FIIB Business Review and Dr. Ajoy K Dey, Editor-in-Chief of South Asian Journal of Business and Management Cases, agreed to give precious time to this 'Meet the Editor Session'. The session was free for all and around 90 participants from different parts of the world joined in.

The Inaugural

The first day of the conference witnessed enthusiastic participation from all the delegates representing different parts of the world. There were three keynote speakers this year and a distinguished speaker. The conference started with the inaugural speech by the distinguished speaker **Mr. Vivek Mehra**, founder CEO, Vikramshila Research & Former Chairperson, Sage Publications India. He talked about research publications and the challenges and opportunities for Indian researchers. Post the inaugural address, the first keynote speaker **Dr. Tojo Thatchenkery**, Prof. & Director, M.S. in OD&K, George Mason University, USA, talked about 'Leveraging Appreciative Intelligence® for sustainable circular economy: Leadership lessons from public, private, and nonprofit organizations'.

Later, two keynote addresses captivated the participants. The keynote address by **Dr. Esa Hiltunen**, Senior Lecturer, University of Eastern Finland was on Participative and employee-driven innovation (EDI) in organizations – drivers and challenges. The second keynote address by **Dr. Hari Mohan Jha, Prof. Sant Gajanan Maharaj**, College of Engineering Shegaon focused on Locational Business Cases – Exploring Entrepreneurial Journey from Rags to Riches. The Inaugural session ended with the presentation of mementos and anticipation for the technical session scheduled for the remaining conference.

Technical Sessions and Forum for Collective Wisdom

This year, 72 cases collectively written by about 160 authors were presented over two days (30th November and 1st December 2023) in 12 concurrent technical sessions. Each technical session was chaired by two reputed case writers who gave constructive feedback to the presenters' cases. The conference was attended by delegates from 5 countries. The largest contingent of 5 delegates participated from Finland. Overall more than 100 delegates attended the two-day conference.

Of the cases presented, 12 were selected for the Forum for collective wisdom. This is a unique

technical session for the cases that were ranked as either good or excellent by the reviewers. This session at ICMC enriches the discussion and is in a round table format. Feedback is captured in advance of other presenters in the same session. Due to its unique features, it benefits the authors, and hence, is highly appreciated by the delegates.

Conference Books

One of the unique features of ICMC is that on the first day of the conference, we release the collection of the peer reviewed cases in the form of edited books published by Bloomsbury Publications India. These books include full cases and abstracts accepted for presentation in the conference. Out of the cases presented in 13th ICMC 2023, a total of 38 full cases and 31 abstracts were included in the two volumes published by Bloomsbury Publishers. One of the books was titled *Case Studies on Leading and Strategizing for Organizations across Contexts* which includes 18 full cases and 17 abstracts. The second book is titled *Case Studies on Sustainability and Innovations across Entrepreneurial and Other Contexts* and includes 20 full cases and 14 abstracts.

At the end of the books, the summaries of Summer Internship Projects of the 9 finalists of the BIMTECH Summer Internship Competition for Second Year Management Students from across India and Compact Cases of the 10 finalists of the BIMTECH Compact Case Competition for First Year Management Students from across India were also included.

5th Case Master Development Workshop

Followed by the 13th ICMC 2023, CMCD organized the 5th Case Master Development workshop on 2nd December. The first workshop was conducted by Dr. Tojo Thatchenkery, Prof. & Director, M.S. in OD&K, George Mason University, USA as a resource person. The topic was 'Generating rich primary data through interviews: Tips and protocols'.

The second workshop was conducted by **Dr. H. M. Jha "Bidyarthi", Prof, Shri Sant Gajanan Maharaj**, College of Engineering Shegaon as a resource person on the topic 'Developing Cases of Micro-entrepreneurs – A PSR of Case Writer'.

The final workshop was conducted by **Dr. Esa Hiltunen**, Senior Lecturer, University of Eastern Finland, focusing on Case Studies as a Valuable Analysis and Development Tool for Exploring Participative and Employee-Driven Innovation within Organizations.

Each of the 90 minutes physical workshop was attended by around 30 participants that included ICMC delegates and BIMTECH faculty members.

Doctoral Colloquium

Second year in a row, we organized Doctoral Colloquium where four doctoral students from different management institutes from India and abroad shared their thesis summary. The colloquium is organized for the doctoral students who are intending to do an inductive study preferably using case research design. The colloquium was scheduled online on the evening of 2nd December, where the doctoral students, mostly in their early states of doctoral journal, got valuable feedback from renowned professors, including Mike Annett, PhD Department Chair and Associate Professor of Human Resources, MacEwan University, Canada, John Varlaro, PhD, Professor of Management Providence Campus Johnson & Wales University, USA, Gary Stockport, PhD, Dean - Executive MBA and Professor of Strategy and Ajoy K. Dey, D.Phil Chairperson, Centre of Management Case Development and Professor of Decision Sciences at BIMTECH.

Awards

Each year, ICMC announces three categories of awards. The first category of awards is **BIMTECH Young Scholar Awards** given to maximum ten scholars below 40 years of age. This year, three young scholars received the awards sponsored by **BIMTECH**. The second category of awards is **The Case Centre Awards** for three best teaching cases, the awards are sponsored by *The Case Centre, UK*. The final category of awards is **Sage Best Case Awards** to three best research cases. This award is sponsored by *Sage Publications*.





3rd PRITAM SINGH MEMORIAL (PRISM) CONFERENCE

November 17-18-19, 2023



The distinguished '3rd PRISM International Conference 2023' was hosted from November 17 to 19, 2023, on the theme 'Reimagining the Future of Business: The Challenges of Leadership, Digitalization, and Sustainability'.

Dr. Pritam Singh Memorial (PRISM) Conference featured luminaries, such as, Mr. Suresh Narayanan, Chairman and MD of Nestle India, Dr. Bharat Bhasker, Director, IIM Ahmedabad, Dr. Bhimraya Metri, Director, IIM Nagpur and Mr. P Dwarkanath, President of Dr. Pritam Singh Foundation, among others. Delving into contemporary business challenges, the conference explored leadership intricacies, digitalization's pervasive influence, and the imperative of sustainability. Notable insights included Mr. Narayanan's emphasis on authenticity and adaptability in leadership and Prof. Bharat Bhasker's focus on agility amid a volatile environment.

Acknowledging Dr. Pritam Singh's legacy, the PRISM foundation conferred the Dr. Pritam Singh Leadership Excellence Awards, recognizing outstanding contributions in both corporate and academic spheres. 'Dr. Pritam Singh Transformational Leadership Award' was conferred upon Mr. Sanrupt Mishra, Director, Group Human Resources,



Aditya Birla Group, and 'Dr. Pritam Singh Lifetime Achievement Award' was conferred upon Mr. Anil Khandelwal, Former Chairman and MD of Bank of Baroda. In the academic sphere, 'Dr. Pritam Singh Transformational Leadership Award' was conferred upon Prof. Dr. C Rajkumar, Founding Vice Chancellor of OP Jindal University, and 'Dr. Pritam Singh Lifetime Achievement Award' was conferred upon Prof. Anil Sahasrabudhe, Chairman of National Education Technology Forum, EC-NAAC and NBA. The conference exemplified our commitment to bridging western and Indian perspectives, and establishing a global thought leadership in management education.

Dr. Harivansh Chaturvedi, Director, BIMTECH, emphasized the role of Dr. Pritam Singh as an educator, thought leader and administrator, and his principles of enabling people for collective growth of society. The conference aimed to foster impactful research in management and associated disciplines. This event was made successful through the support of its reputed sponsors and partners.

Our participation in 13th Indian Management Conclave held at Mumbai



The 13th INDIAN MANAGEMENT CONCLAVE (IMC) 2023, organized by MBAUniverse.com and hosted by SPJIMR Mumbai on October 13-14, 2023, was a grand success. AICTE Chairman Dr. Sitharam T.G., along with Oxford University Dean Dr. Soumitra Dutta, and IIM-Ahmedabad Director Dr. Bharat Bhasker released IMC Whitepaper at the Conclave. The key highlight of IMC 2023 was the Directors' Roundtable on "NEP 2020: Developing a Roadmap for Stand-alone B-schools."

The event brought together policy makers, thought leaders & business leaders. Top CXOs (Google, HDFC, Deloitte, EY, ICICI, HCL among others) made

Industry-Sector Case Study Presentations followed by Panel Discussion on Management Education by top academic leaders from IIM Ahmedabad, IIM Nagpur, XLRI, SPJIMR, IMT Ghaziabad, BIMTECH, GIM Goa, JAGSoM, IIM-Tiruchirappalli, among others.

The cutting-edge theme for the 13th IMC 2023 was 'Business Value Creation in the Age of Disruption: Implications for Management Education'. Over the past two decades, technology and digitization have revolutionized business practices, and the ascent of Artificial Intelligence will amplify this transformation. How should B-schools reshape their objectives, curriculum and pedagogy in response to these monumental shifts?



BIMTECH has been participating and contributing in the IMC since its inception in 2010. This year, apart from the Director, Dr. H. Chaturvedi, seven other faculty members attended the IMC 2023, namely, Dr. Arunaditya Sahay, Dr. Abhijit Chatteraj, Dr. Rahul Singh, Dr. Gagan Katiyar, Prof. Rajeev Sharma, Prof. Chanchal Kushwaha and Prof. Reeti Kulshrestha. Dr. Chaturvedi gave a sagacious presentation on 'NEP 2020: Developing a Roadmap for Stand-alone B-schools'.

The highlight of the conclave was the release of IMC Whitepaper on NEP2020 & its implications for B-schools by AICTE Chairman Dr. Sitharam T.G, along with Oxford University Dean Dr. Soumitra Dutta, and IIM-Ahmedabad Director Dr. Bharat Bhasker. Authored by Mr. Amit Agnihotri, Founder, IMC & MBAUniverse.com, the Whitepaper outlines three Pathways for Standalone B-schools to meet the Legal, Structural and Academic requirements in alignment with NEP2020. Whitepaper makes Six Recommendations to the Regulators.

While releasing the Whitepaper, AICTE Chairman Dr Sitharam said, "As highlighted in the Whitepaper, size of Undergraduate Management Education in India is as big as Post Graduate MBA/PGDM programs. Since approval for all PG management programs is already

being given by AICTE for many decades now, we will bring the approval of UG Management programs, like BBA, into the purview of AICTE. This will facilitate better integration between UG and PG management programs in India and give impetus to management education in India."

Based on policy research, and roundtable deliberations with almost all Top 50 standalone B-schools over the last six months, IMC Whitepaper lays down many recommendations on how standalone B-schools, such as XLRI, MDI, SPJIMR, IMT, BIMTECH among others, can either become Universities or Autonomous colleges as envisaged in the NEP2020.

Day 1 of IMC 2023 was a dynamic journey through the evolving business landscape. The inaugural session, 'Business Value Creation in the Age of Disruption: Implications for Management Education,' featured keynote address by Mr. Harsh Mariwala, Chairman of Marico Limited, and Dr. Keryn Chalmers, Dean at Swinburne University of Technology.

The key highlight of Day 1 was the highly anticipated international keynote address on 'Three-Box Solution: A Strategy for Leading Innovation & Digital Disruption of

Business Education' by Prof. Vijay Govindarajan, Tuck School of Business, a world-renowned expert on strategy and innovation.

'Business Value Creation in Consulting Sector,' featured insights from Ms. Swati Agarwal, Partner, Deloitte and Chief Talent Officer at Deloitte India Consulting, along with Mr. Vinay Hebbar, Executive Vice-President and Head of Corporate Learning and International Markets at Harvard Business Publishing.

The concluding day of IMC 2023, commenced with international keynote address by Dr. Soumitra Dutta, Dean, Saïd Business School, University of Oxford, UK. He presented a global perspective on MBA education in the age of disruption. He also shared valuable insights on management education, research driven business schools and business integration driven schools using pertinent examples.

The Directors' Roundtable session addressed the critical topic of NEP2020 and its implications for standalone B-schools. Esteemed panelists, including Fr. Sebastian George, Director, XLRI Jamshedpur, Dr. Varun Nagaraj, Dean, SPJIMR Mumbai, Dr. Bhimaraya Metri, Director, IIM-Nagpur, Dr. H. Chaturvedi, Alt President, EPSI & Director, BIMTECH Greater Noida, Dr. Vishal

Talwar, Director, IMT Ghaziabad, Dr. Ajit Parulekar Director, Goa Institute of Management, Mr. Shreevats Jaipuria, Vice Chairman, Jaipuria Institute of Management, and Dr. Asit K Barma, Director, BIM Tiruchirappalli, explored the diverse challenges and opportunities offered by the proposed NEP.

The valedictory session featured a special address on MBA education from an Indian perspective by Dr. Bharat Bhasker, Director, IIM Ahmedabad. IMC 2023 was a resounding success, bringing together academic leaders, industry experts, and visionaries to chart a course for the future of management education.

It is widely known that in the last two decades, Business Value Creation process has undergone a massive transformation. Technology & Digitization have disrupted virtually all industry and sectors. Artificial Intelligence (AI) will only accelerate these trends. Hence, MBA educators should understand how business is being done today, and then review all aspects of MBA program in a new light. Strategy and Innovation Guru Prof. Vijay Govindarajan (VG) wrote in HBR, "MBA education must keep evolving from algorithmic learning to meet the higher-order needs of the changing corporations."



36th Foundation Day Celebrations inaugurated with a two-day Drama Festival



There is no mirror better than theater to make human beings realize harsh realities of society and world. As a business school, BIMTECH showcases plays on compelling themes to bring valuable management lessons drawn from rich Indian and world literature. Upholding the Birla legacy of promotion of cultural and human values through fine and performing arts, BIMTECH inaugurates its Foundation Day every year with a two-day drama festival by organizing staging of iconic productions of reputed theater groups.

"Actors are agents of change. A film, a piece of theatre, a piece of music or a book can make a difference. It can change the world." On 30th September and 1st November, BIMTECH Lawns reverberated with standing ovations as artists of National School of Drama Repertory and Asmita Theatre Group from New Delhi delivered powerful performances of hard hitting plays *Maae Re Main ka Se Kahun* and *Andha Yug*.

On day one, the audience witnessed enthralling musical presentation titled "Maaee Re Main Kaase Kahun"-a musical theatre based on Rajasthani classical writer and litterateur, Shri Vijaydan Detha's rendition of a folk tale, *Duvidha*. Theatrical





adaptation was beautifully directed by Shri Ajay Kumar from National School of Drama Repertory, New Delhi. The play revolved around the reality that every person has to face several types of dilemma in life. The story is about a young bride, Rani, whose husband is going abroad to earn money after just two days of marriage. She is in a dilemma whether she should accept her in-laws or not. It is the story of a lovable ghost impersonating the husband of Rani. Meanwhile, the ghost too, is in dilemma as to whether he should tell the truth to his beloved or not, because she may or may not accept it. The play has also been adapted into famous films like Paheli and Duvidha.

In the current context of ongoing Ukraine-Russia war, staging of Dharamveer Bharati's iconic play *Andha Yug* compelled the audience to introspect. On day two, Asmita Theater Group presented the play with more than 70 actors on and behind the stage. The play was directed by theatre veteran Shri Arvind Gaur, founder of Asmita Theater Group. The play is centered around the last day of the Mahabharata war and presents the problems and human ambitions of the war and its aftermath. It explores human capacity for moral action, reconciliation, and goodness in times of atrocity and reveals what happens when individuals succumb to the cruelty and cynicism of a blind, dispirited age. Bharati uses the war of Mahabharata to make an anti-war statement and raises questions regarding moral uprightness in the wake of partition-related atrocities, loss of faith and national identity. The play deals with important philosophical questions like, ethics, necessity and consequences of war.

Each year during drama festival, BIMTECH also acknowledges young theater artists by presenting Sarala Birla Award for excellence in Theater. The Sarala Birla Award 2023 was presented to Shri Prabhakar Pandey, a senior actor from Asmita Theater Group for 'Excellence Through Community Theater'. The cash award of fifty thousand and a citation was presented to him by chief guest, eminent educationist Shri Furqan Qamar, former Vice-Chancellor of University of Rajasthan and first Vice-Chancellor of Central University of Himachal Pradesh and Ms. Suniti (IPS), DM GB Nagar.

Executive student members of Majlis Debating and Theater Society organized this festival which brought together more than five hundred audience members each day from all age groups comprising students, faculty, staff, academia, corporate, media and members of local community.

The festival successfully illuminated and enthused the heart and minds of the audience and the organisers.



36th Foundation Day Celebrations @BIMTECH



36th Foundation Day was proudly celebrated at the campus on 2nd October 2023. The auspicious occasion began with the Saraswati Vandana followed by 'Vaishno Jan to Tene Kahiye' and Sarva Dharma Prarthana. After the inaugural address by Director, Dr. H. Chaturvedi, we had the great privilege and honor to have Magsaysay Awardee, Shri. Anshu Gupta, Founder Goonj and Gram Swabhimaan as the Chief Guest for the occasion. As is the ritual every year, we felicitated Best Researchers with Basant Kumar Birla Distinguished Scholar Award, 2022-23 from all government/funded institutes and private institutes. 'Best Researcher' award and 'Teaching Excellence' award for BIMTECH faculty were also bestowed. This year, three reports were released, Insurance India Report- India Insurance Report- Transforming Indian Insurance- Series II, with Dr. Chaturvedi and Dr. Chatteraj as Editors, Annual Activity Report, and Report on Clubs and Conduits. The India Insurance Report- Transforming Indian Insurance- Series II, was unveiled during the celebration. One of the report's significant findings is that the general insurance premium is expected to surpass Rs. 3,91,216 crores by 2030 based on historical data of 20 years. Dr. Abhijit K. Chatteraj - Chartered Insurer, Dean (SW & SS), Professor & Chairperson of PGDM - (Insurance Business Management) is the editor & Dr. Harivansh Chaturvedi, Director, BIMTECH, joins as the joint editor of this remarkable publication. The report suggests regulatory reforms for the insurance sector, highlighting BIMTECH's commitment to insurance education with its PGDM program in Insurance Business Management.

The program was followed by a warm Community Lunch in the quintessential BIMTECH spirit and splendour!



Dynamic display of entrepreneurial synergy @AIC-BIMTECH

AIC-BIMTECH continually strives to propel budding entrepreneurs and to carve out a distinctive trajectory. It has incubated over 120 Enterprises so far and regular mentoring and networking opportunity is provided by sector-wise experts and in-house team. Many events were conducted and held nation-wide which are a testament to AIC's enduring commitment towards building the entrepreneurship ecosystem of the country.



Entrepreneur Cafe: 21st October 2023

Entrepreneur Cafe is a global initiative, hosting monthly meetups in major urban hubs globally for networking, idea-sharing and inspiration over a cup of coffee. This event was conducted on 21st October at the Atal Incubation Centre -BIMTECH office. Many startups and BIMTECH students attended this event, and the campus witnessed trailblazing discussions and resounding dialogues at the Entrepreneur Café. This event underscores AIC-BIMTECH's commitment to fostering innovation and promoting entrepreneurship. As the startup ecosystem thrives, events like this inspire collaboration and pave the way for a platform where ideas can sprout and businesses can meet businesses.

Sambhav 2.0 ATPAR: 6th-17th October 2023

Sambhav is an impactful program for People with Disabilities (PWD), in partnership with the esteemed Alliance to Promote Abilities and Rehabilitation (ATPAR), which promotes entrepreneurship and supports "Vyapar" among marginalized groups. The program is rooted in a powerful vision – to create an ecosystem where entrepreneurship knows no limits. With tailored mentorship, comprehensive resources, and strategic guidance, AIC-BIMTECH aims to empower the visionary entrepreneurs to break barriers, drive societal change, and inspire us all. AIC-BIMTECH partnered with 'Alliance To Promote Abilities and Rehabilitation' (ATPAR) and Nedar Foundation, to conduct this impactful incubation program for People with Disabilities (PWD) and other marginalized groups from 6th-17th October, 2023. The objective of this incubation program was crystal-clear, i.e., to propel entrepreneurship for persons with diverse disabilities and pave way for business beyond all potential barriers. The accelerator program is for entrepreneur members who have a stable business and aspiration to grow their businesses to the next level.



Mastering Franchising in India: Start to Success: 17th September 2023

This masterclass focused on franchising's essentials and benefits. Faculty, students, and startup founders from different parts of the country participated in this unique session. Attendees learned how to make well-informed decisions when choosing franchise opportunities, navigate the legal intricacies, and construct a robust franchise model tailored to the Indian market. Distinguished figure in the culinary world, Mr. Harpal Singh Sokhi, Director at Urban Tadka and Karigiri, was the resource person for this masterclass on Franchising. He shared his remarkable journey and insights into the franchising landscape during his career spanning decades. Mr. Harpal Singh has a keen eye for business and his story is one of passion, innovation, and strategic growth. As a chef-turned-franchisor, Harpal Singh emphasizes the importance of understanding one's product thoroughly. To create a successful franchise, the product must be unique, scalable, and easily reproducible. Simultaneously, building a robust support system is crucial. Visibility and brand recognition are equally critical in franchising. The franchise's appearance, color schemes, frontage, and signage must be consistent and easily identifiable, ensuring that customers recognize the brand from a distance. In the past, Shepherd Paul's ventures faltered due to a lack of such branding consistency.

Chef Harpal shared experience of his latest venture, 'Karigari,' with exemplifies his evolution in franchising. The first year of 'Karigiri' was dedicated to building the brand's identity, visibility, and addressing any shortcomings. He adhered to the management principle of focusing solely on building the brand within the first year. 'Karigari' presents unique challenges as it is a chef-driven brand with a vast and diverse product offering. He recognized the need to establish a support team, invest in training modules, and conduct regular audits to ensure standardization. His insights into the world of franchising reveal several key considerations for success. In addition to operational strategies, he underscores the pivotal role of effective communication in business and customer relations. He recognizes that successful customer acquisition and revenue generation hinge on clear, consistent, and responsive communication.

Before embarking on the path of franchising, Chef Harpal offers valuable advice: invest ample time in product research and testing, spanning a period of 8-9 months. This preparatory phase enables the efficient streamlining of processes, establishment of standardization, development of innovation centers, refinement of backend processes, and the gradual building of the brand. He also advocates for the FOFO (Franchise Owned, Franchise Operated) model as a means of retaining strong control over the top line, ensuring that the franchisor manages the revenue aspect of the business.

BaithakX: Creating Waves in the Entrepreneurial Ecosystem

BaithakX, orchestrated by AIC-BIMTECH, is an exclusive mixer event which serves as a gathering where startups from diverse domains and regions converge to exchange insights and foster partnerships. It is a perfect forum to bring together startups, investors, mentors, and stakeholders on a single platform where "Businesses Meet Businesses" and get a chance to meet with industry pioneers, startup founders, mentors and other likeminded people. Baithak aims to bring together people from the industry pioneers, aspiring entrepreneurs, seasoned mentors, and many more ecosystem enablers under one roof. It's a vibrant space where networking opportunities abound, and meaningful connections are forged with like-minded individuals who share the same passion for innovation and success. AIC-BIMTECH community hosts invigorating offline events aimed at fostering connections and collaboration; and uniting ecosystem enablers. The event, often fondly referred to as "Chai pe Charcha" by AIC BIMTECH's incubatees, draws an eclectic crowd of incubated startups, investors, and mentors.

BaithakX Lucknow Chapter 2023: Founder Meet

In a symphony of innovation and entrepreneurship, AIC-BIMTECH organized another chapter of Baithak in Lucknow on 28th of October, 2023 in partnership with the Innovation Hub of Dr. APJ Abdul Kalam Technical University (AKTU). The Lucknow chapter of BaithakX was a transformative event which witnessed over 40 startups unite to harness the power of collaboration and innovation.




The event, held at the heart of the city, brought together a diverse and vibrant group of entrepreneurs, each driven by a vision to create, innovate, and transform the business landscape. The chief guest for this illustrious occasion was Shri Ravi Ranjan, a distinguished IAS officer and the Managing Director of UPLC. Shri Ranjan graced the event with his invaluable insights and unwavering support on behalf of the Uttar Pradesh Government, escalating grants and allowances to propel entrepreneurial initiatives. His words resonated with the budding entrepreneurs as he encouraged them to chart a course towards success, all while fostering a robust and dynamic support system in the state.

Getting unwavering support from Hon'ble Vice Chancellor of AKTU, Prof. J.P. Pandey, and the Head of the Innovation Hub, Mr. Mahip Singh & team, shared their journey and relentless commitment to cultivating an innovation ecosystem across the entire state. In collaboration with StartinUP and the Government of Uttar Pradesh, the Innovation Hub is tirelessly working towards creating an environment where innovation thrives. His experiences and the progress of the Innovation Hub serve as an inspiration to all who are dedicated to shaping the future of business in the state.

Throughout the event, the AIC-BIMTECH team facilitated fruitful interactions and shared experiences, allowing startup founders to open up about the challenges they face and to showcase their innovative ideas. The atmosphere was charged with the spirit of collaboration and the desire to learn from one another. Entrepreneurs found a common ground, transcending barriers and differences to create a network of support and camaraderie. BaithakX concluded with attendees leaving with connections and exciting goodies, reflecting their satisfaction and determination.

The heart of such events lies in networking and collaboration, as entrepreneurs exchanged business cards and contact information. The synergy between startups and established businesses is the driving force behind the growth of the entrepreneurial ecosystem. Sharing ideas, best practices, and resources ensures that these enterprises continue to thrive and, collectively, contribute to the economic progress of the region. In the spirit of BaithakX, we eagerly anticipate the positive transformations that will unfold in the entrepreneurial landscape of Lucknow and the entire state, as innovative minds continue to come together, collaborate, and create a brighter future for business and industry. We'll continue to conduct more such meet-ups in the future.



Pitch Deck Creation: A Pictorial Art of Raising Funds!

Mr. Simran Paul Singh, Co-founder and CEO of PitchOurWay and Ms. Vanshika Mangla, Co-Founder & Head of Investments at Pitch Our Way, conducted 'The Masterclass Series Session 7' on Pitch Deck Creation on October 25th, 2023. The speakers shared insights on preparing a pitch deck and getting ready for fundraising of a start-up.

Simran stressed the significance of meaningful content on each slide of the pitch deck. He emphasized that all information, market research, and data should be not only relevant but also insightful for investors. Even if investors decide not to invest, the pitch deck should leave a lasting impression for future reference. Mr. Singh advised providing quarterly updates to investors during the first round of funding, as it fosters trust and can lead to more significant funding in subsequent rounds. The session also delved into the various stages of funding, from pre-seed to Series A. Ms. Vanshika Mangla discussed the importance of timing fundraising efforts strategically, considering investor interest in the company's runway and financial projections. Simran divided the pitch deck into five parts, from selling the vision to a smooth ending. He also emphasized the uniqueness of a startup's story and pitch deck, discouraging copying from existing companies. Both of them encouraged founders to prepare for investor calls with confidence and patience. The session concluded with the presentation of sample pitch decks from their portfolio companies, providing valuable insights into financial models and projections. The masterclass was a comprehensive guide for startups aiming to create an effective pitch deck and secure funding.

Key Learnings

- The first mode of conversation with investor
- A compelling, concise, meaningful pitch deck to capture interest
- Timing fundraising efforts strategically, providing quarterly updates, and being transparent about achieving milestones are crucial for building investor confidence.
- A strong founding team is essential, and negative feedback from investors should be viewed as an opportunity for improvement.
- Due diligence is non-negotiable, and all financials and data shared with investors must be accurate.
- Involves balancing content, data, and visuals, with a clear storyline that aligns with the company's unique vision.

Empowering Faculty Mentors Workshop Fuels Entrepreneurship & Incubation In India's Campuses

AIC-BIMTECH hosted a transformative 'Training of Trainers Workshop on Entrepreneurship and Incubation' on October 6th and 7th, 2023. The workshop, conducted virtually, witnessed the active participation of 34 faculty mentors representing 21 educational institutions from across India. The common objective was to establish a solid foundation in understanding entrepreneurship and fostering an innovation culture within campuses. Day 1 of the workshop set the stage with a comprehensive overview of the Indian startup ecosystem presented by Mr. Pramit Dash, Program Director at Atal Innovation Mission where he discussed his work leading the Atal Innovation Mission with the government's backing and developing the incubation sector's capabilities. He has revealed certain statistics that demonstrate the meteoric rise of India's startup scene; praising government initiatives and efforts to facilitate business.

Following this, Dr. Sankalp Pratap, a distinguished professor at DSSE, IIT Bombay, engaged participants in a deep exploration of entrepreneurship. These sessions encompassed a wide spectrum of topics, including defining entrepreneurship, research opportunities for faculties, mentoring prospects, and career progression pathways. He also delved into developing an ideal proof of concept, business models, and numerous forms of prototypes that can be utilised to evaluate student entrepreneurs by faculties. The participants left the workshop armed with both



AIC-BIMTECH

knowledge and practical tools to guide their students into the dynamic world of entrepreneurship. Mr. Kaustuv Majumdar, a mentor from IIM Calcutta Innovation Park, continued the journey of enlightenment and shared insights on establishing Institution Innovation Councils (IIC); innovation as tool to practice; and evaluating students' business ideas. He underlined the significance of value-driven companies that make money rather than merely promising to do so. He suggested that professors foster an environment on campus that encourages "Do it yourself" (DIY) community and a mindset that is open to new ways of thinking.

Dr. Abha Rishi, Head MP Startup & Trustee AIC-BIMTECH, a seasoned expert in the field, then unveiled the secrets to seamlessly integrating entrepreneurship and incubation within campus settings, along with leveraging government grants and schemes. She also talked about importance of creating e-cell and concluded the workshop with her years of experience in field and motivating faculty mentors to take their first step. Following questions, the speaker discussed the necessity of obtaining CSR funding and how to use them for capacity building. The programme concluded with the concept of incubator sustainability and long-term value creation for the institution.



Aligned with the NEP 2020's vision of making India a potential destination for international students, BIMTECH, home to students from all parts of India, welcomed international students from 7 countries in its 2-year full-time PGDM program in the academic year 2023-24. The presence of international students in campus has enhanced the cross-cultural exchanges, fostering diversity in the campus. On being asked about the experience at BIMTECH, a student from Zimbabwe, Ms. Shamilla Chimedza states "My experience at BIMTECH has been nothing short of exceptional and transformative. The program has offered diverse academic insights, through a seasoned and supportive faculty who continually provide insightful, industry driven guidance. Its external ties with diverse industry units make the learning experience at BIMTECH exceptionally practical and relevant. Moreover, BIMTECH boasts of a vibrant student community, with numerous clubs, conduits and sports catering to diverse interests. These platforms facilitate networking and skill development while nurturing a sense of belonging. BIMTECH's holistic approach of blending academics, industry connections, club participation, sports facilities, and infrastructure, create an enriching and memorable experience that prepare me well for my professional journey."



Another student, Mr. Derick Kakama from Uganda says that "BIMTECH has great administration, wonderful faculty, very loving and friendly students. Classes are rigorous but the cultural activities add a dash of colour to the overall experience. Overall, I am having an awesome experience that I will honestly miss so much once I complete my studies here."

Presence of these international students at BIMTECH aligns with the institution's commitment to excellence, diversity, and the holistic development of its students.

BIMTECH GOES GLOBAL!

Auf Wiedersehen

“We won’t say goodbye, for we shall meet again”

Goodbyes are always hard, but, they are peculiarly painful when the association has lasted many years; 18 and 14 to be specific! We @BIMTECH had to bid adieu to two of our favourites recently. Farewells were hosted in honour of Dr. Anupam Varma, Deputy Director & Dean (Academics), and Prof. Dhruva Chak, Professor of Marketing.

Felicitations & Farewell

Dr. Anupam Varma



On September 27, 2023 morning, a felicitation ceremony of Dr. Anupam Varma was organized for his immense contribution to the institute after completion of 18 years' tenure as Professor (IB), Deputy Director & Dean (Academics). Dr. Anupam Varma had joined BIMTECH as Professor of International Business on August 11, 2005. Later, he was designated as the Deputy Director & Dean (Academics). During the last two decades, he contributed immensely to building the academic edifice of our institute and played a critical role in getting the national and international accreditations. He was instrumental in designing various systems and procedures which ultimately determine the quality of an institute.

After completing his tenure, he laid down his offices on September 30, 2023. To express our collective gratitude, BIMTECH felicitated him, along with his wife, Mrs Shubhra Varma. Lunch was hosted by the institute in his honour. All faculty members, officials, research fellows and academic staff were invited to be a part of the felicitation program. Dr. Manosi Chaudhuri, Professor (OB&HR) had carried out the proceedings and many colleagues, including senior professors, members of staff and alumni expressed their gratitude highlighting Dr. Varma's professional achievements, leadership qualities, and the positive impact on the team as a result thereof. The Director expressed his heartfelt gratitude for the guidance and mentorship provided by the senior colleague, mentioning specific instances where his expertise made a difference and acknowledged his valuable role in the workplace.

After his felicitation with a shield and shawl, Dr. Anupam Varma expressed his gratitude towards the institute and all colleagues for giving heartfelt love and respect. He stated “Never did he feel that anyone denied him anything! In fact, with efforts of all, the institute has grown by leaps and bound and reached at the helm of growth with international accreditation”. The ceremony concluded as everyone gathered for a sumptuous South Indian lunch with Dr. and Mrs. Varma.

Dr. Anupam Varma's contribution to our institution has been nothing short of monumental. Under his guidance, BIMTECH has witnessed a substantial improvement in brand visibility, an enhanced reputation, and a notable uptick in placement profiles. We owe a debt of gratitude to him for his deep commitment and unswerving dedication to the growth and well-being of the institute.

Felicitations & Farewell

Prof. Dhruva Chak



On October 25, 2023, a felicitation ceremony was held to celebrate the contribution of Prof. Dhruva Chak, Professor of Marketing. Prof. Dhruva Chak, renowned marketing professor superannuated after 14 years of excellent services to BIMTECH. He was felicitated by faculty, staff, students & alumni. In 2009, Prof. Dhruva Chak embarked on his journey with BIMTECH, joining as a regular faculty member in the Marketing area. A proud alumnus of IIM Ahmedabad, Class of 1976, his professional career included leadership roles at renowned companies such as Shaw Wallace, Best & Crompton, Gati Cargo, and Overnite Express. Post-2005, he transitioned into the realm of academia, becoming a visiting faculty member in Communication and Marketing. Upon his arrival at BIMTECH, Prof. Chak began by teaching fundamental marketing courses and soon rose to the position of Head of the Marketing Area. Additionally, he was instrumental in establishing the Centre for Faculty Development within the institute. Over the course of his 14-year tenure, Prof. Chak had the privilege of imparting his knowledge and wisdom to thousands of PGDM students, many of whom went on to achieve significant success in leading companies, both in India and abroad.

At the farewell, faculty members shared their memories and experiences of working with Prof. Chak. As we bid farewell to this remarkable educator, we celebrate the indelible mark he has left on BIMTECH and the countless lives he has touched along the way.



Glamwood Gala @Freshers' 2023



The Cultural Conduit (CULCO) organized the 'Glamwood Gala' – Freshers 2023 for the 2023-25 batch on 26th August, 2023. The event was a roaring success with participation from students across all courses. Many students put up a tough fight for the title of Mr./Ms. Freshers '23, which was conducted in three rounds, namely, Introduction, Talent Hunt and Q&A. The judges for the show, Mr. Udhav Mittal, Ms. Heema Nagpal, Mr. Garvesh Gupta and Ms. Sriganayathari Narasimhan were all Culco alumni. The event rose to great heights with the performances by Mr. Paras Gujral, Band VAAR, Footloose, and Culco Junior executives. The ramp-walk by the Fashion Society and Culco Junior executives was received with loud cheers.

The results of Samanway: Ice-breaking 2023 drew the attention of everyone. The entire venue oozed with excitement and adrenaline as the awards and prizes were announced as follows:

"Mr. & Ms. Fresher": Mr. Nilesh Jotwani and Ms. Vartika Saxena

"Mr. & Ms. Best Dressed": Mr. Pratyush Sharma and Ms. Riya Sharma

"Best Dressed Group": Mr. Chirag Garg and Mr. Arunava Mandal

"Mr. & Ms. Star of the Evening": Mr. Piyush Tyagi and Ms. Gargi Dwivedi

"The Best Debutant Class": PGDM Section D

The evening concluded with the entire crowd grooving to the beats of DJ Vinay. Freshers' 23 was a big hit with the passionate involvement of the faculty, staff and students.



Alumni Engagement @BIMTECH

The Alumni Conduit continues to enable many alums to make a difference within the country and the globe. The conduit organized a transformative event on October 28, 2023, in Delhi's Chitra Vihar, Rajiv Gandhi Slum Area, wherein many brilliant and compassionate alumni congregated for a cause. The initiative aimed to empower the local community, particularly women and underprivileged children. Sixty women were provided with eco-friendly sanitary pads made from banana and bamboo fibers, addressing health concerns and promoting environmental sustainability. Additionally, 100 underprivileged school children received essential stationery items, enhancing accessibility to education and supporting their development, aligning with UN's Sustainable Development Goal 4. The event not

only improved women's health and dignity (Goal 5) but also reduced the environmental impact of disposable sanitary products (Goal 6). It promoted the use of sustainable materials, contributing to energy efficiency and greenhouse gas reduction (Goal 7), and supported the transition to a circular economy (Goal 12).

The funds were generously contributed by our alumni, reflecting their shared vision for societal betterment. The event's success was attributed to the support of Dr. Harivansh Chaturvedi, Director, and key individuals like Prof. Gagan Katiyar and Ms. Madhavi Sharma. The event, driven by the alumni's dedication and collaboration with the Rotaract Club of Indirapuram Pariwar, showcased the spirit of social responsibility and the significant impact small collective actions can have, leaving a lasting positive effect on the community.



ASMP Launch for PGDM-Retail Management Program



The PGDM-Retail Management Program launched a major project, the Alumni-Student Mentorship Program (ASMP) for the batch of 2023-25 on October 21st, 2023. The purpose of the ASMP program is to provide direction and guidance to students by drawing on the knowledge and skills of illustrious alumni. This is a crucial step in the direction of encouraging a culture of mentorship, information sharing, and career development among the students and alumni. It links current students with successful alumni who can encourage, uplift, and assist them along their academic and career paths. Students who participate in this program have the chance to build meaningful professional networks, learn from alumni who have succeeded in their chosen industries, and receive

insight into the career routes they have chosen. In turn, alumni have the opportunity to meaningfully contribute back to their alma mater.

Dr. Harivansh Chaturvedi, Director of BIMTECH, gave a hearty welcome speech and underlined the institute's dedication to the long-term development of its students as people and professionals. Prof. Sanjiva Shankar Dubey, Dean of Academics, emphasized the value of mentoring in students' academic and professional growth and how the ASMP will act as a catalyst for this process. Chair of the PGDM-RM program, Dr. Gagan Katiyar outlined the goals of the ASMP, emphasizing its capacity to give students access to a strong network of alumni who can mentor and encourage them.

The Program Coordinator, Dr. Meera Kapoor introduced the Fifteen alumni mentors who are renowned graduates and accomplished retail professionals. These mentors offer a wide range of knowledge and experience because they come from various corporate backgrounds. Through the introductions, the students were able to learn about the depth of knowledge and experience that the alumni mentors held. By the time the introductions were over, the students had a better grasp of the wide diversity of backgrounds and specialties that the alumni mentors represented, laying the groundwork for insightful mentoring and direction throughout the ASMP. The vote of thanks was proposed by Dr. Pankaj Priya, Head of Retail & Marketing Area, who expressed gratitude to all the participants, mentors, and students for their enthusiasm and support for the ASMP. He highlighted the importance of collaboration between students and alumni for the program's success.

The program's accomplishment will surely contribute to students' long-term development and success, as they will gain from the knowledge and expertise of the distinguished alumni who are responsible citizens and professionals. The ASMP program will undoubtedly advance the development of the BIMTECH community as a whole.



BIMTECH and UNIVO Education Sign MOU for PGDM Online Programs

BIMTECH signed a Memorandum of Understanding (MOU) with UNIVO Education to provide an Online Post Graduate Diploma in Management (PGDM) program with various specialisations for graduates and working professionals.



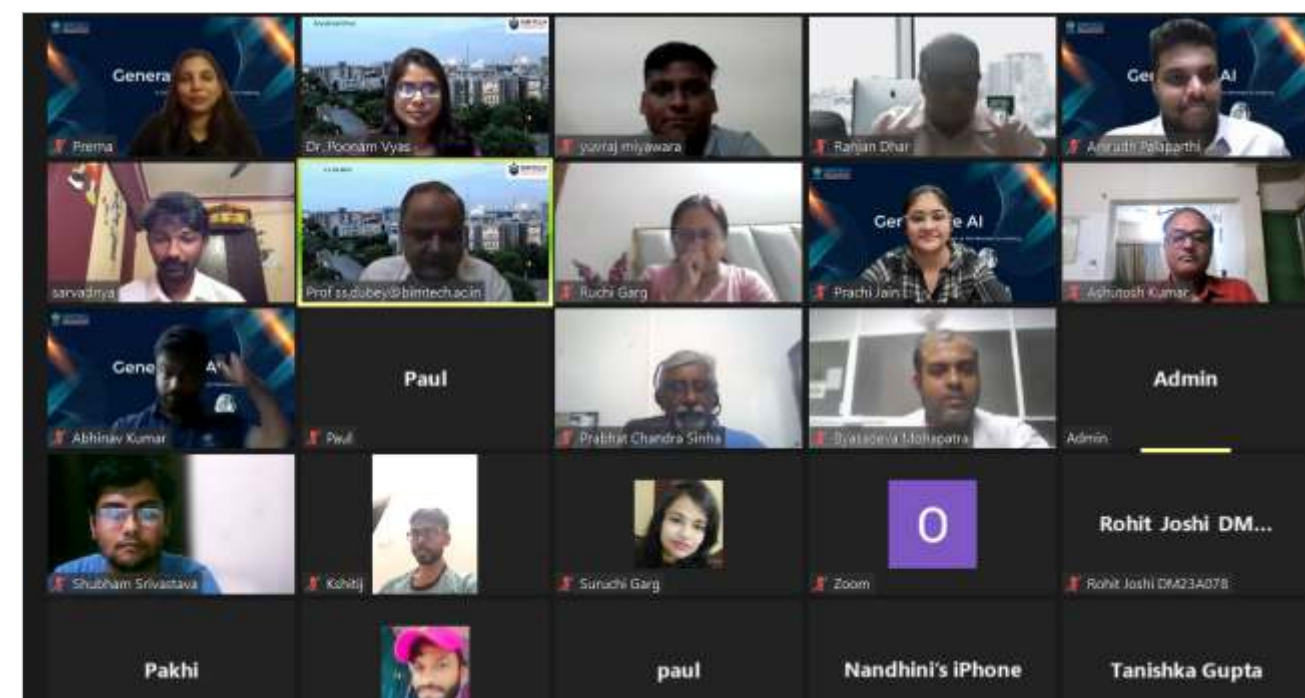
Lyceum Masterclass

The Centre for Online Studies, (COOLS) organised the Lyceum Masterclass on 29th September 2023. The overarching theme of this year's Lyceum Masterclass presentations was "Generative AI: A Game Changer or A Monster in the Making". A total of 2 teams, comprising 4 students each, presented their ideas in the masterclass.



Meet & Greet Session

A virtual meet and greet session was held for the new students of the PGDM (online) C6 batch on October 8, 2023. During the session, learners were apprised of the program, including the exam process and policy, dissertation writing, plagiarism, etc.



Fireside Chat with Prof. Arvind Shukla

Prof. Arvind Shukla

Chairperson,
Doctoral Programs &
Professor of Marketing,
BIMTECH



1. How has the marketing landscape evolved in recent years, and what implications does this have for marketing education?

"I believe the marketing landscape has evolved tremendously over the last decade, particularly during and after the pandemic. Indeed, across all aspects of life, we've witnessed drastic changes due to the unique compulsions brought about by the pandemic. Marketing faced numerous challenges during this period, prompting natural evolution. Many new modes and mediums of operations were discovered, developed, and put into use as a response to the pandemic's compulsions.

Sooner, rather than later, technology began playing a major role in marketing functions. Even if the pandemic had not occurred, marketing was consistently undergoing evolution.

It's often said and accepted that the role of the Chief Marketing Officer (CMO) has transformed into that of a Chief Technology Officer (CTO). This shift is attributed to the infusion of technology into various marketing functions. I believe these changes have also impacted the teaching of marketing."

2. Why do you think there has been a growing interest among students in pursuing a career in marketing, and what aspects of the field do you believe attract them the most?

"One thing is that marketing is a science which looks very attractive to everybody because as consumers in their earlier lives, they have been exposed to the market. Everybody knows Bollywood and next to Bollywood comes

the Ad world. And the glamour of the Ad world makes them enamoured. Then, when they come to a B school, this is probably one of the most enjoyable and easily grasped subjects they come across and that is what attracts them increasingly. The other reason is that when they see the placement happening in the earlier batches, they find a maximum number of companies coming for marketing. And, so, they feel that this is an easier option to possibly get into and build a successful career; and that's why marketing has always remained very popular."

3. Can you share insights into the intersection of traditional marketing principles and the growing influence of digital marketing strategies?

"I still remember when we viewed marketing solely as a physical operation within a company. Now, we constantly add another aspect to our curriculum, recognizing that marketing communication and sales operations cannot be completed in a purely physical environment. The use and inclusion of technology must be covered in the class because it has fundamentally changed how things function.

A significant shift in marketing education is observed as students entering the class show a strong inclination towards studying marketing verticals involving the use of technology. This generation finds technology more convenient, leading them to readily adopt tools and techniques relying on technology, whether it's content writing, digital marketing, or database marketing. The teaching of marketing has evolved substantially."

4. What role do data analytics and technology play in modern marketing, and how does this impact the skill set required for marketing professionals?

"I don't think this could be at all discounted that the future of all marketing possibly is turning towards database and analytical marketing. Gone are the days when mass marketing and hunch based/gut or feeling based marketing efforts were used. Now, it's more of database and analytical efforts. No company, no corporate, and no businessman wants to work in a



scenario which was earlier described as what someone has rightly said, "I know that 50% of my advertising expense works, but I don't know which 50% of it works", and he was always in the dark, as to which expenditure in advertising he should avoid and which he should adopt. Now that those days are over, you have everything at your fingertips; you put a banner up today and you get the result tomorrow, you choose a keyword today and it is there in front of you by the evening as to how your keyword has performed. So matrices have become much more measurable, much easier and much quicker."

5. What are the companies actually expecting out of marketers today?

"I think what they are looking for is a person who may possibly not know the right thing, but who is possibly street smart enough to pick up things quickly and become productive as soon as he or she joins the company. So, they don't want people who are half baked and who possibly have to be coached again for 6 months or a year and then they become ready to start taking baby steps in the field. They are possibly looking for a street-smart person more than a knowledge-smart person, who knows how to get things done and who knows how to hit the ground running. So, they are more interested in people who possibly might know only one small vertical but who know the in and out of it and who can come and do it in their company for them; not horizontal knowledge but vertical knowledge, a deep knowledge in that, such that he/she can possibly take it up independently in the company to put it into effect and doesn't require a lot of counselling, guidance, hand holding and all that."

The use and inclusion of technology must be covered in the class because it has fundamentally changed how things function.

6. In the context of Mr. Narayana Murthy's statement that progress requires people to work 70 hours a week, how can marketers navigate the fine line between the need for constant connectivity in the digital age and the importance of disconnecting for mental well-being?

"I think what he meant by 70 hours a week is a hard working week and not exactly putting in 70 hours a week. Probably, what he meant to say was that a hardworking individual is what India needs for progress. Although, in India, we do not have systems to support individuals working 70 hours a week. Our systems are not as conveniently developed to enable a person to put in a 70-hour workweek in the office.

For example, our cities are overcrowded; they have outgrown their limits, and distances of local travel have become somewhere between 70 to 80 km. The transportation system has not evolved adequately. So, a young graduate, is putting in a good 4 hours for this travel if you start counting. I think it will only result in a very quick burnout, and we might end up with a middle-aged population, somewhere down the line, with more physical troubles than even older people have at the current time.

We need to cut out all those time-wasters within our 6 or 7 hours of work. Cutting two hours here and gaining one and a half hour there, while also avoiding distractions like checking WhatsApp during office hours – people sometimes call it 'cyberloafing' during the office. So, I think these adjustments, don't mean 70 hours of sitting in the office, and spending that much time; it means that marketing is a science. 70 hours doesn't mean 70 hours of sitting in the office; it means doing productive work."

'HERO'S MIND' Quick Unstress & Propel Performance Workshop



We @BIMTECH consistently endeavour to amplify leadership abilities of students through a number of interventions. One such transformative opportunity was provided to students in the form of a workshop- 'Hero's Mind: Quick Unstress and Propel Performance' which was scheduled on the 13th of September 2023.

This was a tremendous opportunity for our students to build confidence and learn personal mastery from one of the best Life Skills coaches- Ms. Nuthan Manohar. She is the CEO of 'MemetMe', two-time TEDx speaker and Shark Tank Season 1 finalist, also selected by Business World as one of the top 6 women in wellness. She teaches training courses across Europe and the Asia-Pacific.

The workshop was open for the students in leadership roles, i.e., the Class Representatives (CRs). Both senior and junior CRs attended this engaging and beneficial workshop for half a day, wherein they learnt effective stress management strategies and in-depth insights about themselves. Ms. Nutan Manohar shed light on the science of stress and shared techniques from simply surviving hostile environments to flourishing. She lent understanding of the somatic processes of the human body which, in turn, assist in the release and relaxation process. The focus hacks and alpha body practices given by her were appreciated by one and all. To sum up the workshop is an impossible task, given the vast multitudes of takeaways; but, suffice to say, all participants left visibly relaxed and invigorated.



Workshops Galore @Centre for Research Studies

1. **The Centre for Research Studies, organized a two-day workshop on 'Quantitative Research Methods'.** The workshop was conducted by Dr. Rabi Narayan Subudhi, Senior Professor in Management at KIIT University; Bhubaneswar, Odisha. After the welcome address by Ms. Priyanka Sengar, scholar of the 11th FPM batch, during the first session of the workshop, Dr. Subudhi, gave the participants an understanding about the types of data needed for research. This was followed by a hands-on session on Microsoft excel, wherein the participants practiced bi-variate and multi-variate analysis using the methods of correlation and regression, while understanding the related concepts. Dr. Subudhi explained how to interpret the output of the analysis. Post lunch, some critical statistical tests like t-test, z-test, chi square and f-test were practiced on SPSS (Statistical Package for Social Sciences). The participants performed the tests on

dummy data while understanding the underlying logic behind each of these. After these tests, ANOVA (Analysis of Variance) was practiced by the participants.

2. Workshop on 'Elevate Your Research: Author and Editor Insights for Publishing in Prestigious Journals' This workshop, organised for our E/FPM Scholars by the Centre for Research Studies, was conducted by Dr Mathiyazhagan K, Chairperson - Research Centre and Associate Professor, Thiagarajar School of Management, Madurai, Tamil Nadu.
3. Viva-voce of Mr R Satya Krishna Sharma was conducted successfully.
4. FPM Advisory committee meeting was held on 25th October to deliberate on the way ahead.



During September 2023, Dr. Pankaj Priya participated in a two-day online workshop titled 'Masterclass on Experiments in Marketing', organized by the National Programme on Technology Enhanced Learning (NPTEL). Additionally, he has enrolled for another NPTEL workshop, "Masterclass on Neuro Marketing," scheduled for November 2023.



Manning Modern Retail Conference 2023 @Mumbai



CRs with Mr. Kumar Rajagopalan, CEO of Retailers Association of India



Attended by: The Manning Modern Retail conference (MMR- 2023), organised by Retailers Association of India (RAI) gathered over 200 leaders and HR professionals from the retail industry. The event aimed to delve into the latest trends and challenges within modern retail, with a particular focus on human-centred leadership, workforce development, and innovative solutions. Dr. Gagan Katiyar, Chairperson and Dr. Meera Kapoor, Coordinator, PGDM-Retail Management attended the event along with Program Manager Mr. Saikrishna Bharati, and senior Class Representatives Sanskriti Khare, Nupoor Gupta, Abhisharth Verma, and Naveen Matthew.

The MMR was a great learning and networking opportunity. The team spent considerable time with Mr. Kumar Rajagopalan, CEO of Retailers Association of India, who later gave the welcome address to set the tone of MMR.

The event paved way for interaction with top HR leaders from the Retail industry, such as, Mr. Sunil Kataria, CEO of Raymond Lifestyle (Keynote Speaker), Mr. G.R.

Venkatesh, CHRO, Reliance Retail, Mr. Ashwin Khasgiwala, Chief Business Operations, Reliance Retail Ltd., Mr. Karan Mehta, CEO-Easybuy, Landmark Group, Mr. Sanjay Vakharia, CEO, Spykar Lifestyle, Mr. Saurabh Kalra, MD, McDonalds India, Mr. Suhas Basakhetre, MD, Prompt Personnel, Mr. Sumit Barda, Business Head, Lenskart, and many more.

The students had real-time exposure to the workings of the retail industry-challenges, opportunities, and relevant skillsets. They gained precious insights on-leveraging digital learning for upskilling the retail workforce, strategies for attracting and retaining a diverse workforce within organizations with a multi-generational workforce, retail compliance, AI, people function, Human-centred Leadership, etc.

Unique feature this year at the MMR was the STUDIO-HR- special forum to interact with retail stalwarts who answered questions of the participants in interview format and broke the monotony of a panel discussion format.

Onam Celebrations 2023 @ BIMTECH

“Onam, a traditional harvest festival that celebrates the spirit of family and togetherness.”

This year it was no different as BIMTECH celebrated the homecoming of King Mahabali and the popular annual harvest festival of Kerala with great enthusiasm and elan on September 2 and 3, 2023. Onam at BIMTECH was a visual treat, from the brightly colored pookalam (floral carpet) which was designed and decorated by the students, to the scrumptious 'Onam Sadhya' (Kerala feast) for BIMTECHians arranged by the food conduit. This year also, there are more than 40 Malayalee students pursuing their Post-Graduation Diploma in Management.

The evening started with the auspicious lighting of lamp by Dr. Harivansh Chaturvedi, Director, Dr. Anupam Varma, Dy. Director along with Prof. K.C. Arora, Registrar, Prof. A. Sahay (Dean – Research), Prof. Abhijit Chatteraj, Dean (Students Welfare) and Prof. Manosi Chaudhuri, faculty at BIMTECH. The high point of the celebration was the denouement wherein the Onam procession, accompanied by Ms. Shingari Melam, was performed by the Ladies wing of Sopanam Group, New Delhi followed by other Kerala cultural events. The sports competitions were also held on September 3, 2023 with **Uriyadi (Breaking pot), Tug of War, Lemon Spoon Race and other sports items.**



United Friends of Earth

“Youth is Action!!! Youth is Energy!!! Youth is Hope!!! Youth is Passion!!!”



Amidst devotion, celebration, fun and togetherness, United friends of earth (UFE), BIMTECH celebrated Ganesh Chaturthi with 'Eco-friendly' Ganesh Visarjan on September 20th, 2023.

We were honored by the kind presence, whole hearted participation and encouragement of Dr. Harivansh Chaturvedi, Director, Dr. Anupam Varma, former Deputy Director, and Dr. K.C Arora, Registrar, BIMTECH. Dr. Abhijit K. Chatteraj - Chartered Insurer, Dean (Student Welfare) also joined the celebrations.



Janmashtami – 2023

"Do everything you have to do, but not with greed, not with ego, not with lust, not with envy, but with love, compassion, humility, and devotion."

- Lord Krishna, Bhagavad Gita.

The Cultural Conduit (CULCO) under the mentorship of Dr. Manosi Chaudhuri, celebrated Janmashtami, the divine celebration of Lord Krishna's birth on September 7, 2023. The entire campus reverberated with an ambience of devotion and delight in holy fervour. Students and staff came together to mark this auspicious occasion with a series of enchanting events that captured the essence of Krishna's divine life. The collaboration of the 'Divine Group' with Pandit Manoj Brijwasi in a performance featuring Radha Krishna and Gopi Gwala brought forth a unique blend of devotion and entertainment. His melodious voice engaged all the students, making it a truly divine experience. Ms. Aparna Parihar's singing performance added a melodious touch to the celebration. Her soulful performance resonated with the audience, making them feel closer to the divine on this auspicious day.

The 'Laddu Gopal Ji Jhaki' showcased a traditional presentation of Lord Krishna's childhood in the form of a tableau, which was both artistic and spiritual. As the celebration progressed, students and staff eagerly participated in 'Dandiya,' twirling and dancing with joy to celebrate Lord Krishna's birth. The Director, Dr. Harivansh Chaturvedi, also congratulated the team for successfully organizing the event which brought everyone together.



Dr. A.K. Dey at NACRA 2023 Annual Conference

The year 2023 is the third year in a row that the North American Case Research Association (NACRA) invited Dr. A. K. Dey and Dr. Shreya Mishra to chair the pedagogy track. The venue of the conference was Hyatt Regency San Antonio River Walk Hotel in San Antonio, Texas, United States. It was held from 5th to 7th October 2023.

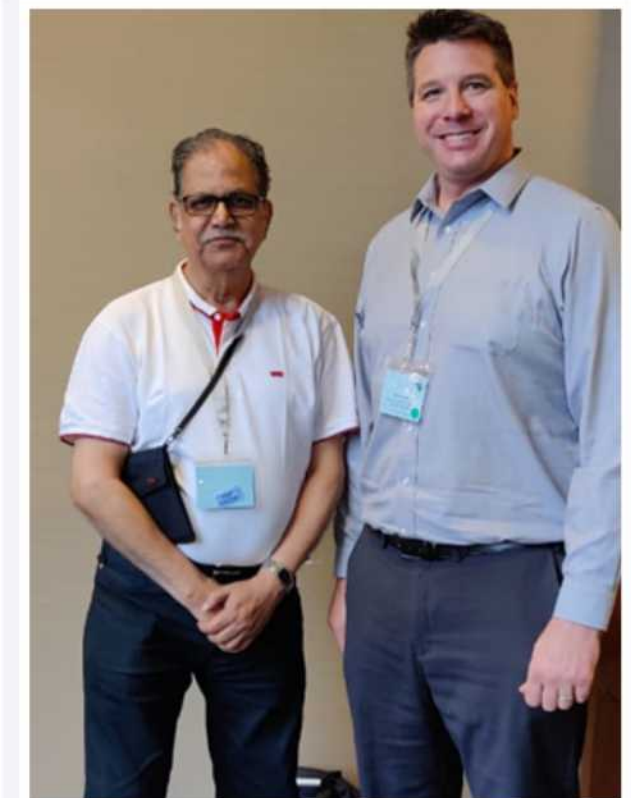
This Pedagogy track, introduced for the first time in 2021, is focused on engaging researchers in constructive debate concerning crucial challenges in writing, teaching and researching with management cases and leveraging collective experiences, experiential learnings to find answers to these challenges. Articles that are grounded primarily on Reflexive Research, Problem-Solving Instrumentalist Research, Critical Theory, and Participatory Research are invited for submission.

The session could attract nine submissions. The half-a-day session on the opening day of the conference was attended by 20 participants. The participants were very happy to get constructive comments on their articles.

BIMTECH will chair the session next year also.



With Prof. Olga Kandinskaia, Director of MSc in Business Management
Associate Professor of Finance, Cyprus International Institute of Management
President-North American Case Research Association (2024)



With Prof. Mike Annett, MacEwan University,
Co-Chair, Pedagogy Track
VP Programs-Elect, North American Case Research Association (2024)



Research Activities @BIMTECH

To increase the faculty capacity in research, several actions were undertaken, including provision of faculty mentor and training abroad. This has resulted in substantial increase in both quality and quantity of research output which is obvious from the table below:

Listed in (ABDC/Web of Science/ Scopus)	Number of Research Papers Published (Feb - May, 2023)	Number of Research Papers Published (June – Sept, 2023)
ABDC A* with Scopus/WoS	0	1
ABDC A with Scopus/WoS	1	18
ABDC B with Scopus/WoS	3	10
ABDC C with Scopus/WoS	8	4
Scopus/WoS	2	3
Total	14	36

Further, institute is taking actions for research promotion to engage more and more faculty for quality research production, which is expected to show results in a year's time.

Faculty with ABDC 'A*' and 'A' Publications"



New Joining

Dr. Shivinder Nijjer has joined as Assistant Professor. She earned a Bachelor's degree in Electronics and Communication Engineering, followed by a Master in Business Administration with a specialization in HRM. She spent two years as a Software Engineer at Infosys and later pursued a Doctorate in HRM and Analytics. She has been in a faculty role since 2019.



She has authored a book on Predictive Analytics in HRM, published by Taylor and Francis. Her research contributions include over 15 publications in Scopus-indexed journals.

Newly Constructed 3rd Floor in the ACADEMIC BLOCK



CEIBS Case Master Development Camp at Shanghai, China

Mr. Jitender Kumar @The Case Master Development camp at the China Europe International Business School (CEIBS) venue in Shanghai, China, on December 4-5, 2023.

The participants' profiles were selected from applications received worldwide. The camp included 74 participants in English track from different countries, and within China. In the two days of the camp, distinguished professors of CEIBS taught us how to teach with cases, the significance of teaching cases, glimpses of case writing and structure of a case. Participants were instructed to study 5 teaching cases provided by the institute, and discussions were held on how to use the cases as a pedagogy during the MBA and executive classes. Mr. Jitender Kumar presented insights on the teaching cases during sessions and also interacted with all the Professors (Prof. Byron Yee Sing Lee, Prof. GUO Wei, Prof. WANG Taiyuan) and Prof. Chen Shimin, Director of the CEIBS Case Center. He presented the Book *Case Method for Digital Narratives: Teaching and Research* edited by Prof Ajoy.K.Dey and co-Edited by Prof. Shreya Mishra and *Reinventing Professional Life and Familial Bonding in the Post Covid-19 Era* edited by Prof Ajoy.K.Dey and Prof. Harivansh Chaturvedi.

This camp was an ideal platform to present and learn new ways to teach cases, which was further enhanced by the valuable insights from the faculty members representing their business school during the discussion. It was an excellent opportunity to exchange experiences, valuable information, and views during sessions, group activities, Tea/coffee breaks, and lunch. Consequently, it connected academics and professionals from different countries who have similar interests in teaching cases.



Case Teaching Demonstration Session with Prof. WANG Taiyuan, Entrepreneurship



Interaction with the Prof. WANG Taiyuan, Entrepreneurship



Case Teaching Demonstration Session with Prof. Byron Yee Sing Lee, Organizational Behavior & HR Management



Interaction with the Prof. Byron Yee Sing Lee, Organizational Behavior & HR Management



Case Teaching Demonstration and Case Writing Experience Sharing from Prof. CHEN Shimin, Director of CEIBS Case Centre



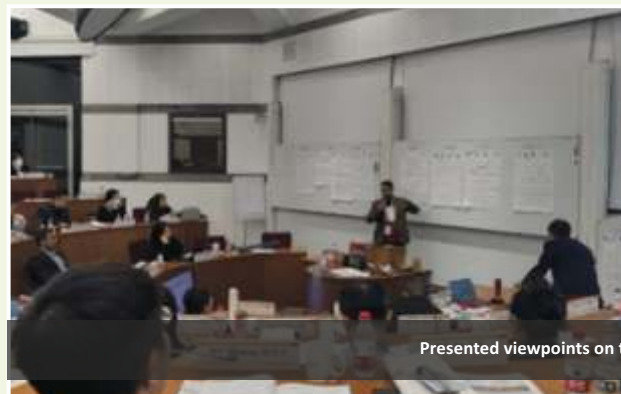
The books presented to Prof. CHEN Shimin, Director of CEIBS Case Centre



Case Teaching Demonstration Session with Prof. GUO Wei, Strategy and Entrepreneurship



Interaction with the Prof. GUO Wei, Strategy and Entrepreneurship



Presented viewpoints on the purpose of the teaching case

