

# THE ASSURGENT

## SCHOOL OF MANAGEMENT AND COMMERCE

### NEWSLETTER

### EVEN SEMESTER ORIENTATION PROGRAM

School of Management & Commerce organized an Orientation Program for BBA & MBA students on 11th Jan 2024, at I Block Auditorium Under the esteemed presence of Dr Parul Jhahharia and Dr. Tanushri Purohit. The program was coordinated by Ms. Vandana Zutsi Bhatt, Ms. Sristi Bathla, and Ms Shagun Chahal. Dr. Parul Jhahharia, Dean SMC apprised the students on the importance of departmental and university structure and policies. Dr Tanushri discussed with the students the student's promotion policy. Dr. Pragati Chauhan briefed the students about the examination and the various global internship opportunities that the university provides to enhance their employability.



These global immersion programs through UAS International provide benefits of experiential learning and interaction with professionals and academicians in different countries helping them have global exposure while earning International certifications.

The students were given insights about MRCPLS policy and scholarships by Dr. Pooja Kapoor, while Ms. Vandana and Dr. Yogita Sharma held a discussion regarding internships with them. Ms. Srishti explained about grievance redressal policy and all the departmental clubs and committees that the Department of Management and Commerce has.

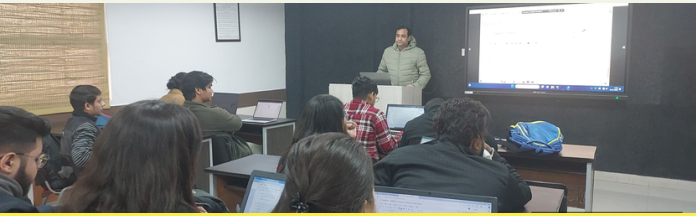
**"IN MATTERS OF STYLE, SWIM WITH THE CURRENT; IN MATTERS OF PRINCIPLE, STAND LIKE A ROCK."**  
 -THOMAS JEFFERSON

### POSTER MAKING COMPETITION

School of Management & Commerce organized a Poster Making Competition for BBA & MBA students on 25th Jan 2024, at I Block. The program was coordinated by Dr Rashmi Benerjee.

- Ist prize 🏆 - Vani kaushal
- IInd prize 🏆 - Aarti Kohli
- IIIRD prize 🏆 - Manav Vanjani
- Cash 🏆 were given to students 🌟





## WORKSHOP

Data Analytics Workshop using Python organized for MBA BA students from 24-25 January 2024, by the Resource Person MR. SHIV KUMAR SINGH PUNDIR, Assistant Professor, SMC, MRU.

## SESSION CHAIRED



Dr Sunil Kadyan represented SMC MRU by chairing a session in the Marketing track of the International Conference on Global Business Transformation: Now, Next and Beyond theme at SIBM Symbiosis International University Hyderabad. (30-31 Jan 2024).

## FACULTY RESEARCH AND PUBLICATION

- Dr. Rashi Banerji published a chapter “Research Design” in a book titled Research Methods and Legal Writing: A Handbook for L.L.M & Ph. D Scholars
- Dr. Rashi Banerji published the chapter “Sampling” in a book titled Research Methods and Legal Writing: A Handbook for L.L.M & Ph. D Scholars
- Dr. Shweta Goel and Research Scholar Pranav Sharma presented Titled - A study on Investment Trends of Banking Officials in Delhi NCR " in FORE INTERNATIONAL MARKETING CONFERENCE -2023 organized by FORE SCHOOL OF MANAGEMENT on 15-16 DECEMBER 2023.
- Dr. Animesh Singh published a book chapter Titled "Data Cleaning" in the Book titled Research Methods and Legal Writing ISBN No: 9789359807645
- Dr. Animesh Singh published a book Chapter titled "Reliability & Validity of Data and Propositions " in the Book titled Research Methods and Legal Writing ISBN No: 9789359807645
- Dr. Animesh Singh took a 3 hrs online Session on 6 -Jan-24 covering the topic of the Pivot Table for School students under the aegis of the RUSH Programme
- Dr Daleep Parimo published a paper titled “Mediating Effect of CSR on the Relationship between Transformational Leadership and Organizational Performance in the Indian Pharmaceutical Industry ” in the Scopus-indexed journal Iranian Journal of Management Studies (IJMS)
- Dr Sunil Kadyan presented a paper entitled Redefining Investment Paradigms: ESG Integration & Sustainable Finance in New Era of Investing at the International Conference on Global Business Transformation: Now, Next and Beyond at SIBM Symbiosis International University Hyderabad. (30-31 Jan 2024).
- Dr. Sunil Kadyan and Dr. Yogita Sharma published a paper titled Exploring the Connection among Employee Performance, Employee Retention, and Employee Engagement within Higher Education Institutions (HEIs) in the Journal of Information and Optimization Sciences a Web of Science Journal.
- Dr. Sunil Kadyan, Dr. Yogita Sharma, and Maharaj Krishen Koul published a paper titled Linking Workplace Incivility with Employee Turnover Intention & Job Satisfaction: The Mediating Role of Self-efficacy of Employees in Telecom Sector in NCR in the Journal of Information and Optimization Sciences a Web of Science Journal.
- Ms Srishti Bathla published a paper titled The Impact of Technological Innovation on Employee Performance in Indian IT Industry: An Empirical Study in NCR in the Journal of Information and Optimization Sciences a Web of Science Journal.

### Editorial Team

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