



FORE SCHOOL OF MANAGEMENT
NEW DELHI | GURUGRAM

FOREprints

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Igniting Ambitions Inspiring Futures



What's Inside...



Future Focus

Welcoming the Future Business Leaders and the next generation of Scholars

Prof. Sriparna Basu

Dean (Academics),
FORE School of
Management



Corporate Interview

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The Story You
Tell And The
Truth You Live

Phalgun Nagendran

Lead - Human Resources,
Renault Group India

Plus Regular...

- Events Galore
- Proudly Ours
- What's Hot
- Know Your Committee



VISION

To be a Leading Institution that Nurtures Excellence in Management Education and Research, Cultivates Entrepreneurship and Innovation, and is a Catalyst for Meeting Societal Expectations.



MISSION

To Advance and Disseminate Knowledge and to Develop Socially Responsible Future Business Leaders with a Global Perspective and Entrepreneurial Mindset.



MOTTO

Sa Vidhya Ya
Vimuktaye
(Knowledge is
that which
Liberates)



Dr. B.B.L. Madhukar
Chairman
FORE School of Management



Dr. Subir Verma
Director
FORE School of Management

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Welcoming the Future Business Leaders and the next generation of Scholars

Prof. Sriparna Basu

Dean (Academics), FORE School of Management



As we celebrate the joining of two vibrant communities: future business leaders in our PGDM programmes and the next generation of scholars and researchers in our doctoral programme. My warmest congratulations to each of you for arriving at this moment.

At FORE School of Management, we believe in something deeper than academic excellence alone. We are guided by a principle that emphasizes socially responsible leadership, globalism, and a strong entrepreneurial spirit.

We believe that organisations do not run on capital alone - they thrive on the integrity, empathy, and vision of the people who steward that capital. We encourage our PGDM graduates and our FPM scholars to look at success not merely by material gains, but also by the positive impact they create in the lives of people and communities.

These values are not new; they echo through time and across traditions. In the Bhagavad Gita, Lord Krishna advises Arjuna on the path of Karma Yoga — the discipline of focusing on the merit of the action performed with excellence, integrity, by removal of self-centredness.

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Closer to our times, corporate leaders like Satya Nadella and Sridhar Vembu remind us that empathy, when combined with technological ambition and curiosity, has the power to transform industries and societies.

There will be demanding late nights with assignments and exams, moments of doubt during rigorous research, and the constant challenge of balancing work with personal time. But, this difficulty is also an invitation to grow. Please lean on your peers, your faculty mentors, and the larger FSM community. You are not walking this path alone.

Please venture out of your comfort zones – try to solve problems rather than being marked by them. Maybe you will be the next Xerxes Desai, who built Titan into India's first world-class watch company.

As you embark on this exciting journey, please know that our entire ecosystem is invested in your success. We want you to emerge as successful professionals who lead with conscience and compassion.

May these years with us be filled with meaningful discoveries, lasting friendships, and the joy of being the thinker and the practitioner you wish to be!

Welcome on board!

Employer Branding: The Story You Tell And The Truth You Live

Phalgun Nagendran

Lead - Human Resources,
Renault Group India



A candidate I deeply respected once turned down an offer from us. Good role, competitive package, solid team. When I followed up – as I always do, because rejection is data – she said something that has stayed with me ever since: “Everything I heard from your people sounded a little too polished. I couldn’t find the real story.” That stung. Mostly because she was right.

Employer branding is one of those areas where organisations can convince themselves they’re doing the work while actually just doing the optics. A refreshed careers page. A few employee spotlight videos. A LinkedIn banner that says “People First” in a reassuring font. And none of it is necessarily dishonest – but it’s curated in a way that sophisticated candidates, especially experienced ones, can sense from a distance. They’re not looking for the highlight reel. They’re looking for the honest edit.

The tension at the heart of employer branding is this: the brand you project and the culture people actually experience must not have too wide a gap between them. A small gap is understandable – every organisation has its rough edges, and no one expects perfection. But a large gap is a trust problem, and trust problems are expensive. They show up in offer rejections, early attrition, Glassdoor reviews that read like cautionary tales, and a growing difficulty attracting the very talent that has the most options.

I’ve seen organisations invest significantly in external employer brand – events, campus presence, polished content – while employee engagement scores quietly told a different story internally. The irony is that your best

employer brand vehicle is already on your payroll. Your people. When employees talk about where they work with genuine enthusiasm – not scripted advocacy, but real, unprompted pride – that signal travels further and lands harder than any campaign budget can replicate.

So where does the work actually start? It starts with listening, not broadcasting. What do your people say when they’re not in a town hall? What do they tell their friends at dinner? What does the exit interview – when conducted honestly – reveal about the gap between promise and reality? That intelligence is where employer brand strategy should be grounded, because it tells you whether you’re building on a solid foundation or painting over cracks.

The organisations that are genuinely winning on employer brand right now share a few things in common. They are specific, not generic – “we offer growth opportunities” means nothing; “here’s how three people’s careers changed shape in the last two years” means everything. They are consistent – the same story holds across the recruiter conversation, the onboarding experience, and the day-to-day reality of working there. And they are honest about what they’re still figuring out, because in a world where candidates research thoroughly, acknowledged imperfection reads as integrity, not weakness.

Employer branding is ultimately a leadership conversation dressed in a marketing costume. It asks: what kind of organisation are we, actually – and do we have the courage to say so clearly, and then live up to it? That’s not an HR deliverable. It’s a cultural commitment. And when organisations make it, the right people notice.

Learning to bridge the gap: From classroom theory to corporate impact

Salim Shah

PGDM, Section C
FORE School of Management



As I joined Gartner's Human Capital practice for my summer internship, I began to experience what learning in the outside world was like. When I joined the Content Maintenance team, I was tasked with learning on the go; in a real sense, adjusting to a corporate world from a structured curriculum essentially was like learning to learn.

While FORE's curriculum and fast-paced lifestyle is known for being hectic and challenging, it also instilled within me a skill more powerful than knowing any specific subject which was learning how to learn things in compressed time-frames. From having to cope with a wide array of subjects simultaneously to the ability to brace up for consecutive tests, the training I had at FORE helped my internship immeasurably.

Before I ever stepped into a corporate cabin, my faculty at FORE had already imparted deep, in-depth knowledge regarding "Employee Experience." When I was assigned to my project, which centered on aligning employee experience with customer touchpoints, I wasn't starting from scratch. I was able to approach the assignment with a clear

Gartner

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conceptual framework, allowing me to focus on the nuances of Gartner's business model rather than just the definitions.

The internship itself was an iterative journey. During my internship, I audited and maintained HR insights to make research more actionable and accessible for Chief Human Resource Officers. I also contributed to developing an AI-powered natural language repository for internal survey data, applying data-driven thinking, and practical problem-solving to support informed decision-making.

My mentors and team at Gartner were incredibly supportive, and the collaborative culture mirrored the group-work intensity we face daily at FORE. This experience has bridged the gap between theoretical knowledge and professional application in a truly meaningful way. To my fellow FOREians, embrace the rigorous schedule and the variety of subjects; they are the tools that will help you thrive when you eventually face your own corporate challenges. Overall, my journey at Gartner has been enriching, and I am eager to carry these lessons back to campus. Thank you.

The FORE Connection: A Network That Lasts a Lifetime

Sumit Malhotra

Chief of Staff, Iron Pillar
Class of 2002



My journey at FORE School of Management began in 2000, and 26 years on, its influence still runs through almost everything I do professionally. Much of what I lean on today, I can trace straight back to those formative years.

During my two years at FSM, I was part of the FCD, sitting across recruiters, pitching, listening, learning how businesses hire, well before I'd held a job myself. That taught me something no lecture could: how to build trust with someone before you've earned it. I've done a version of that in every role since.

Across the years that followed, that one instinct has done more for my career than any single skill. From early years at corporates like ICICI Bank and Citi to operating roles with startups across India and the GCC, the brief was always some version of the same thing: walk into an unfamiliar room, earn standing quickly, and build from there. FORE is where I first learned to do it.

FORE gave me much more than an MBA. It gave me confidence, discipline, and a grounding that has support-

ed me across multiple chapters and markets across India, Qatar, Kuwait, Oman and the UAE. It also shaped my willingness to build from the ground up, whether launching new business divisions, supporting startups, or working with founders and investors across ecosystems.

What makes the FORE experience even more enduring is the strength of its alumni community. Through the Alumni Network, that connection has remained alive across geographies and generations, creating opportunities for learning, collaboration, and friendship. It is an institution and community that continues to shape my journey.

What my 23-year-old self didn't know was how far the FORE connection would travel. My role at Iron Pillar is the proof: the person who hired me, my current manager, was my immediate junior at FORE. A friendship that began on campus in Delhi became a career opportunity decade later, an ocean away. That, to me, is what the FORE Alumni Network really is, not a directory, but a community that keeps showing up in your life when you least expect it.

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June 2026

Faculty Development Programme

10 Day Summer School Programme on Advanced Research Methodology

At **FORE School of Management, New Delhi**

Focusing on building stronger research competencies, the FDP offered hands-on exposure to modern research designs, advanced analytical tools, ethical AI practices, and publication expectations, empowering scholars to conduct robust studies, communicate findings effectively, and contribute more confidently to academic scholarship.



Management Development Programme

HR Analyst

Designed to bridge HR expertise with analytical thinking, the programme built a strong conceptual understanding of HR Analytics while enhancing participants' ability to transform workforce data into meaningful insights that support strategic planning and informed organizational decision-making.



Management Development Programme

Knowledge Curation through Artificial Intelligence

Focused on strengthening teaching and knowledge creation, the programme enhanced participants' to develop impactful articles, blogs, and case studies while enhancing their understanding of outcome-based education, advanced Bloom's Taxonomy, and learner-centric instructional design for more engaging learning experiences.



Faculty Development Programme

Contemporary Research Methodologies for Management and Social Science Research

Designed to advance research excellence, the programme equipped participants with modern methodological frameworks, robust data collection and analysis techniques, and emerging research approaches, enabling them to produce high-quality scholarly work while fostering meaningful academic collaboration and professional networking.





June
27



Induction Ceremony

At **Bharat Mandapam, New Delhi**

The Induction Ceremony of FORE School of Management marked the beginning of an exciting academic journey for the incoming cohorts of PGDM Batch-35, PGDM (IB) Batch-20, PGDM (FM) Batch-09, PGDM (BDA) Batch-07, and FPM Batch-08 on June 27, 2026, at Bharat Mandapam. The occasion was graced by Chief Guest Mr. Rajesh Magow, Co-Founder & Group CEO, MakeMyTrip, and Guest of Honour Mr. Bikas Kumar Singh, Vice-President & India Head, Government Affairs, SAP, along with Chairman Dr. BBL Madhukar, Director Dr. Subir Verma, Dean Academics Dr. Sriparna Basu, and Dean & Head, Gurugram Off Campus, Dr. Sanghamitra Buddhapriya. FORE School of Management warmly welcomed the students and inspired them to embark on a journey of learning, leadership, and excellence.





"Every meaningful journey begins with the courage to take the first step. And today, each one of you has done exactly that."

Dr. BBL Madhukar, Chairman,
FORE School of Management

"You have joined today a community of 8,500+ alumni who hold positions of leadership across industries, geographies, and sectors, from boardrooms in Mumbai, to financial institutions in Canary Wharf, London, from startups in Bengaluru, to global consulting firms in New York and Wall Street. You are now part of that legacy, and that legacy is now for you to build."

Dr. Subir Verma, Director,
FORE School of Management



"The winners are always those who actually start accepting challenges and transform them into opportunities."

Bikas Kumar Singh, Vice-President &
India Head, Government Affairs, SAP



"The entrepreneurial mindset is about taking full ownership. It is going to be super critical for everybody's potential success, whether you are setting up your own startup, personal life or your work life."

Rajesh Magow, Co-Founder &
Group CEO, MakeMyTrip



Corporate Speaks

Shaping the Future of Marketing with AI and Branding

By **Aditya Gurwara**, Co-Founder, Qoruz

The session explored how AI is reshaping modern branding, enabling businesses to create smarter, faster, and more personalized marketing strategies. It highlighted the role of influencer marketing and the balance between AI and creativity in building authentic, impactful brand narratives. Students gained a future-ready perspective on building relevant, adaptable, and consumer-centric brands in the evolving digital landscape.



Embracing Change Through Continuous Learning

By **Juhi Mishra**, VP - Corporate Human Resources, Interglobe Enterprises

The session emphasized the importance of continuous skill upgradation to stay relevant in an ever-evolving professional landscape. The speaker highlighted the enduring importance of people management, adaptability, and emotional intelligence while exploring AI's opportunities, ethical considerations, and its role in enhancing workplace productivity and decision-making.

Navigating Change and Driving Growth

By **Nitin Goel**, Country Manager, Indian Sub-Continent, Gameloft

Nitin Goel delivered an impactful corporate speak session sharing valuable MBA career guidance. He emphasized embedding sales into one's mindset and discussed adapting to professional changes, technological disruptions like AI, and evolving market opportunities within global mobile, PC, and console gaming.



Digital Transformation and Marketing Mastery

By **Satish Sharma**, CMO, PhysicsWallah (PW)

Satish Sharma delivered an inspiring session at FORE School of Management, drawing from his rich career at IBM, Tata, and Unyscape. He provided invaluable frameworks on performance marketing, detailed strategic marketing budgeting, and explained how AI drives 80% of heavy lifting in digital transformation. He shared impactful life stories to guide students in building long-term professional relationships and successfully navigating CPA campaigns.



The Power of Transformational Leadership and Lifelong Learning

By **Poonam Sharma**, Director – HR, HeidelbergCement India

Poonam Sharma delivered an inspiring session covering corporate structures and the importance of constant learning. She shared vital insights on staying focused amidst relatable distractions, building neuroplasticity for adaptability, practicing gratitude, and prioritizing honesty and physical activity to handle stress.



Resilient Entrepreneurship for Sustainable Growth

By **Rajjat Gulati**, Co-founder, plutos ONE

Rajjat Gulati delivered a powerful session debunking common startup myths and sharing execution realities. He discussed overcoming repeated venture failures with family support, building workplace psychological safety through fair compensation, and managing core priorities across the company, co-founders, employees, and investors.



Career Milestone of our Alumni (June 2026)



Arjun Vaseer
(Class of 2017)

Appointed as
Head – Strategic
Alliances & Partnerships
(North) at ICICI Lombard



Kaustubh Joshi
(Class of 2010)

Marketing Director
at Commvault



Saransh Gupta
(Class of 2020)

Appointed as
Manager - Land
Transactions at
ANAROCK



Sumit Dawar
(Class of 2002)

Appointed as
Co-Head – Private
Credit at Godrej
Wealth



Adarsh Kumar
(Class of 1994)

Appointed as
Chair of the Board of Trustees
at Parent's Association
Thalassemic Unit Trust



Faculty Publications (June 2026)



Prof. Aakanksha Kishore

Integrating misclassification errors and emission externalities into dynamic pricing and promotional strategy models in retail

Co-Authors: Rini, Maroof Ahmad Mir

Name of the Journal: International Journal of System Assurance Engineering and Management

Publication Details: Vol. ahead-of-print, No. ahead-of-print, ISSN: 0975-6809



Prof. Anil Kumar Singh

Organisational Ambidexterity and Strategic Sustainability Committees: Driving Environmental Proactivity in Flexible Manufacturing Firms

Co-Authors: Prof. Ishita Batra, Mathiyazhagan Kaliyan, Aqueeb Sohail Shaik

Name of the Journal: Business Strategy and the Environment

Category: ABDC-A

Publication Details: Vol. ahead-of-print, No. ahead-of-print, ISSN: 0964-4733



Prof. Anuja Shukla

The Future of Digital Labor: A Topic-Modeling Review and Avenues for Future Research

Co-Authors: Anubhav Mishra, Nripendra Rana, Naif Alsagr, Ashish Dubey

Name of the Journal: Journal of Global Information Management

Category: ABDC-A

Publication Details: Vol. 34, Issue 1, January-December 2026, ISSN: 1062-7375



Prof. Ishita Batra

Organisational Ambidexterity and Strategic Sustainability Committees: Driving Environmental Proactivity in Flexible Manufacturing Firms

Co-Authors: Prof. Anil Kumar Singh, Mathiyazhagan Kaliyan, Aqueeb Sohail Shaik

Name of the Journal: Business Strategy and the Environment

Category: ABDC-A

Publication Details: Vol. ahead-of-print, No. ahead-of-print, ISSN: 0964-4733



Prof. Lakshay Mehla

Steering Information Disorder Nexus: A Power Theorisation

Co-Authors: Akshra Mehla, Ashish Kumar Jha, Snehal Shah

Name of the Journal: Information Systems Frontiers

Category: ABDC-A

Publication Details: Vol. ahead-of-print, No. ahead-of-print, ISSN: 1387-3326



Prof. Tavishi Tewary

Near-shoring Versus Friend-shoring: CGE Analysis of Regional Blocs and Geopolitical Realignment

Co-Authors: Vranda Jain, Badri Narayanan Gopalakrishnan, Sumathi Chakravarthy, Sindhu Bharathi

Name of the Journal: Global Business Review

Category: ABDC-B

Publication Details: Vol. ahead-of-print, No. ahead-of-print, ISSN: 0972-1509



Stay Tuned On What's Next

Fresher's Welcome

Date: **July 17, 2026**

Venue: **FORE School of Management, New Delhi**

Management Development Programme

Strategic Decision-Making: Finance for Non-Finance Managers

Date: **July 09-10, 2026** | Venue: **FSM, New Delhi**
Mode: **Offline**

Business Intelligence with Power BI

Date: **July 16-17, 2026** | Venue: **FSM, New Delhi**
Mode: **Hybrid**

Corporate Entrepreneurship: Building a Culture of Innovation

Date: **July 17, 2026** | Venue: **FSM, New Delhi**
Mode: **Offline**

Navigating India's New Labour Codes (For HR practitioners)

Date: **July 24, 2026** | Venue: **FSM, New Delhi**
Mode: **Hybrid**

International Immersion Programme

- University of Warwick, Coventry, UK
- SDA Bocconi School of Management, Milano, Italy
- Emlyon Business School, Lyon, France
- Frankfurt School of Finance & Management, Frankfurt, Germany
- Nanyang Technological University, Nanyang Avenue, Singapore
- National University of Singapore, Lower Kent Ridge Road, Singapore

Date: **July-August, 2026**
Batch: **2025-27**

FORE International Management Conference 2026 (FIMC 2026)

Purposeful Innovation: Balancing AI with Ethical Responsibility

Date: **November 25-27, 2026**
Venue: **FSM, New Delhi**
Mode: **Offline**

Faculty Development Programme

GenAI Driven Operations and Supply Chain Modelling

Date: **July 16-17, 2026** | Mode: **Online**

Admission Open

Two New Professional Programme

PGDM – Working Professionals

PGDM – Healthcare and Hospital Management



SCAN THE QR
FOR MORE INFO

Know Your Committee

The team that makes it all possible



FORE Economy and Finance Forum builds interest and knowledge in economy and finance. Through events, articles, and analyses, it keeps students updated on global financial happenings and prepares them for future challenges.

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Pancham Khullar (Co-Coordinator),
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Shiva Aggarwal, Radhika Agarwal

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Dr. Subir Verma, Director, FORE School of Management

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FORE

**FORE SCHOOL OF MANAGEMENT
NEW DELHI | GURUGRAM**

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