



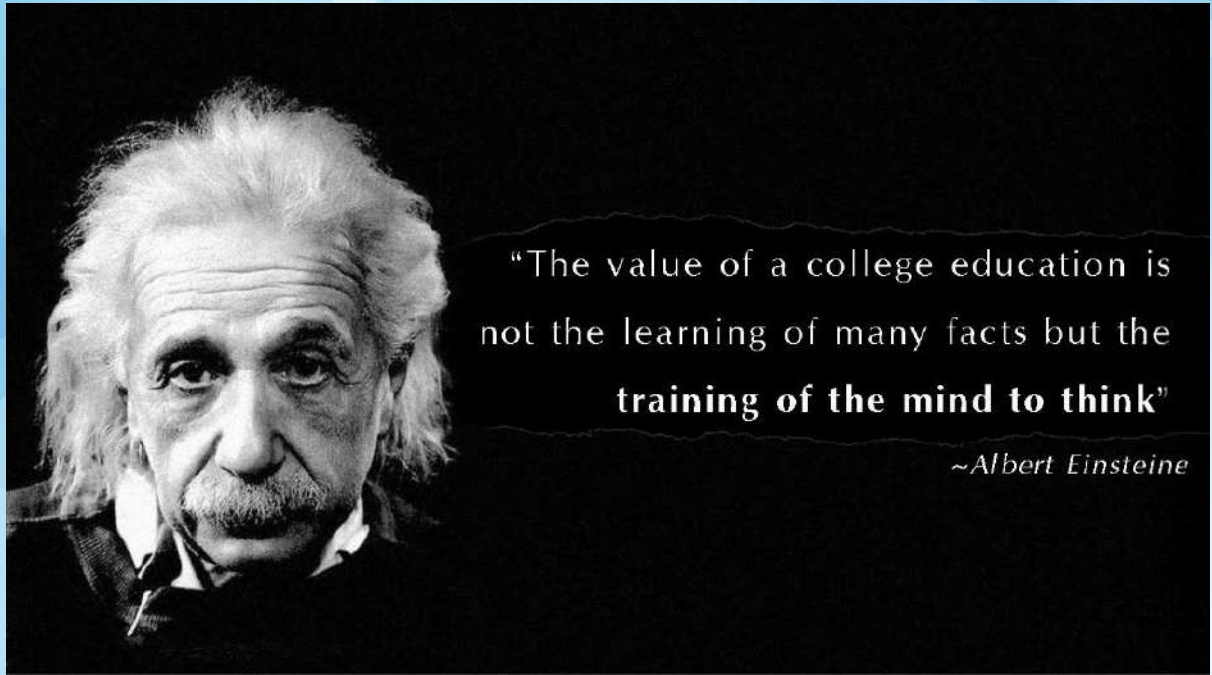
FORE SCHOOL OF MANAGEMENT  
NEW DELHI | GURUGRAM

# FOREprints

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



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# Message from the Director

## **Dr. Subir Verma**

Director,  
FORE School of Management,  
New Delhi



The workplace is witnessing an AI revolution. In the words of Andrew Ng, Co-founder of Google Brain, "AI is the new electricity". As electricity revolutionised industries, AI is driving similar transformations. It is the foundational technology for future innovations and is reshaping how businesses operate and customers interact with technology. McKinsey, in their report on the Future of Work, identifies AI and Big Data as two of the fastest-growing skills. Businesses spanning from Healthcare, Finance, Retail, and Manufacturing are leveraging artificial intelligence and data analytics for predictive modelling, risk management, fraud detection, customer engagement, and process optimisation, making it a critical skill for future business leaders. Artificial intelligence enhances the capabilities of data analytics by enabling smarter automation, deeper pattern recognition, and real-time decision-making. As a result, corporations are increasingly seeking professionals with AI and data analytical skills who can translate complex data into actionable insights that drive innovation and strategic growth.

In the pursuit of staying ahead of the curve, FORE School of Management (FSM) has established a state-of-the-art Data Experience Lab (DEL) to empower students with hands-on experience in machine learning and Big Data applications. The AI lab features high-performance computing infrastructure designed to handle complex data-driven projects. The students across various specialisations gain exposure to AI-powered business solutions.

We have also signed an MOU with ClarityX, an AI-driven data analytics and consulting company. Under the MOU, students get an opportunity to participate in real-life projects and provide consultancy services

under the guidance of seasoned faculty members. This hands-on experience empowers graduates to tackle real-world challenges, fostering a problem-solving mindset that aligns with industry demands. It reinforces the institution's commitment to equipping future leaders with the skills necessary to navigate an automated and technology-driven economy. The innovation incubation cell at FSM provides hand-holding to zealous student entrepreneurs who aim to start their tech-driven entrepreneurial ventures. FSM provides a conducive and supportive ecosystem, providing technological support and guidance to future startup founders.

Building on these initiatives that blend academic rigour with industry relevance, we continue to expand our horizons with new offerings and facilities to further enrich the learning experience. I am glad to share that we have established our new off-campus centre in Gurugram.. Nestled in the heart of the bustling corporate hub, the campus offers a calm and serene environment to our 120 students of PGDM and PGDM-Big Data Analytics. Additionally, I am proud to announce the launch of our Executive Fellow Programme in Management (EFPM) and warmly welcome the inaugural batch of EFPM scholars to our academic community.

As you flip through the pages of this magazine, I hope you see not just the achievements but also a reflection of the forward-thinking, vibrant, and inclusive ecosystem that FSM embodies. I urge each one of you to embrace the mindset of continuous learning, be fearless in experimenting, and remain committed to making a positive difference.

Good Luck!!



## Student Editor



Serving as the editor of FOREprints has been an enriching experience marked by creativity, collaboration, and professional growth. This platform has provided a unique opportunity to curate compelling narratives, celebrate achievements, and foster meaningful engagement within our dynamic community. FOREprints is more than a publication; it is a testament to our institution's identity, values, and commitment to excellence.

Each edition of FOREprints has been crafted with meticulous attention to detail, ensuring that we highlight the most impactful stories and insights. The process of ideation, content creation, and execution has reinforced my appreciation for teamwork, leadership, and adaptability. I extend my sincere gratitude to my exceptional team - Akansha Jain, Krishika Bansal, Ritik Saxena, and Madhav Sood, whose commitment and diligence have been instrumental in delivering high-quality editions. Their creativity and dedication have been the driving force behind our success.

As my tenure concludes, I reflect with immense pride and gratitude on the journey we have undertaken. FOREprints has been a cornerstone of my growth, and I am confident that its legacy will continue to evolve and inspire future teams. I sincerely thank everyone who has contributed to this endeavour. Together, we have built something truly impactful and enduring, and I look forward to seeing it reach even greater heights in the years to come.

**Suprita Raha (BDA 04, 045042)**



*"Writing is an exploration. You start from nothing and learn as you go." — E.L. Doctorow*

Editing FORE Prints was that—an exploration of ideas, creativity, and teamwork. Every article, every revision, and every brainstorming session was a lesson in itself. From structuring compelling narratives to ensuring the perfect balance of content, the process pushed me to think critically and refine my skills. With the guidance of our mentors, we introduced fresh perspectives, experimented with new formats, and worked to enhance the magazine's overall impact.

The thrill of perfecting a piece, debating over the smallest details, and shaping the magazine's voice made the experience both challenging and exciting. Every discussion with the team brought new insights, and every late-night edit was a step toward making the publication better. Seeing the final version come together was immensely rewarding, a testament to the effort and passion poured into each page.

More than anything, this journey was about the people—the incredible team that made every brainstorming session lively and every challenge easier to tackle. Their dedication, creativity, and unwavering support turned this experience into something truly special. Grateful for the lessons, the friendships, and the growth, I know this chapter of my life will always hold a special place in my heart.

**Akansha Jain (FMG 32A, 321008)**



**The FOREword Senior Team 2024-2025:**

From Left to Right: Ritik Saxena, Krishika Bansal, Akansha Jain, Suprita Raha, Madhav Sood



## **ACADEMIC FOCUS**

### **Gender Sensitivity at the Workplace**

**April 30, 2024**



FORE School of Management held a workshop on "Gender Sensitivity at the Workplace" on April 30, 2024, for faculty and staff. Led by Dr. Mala Bhandari, founder of SADRAG, the session covered gender-sensitive behaviour and the POSH Act, 2013. Dr. Bhandari, a social sector leader with more than 20 years of experience, is a recipient of the Amulya Yogdaan Award. The session was attended by faculty and Staff of FSM.

### **Surviving the Publication Nightmare: How to Handle Peer Reviews Effectively**

**April 04, 2024**

FORE Research Lounge (FRL) organised an insightful online lecture titled "Surviving the Publication Nightmare: How to Handle Peer Reviews Effectively", delivered by Dr. Eugene Aw Cheng Xi, Associate Professor, UCSI Graduate Business School, UCSI University, Malaysia. Dr Eugene Aw, a seasoned academic and Senior Associate Editor of Marketing Intelligence & Planning (Emerald, SSCI; ABDC-A) and Associate Editor (Journal of Consumer Marketing (Emerald, ESCI; ABDC-A) shared insights on navigating the publication process. He discussed strategies for selecting the right journals and handling peer reviews. The session was attended by faculty members and research scholars who gained deeper insights into the nuances of academic writing.

### **Frugal Innovation Glocal**

**May 29, 2024**



Centre of Excellence at FORE School of Management hosted an event on frugal innovation. Prof. Anil Kumar Singh introduced CRIFT's mission to advance frugal technology management. Keynotes included Mr. Rohit Kapur (Goalstox Technology) on India's potential for frugal investing and Ms. Neha Bharti (Swadha Agri) on tech-driven dairy supply chain transformation. FSM students also showcased frugal innovation prototypes, emphasising cost-effective solutions for real-world challenges. The event underscored the impact of frugal innovation in emerging economies like India.

### **MDP on "Project Management for Managers"**

**June 19-20, 2024**



**Prof. Hitesh Arora conducting the session**

FORE School of Management, New Delhi, conducted an MDP on "Project Management for Managers" on June 19-20, 2024, led by Prof.

Hitesh Arora. Senior officers from SRF Limited participated in the experiential training covering key project management areas essential for successful project delivery.

### Induction ceremony of PGDM, PGDM (IB), PGDM(FM) and PGDM(BDA) students of 2024-2026 batch

July 05, 2024

FORE School of Management held the induction ceremony at Siri Fort Auditorium, New Delhi. Dr Sasmit Patra, Member of Parliament (Rajya Sabha), was the Chief Guest, while Mr. Raj N., Founder & Executive Chairman, Zagggle, and Ms. Namrata Bhattacharyya, Managing Director, Accenture, graced the occasion as the Guests of Honor. The event was also attended by Dr. BBL Madhukar, Chairman; Dr. Vinayshil Gautam, Vice-Chairman; Dr. Subir Verma, Director; and Prof. Sanghamitra Buddhapriya, Dean-Academics.



### Induction ceremony of the 6th Batch of FPM and 1st batch of EFPM students for the 2024-2026 batch.

July 01, 2024

FORE School of Management, New Delhi, welcomed the 6th FPM and 1st EFPM batch (2024-26) with an inspiring Induction Ceremony. Industry leaders and alumni encouraged the diverse new cohort, marking the start of a

transformative journey. Dr. BBL Madhukar, Chairman; Dr. Vinayshil Gautam, Vice-Chairman; Dr. Subir Verma, Director; Dr. Arunaditya Sahay, Distinguished Professor, and Prof. Sriparna Basu, Dean-Research, graced the dais.



### Induction ceremony of the 6th Batch of FPM and 1st batch of EFPM

### FORE Research Lounge on India's economic future.

July 19, 2024



FORE Research Lounge organised an engaging discussion on India's economic outlook, focusing on the anticipated Union Budget 2024. The session explored key policy priorities, growth prospects, and challenges for sustaining India's economic momentum. It also highlighted sectoral opportunities and reforms needed to drive inclusive development.

The distinguished panel included Dr. Kirit Parikh (Chairman, IRADe), Dr. Charan Singh (CEO,



EGROW Foundation), Mr. Madan Sabnavis (Chief Economist, Bank of Baroda), Prof. Arpita Mukherjee (ICRIER), and Prof. Radhika Pandey (NIPFP). The session was moderated by Mr. Rahul Ahluwalia, Founding Director of the Foundation for Economic Development.

## MoU Signing Ceremony between FORE and ClarityX

July 30, 2024



ClarityX, Mumbai, and FORE School of Management (FSM), New Delhi, signed a Memorandum of Understanding (MoU) to establish a Data Experience Lab (DEL). This state-of-the-art lab aims to bridge the gap between academia and industry by fostering innovation in data analytics, artificial intelligence, and business intelligence.

Through this collaboration, FSM students and faculty will work on ClarityX-sponsored projects, developing real-world, data-driven business solutions. The initiative will enhance experiential learning, strengthen industry-academia partnerships, and equip students with cutting-edge analytical and problem-solving skills relevant to the evolving business landscape.

## FORE School of Management has been ranked 53<sup>rd</sup> in the NIRF 2024

August 14, 2024



The NIRF ranking highlights our commitment to quality education, research, and holistic growth. This achievement reflects our dedication to shaping future leaders. Here's to more success ahead!

## FORE ALUMNI NETWORK: CHAPTER MEETS

### Alumni Chapter Meet Mumbai

August 24, 2024

The Mumbai Alumni Meet was held on August 24, 2024, at Hotel Radisson Blu, Andheri. The event brought together alumni, faculty, and leadership to strengthen connections and celebrate shared achievements.

The evening opened with a warm welcome by Dr. Subir Verma, Director of FORE School of Management. He highlighted the alumni's vital role in the institution's growth, setting an inspiring tone for the event.



Prof. Subir Verma addressing the alumni

Prof. Shilpi Jain, Dean of Corporate Relations, in her address, emphasised alumni collaboration and its potential to create opportunities benefiting both students and alumni. Prof. Anita Tripathy Lal, Chair of the FORE Alumni Network, emphasised the importance of alumni meets in strengthening the FORE network, urging continued support and engagement. The distinguished alumni were honoured for their achievements.

The Mumbai Alumni Chapter Meet 2024 was a resounding success, marked by enthusiastic participation and a renewed commitment to the community.



Distinguished alumni were honoured for their achievements and shared valuable insights into their careers, reflecting on how FORE School of Management shaped their professional journeys. This was followed by an engaging discussion on strengthening alumni involvement and supporting the institution's continued growth.

The event concluded with vibrant networking, meaningful conversations, and shared memories, further deepening alumni bonds.



## Alumni Chapter Meet Bengaluru, 2024

August 31, 2024

FORE School of Management hosted its Bengaluru Alumni Meet at Hotel Radisson Blu, bringing together alumni, faculty, and leadership for an evening of celebration, networking, and renewed connections.

The highlight of the evening was an inspiring address by Dr. Subir Verma, Director of FORE School of Management, who emphasised the pivotal role alumni chapters play in fostering a strong, connected FORE community. His remarks underscored the importance of these gatherings in building lasting relationships and enhancing the network's impact. Dean of Corporate Relations and the Chair of the FORE Alumni Network also addressed the gathering, reiterating the value of alumni engagement.

## Alumni Chapter Meet Hyderabad 2024

September 01, 2024

The Hyderabad Chapter Meet for FORE School of Management took place on September 01, 2024, at Radisson Blu Plaza, Banjara Hills.



Prof. Subir Verma addressing the alumni



Dr. Subir Verma, Director of FORE, welcomed attendees, highlighting the alumni's vital role in the institution's growth. Prof. Shilpi Jain, Dean of Corporate Relations, emphasised alumni collaboration for mutual opportunities, while Prof. Anita Tripathy Lal, Chair of the FORE Alumni Network, underscored the importance of such meets in fostering community engagement.

Distinguished alumni were honoured for their accomplishments. The evening concluded with renewed enthusiasm and a stronger commitment to the FORE alumni network.



#### **Prof. Subir Verma felicitating distinguished alumni**

The distinguished alumni were felicitated at the event. The attendees actively engaged in the network session and shared their career journeys and FSM's impact on their success. This inspiring segment was followed by a discussion on strengthening alumni engagement and supporting the institution's growth.

The event concluded with plans for the Hyderabad chapter, focusing on mentorship, guest lectures, and strengthening the alumni network.



The evening concluded with a networking dinner, where alumni rekindled old ties, built new connections, and strengthened the FORE community.

## **Alumni Speak 2024**

**September 11, 2024**

The FORE Alumni Network hosted an insightful Alumni Speak session, featuring Mr. Sameer R Kapur from the Class of 1996. The session focused on guiding and equipping students with the knowledge and strategies necessary to excel in corporate environments and navigate the professional networking landscape.

Mr. Sameer R Kapur is the Key Account Director for Enterprise FINS at Salesforce, where he drives growth in the financial services vertical through digital transformation and customer success. His extensive experience spans over two decades, working in leadership roles at multinational corporations such as IBM, SAS, and Salesforce. Mr. Kapur has won accolades like the Hundred Percent Club Award and the Manager's Choice Award, recognised for his customer-first approach and leadership skills.



**FORE Alumnus Mr Kapur addressing the students**

Mr. Sameer R Kapur emphasised the importance of cultivating a growth mindset, focusing on customer success, and identifying one's niche to build expertise. He highlighted increasing visibility through active participation and mentorship, developing a consistent performance track record, and fostering teamwork. Resilience, effective networking, and professional presentation were also stressed as key to personal branding, along with pursuing outside passions to maintain balance and uniqueness.



**Prof. Anita T Lal, Chair- FAN, felicitating Mr. Kapur**

The alumni speakers' combined expertise provided students with a well-rounded understanding of the essential skills for Personal Branding. FORE Alumni Network looks forward to hosting more events that bridge the gap between academia and the professional world.

## **PLACEMENTS AT FSM**

Placements at FORE are perhaps one of the most important aspects from the student's perspective. The Institute engages the Industry by inviting them to the campus for guest lectures, seminars, MDPs, live projects, mentoring sessions, etc. This provides opportunities for students to gain first-hand information from the professionals about their expectations and requirements. This also helps the students showcase their talents and sharpen their pitches to the Industry during the placement processes, thereby increasing their recruitment possibilities.

To drive placements, FORE has a very capable student placement committee called the FORE Career Division (FCD) and a full-time Placement Office. FORE Career Division has representatives from both the first and second-year students.

**Final Placements** for Batch **2022-2024** were diversified in terms of job profiles and Industry, with better quality of companies and multiple job offers for students. This year, the highest salary package offered is **Rs. 70 Lakhs per annum**.

**This is the ninth consecutive year** that FSM has followed a mantra of *'The first offer need not be the best offer'*. Students who got an offer of less than Rs. 7 lakhs per annum were allowed to sit for subsequent companies to improve their placements. Consequently, both the average and median salary offered this year are close to **Rs. 16.01 lakhs per annum and Rs. 15 lakhs per annum, respectively**.

Apart from higher salary packages, there has been an improvement in the diversity of recruiters as well. Automobiles, Banking, MR & Consulting, Fintech, FMCG, FMCD, FSI, IT/ITES, Logistics, Manufacturing, Telecom, Retail & Pharma, etc., recruited from FORE.

The IT/ITES sector recruited 23% of the students from the batch. Diverse roles like Senior Analyst, GIT - Project Manager, Business Analyst, Presales Consultant, Global Product Manager-



Digital Workplace Business, Program Manager, Project Analyst, Senior Management Trainee-Business Presales Specialist, and Product Analyst, etc. were offered.

Key Recruiters in the IT/ITES sector are Accenture, Beyond Cloud Consulting, Capgemini, Gartner, HCL Technologies, Hexaware Technologies, IGT Solutions, Kyndryl, Nucleus Software, Synaptic, Tech Mahindra, Wipro Limited, Dell Technologies, and Zycus, etc.

BFSI is one of the most sought-after sectors for placements. This year, 27% of the batch was placed in this sector. Diverse roles and profiles ranging from Credit Analytics, Analyst-Investment Banking, Deputy Manager-Risk Analytics, Management Trainee (Wealth & Family Office), Analyst, Management Trainee - Credit Analyst, Management Trainee-Strategic Project and Senior Analyst-Portfolio Management, etc. were offered to the students by organisations.

Leading recruiters from the sector include ICICI Bank, Axis Bank, Acuity Knowledge Partners, CareEdge Ratings, CRISIL, DBS Bank, Darashaw, Digit Insurance, HDFC Bank, IDBI Bank, IIFL Finance Limited, Kotak Mahindra Bank, OakNorth Credit Intelligence, Oxane Partners, SBI CARD, and Wipro Digital Operations & Platforms. Companies like Ask Asset & Wealth Management and Marsh McLennan visited for the first time to hire students.

### **Market Research & Consulting**

Market Research & Consulting is one of the fastest-growing sectors, with 14% of the batch being placed in it. Organisations such as Arcesium, Axtia, Deloitte USI, Genpact, GEP, and Kakode Associates Consulting Private Limited hired our students. In these sectors, students were offered Diverse roles such as Analyst-Financial Operations, Associate, Analyst-Human Capital, Consultant-Functional Consulting, Associate Solution Advisor-Risk & Financial Advisory, Assistant Manager-Human Resource Business Partner, and Consultant, etc. For the Batch 2022-24, we witnessed participation from new recruiters, namely

Balmer Lawrie UAE LLC, Kia India, Sharda Motors Industries Limited, OakNorth Credit Intelligence, Deltatech Gaming Limited, Policybazaar, Tanla Platforms, Adani Wilmar, Honasa Consumer Limited, General Mills, Brindco, Supple Tek, Ask Asset & Wealth Management, Indian Hotels Company Limited, Beyond Cloud Consulting, Movado Group, UNIQLO India, InterGlobe Aviation Ltd (IndiGo) and Marsh McLennan, which had visited for the first time and hired students. FMCG, FMCD, Automobile & Manufacturing companies accounted for 23% of the offers, and Sectors like E-Commerce, Retail, Energy, Fintech, Media, Logistics, Pharma, Real Estate, Telecom, and Hospitality, etc., hired 14% of the batch.

The hiring traction from traditional recruiters also remains strong. IT/ITES, FSI, Banking, MR & Consulting, FMCG, Automobiles, etc. have returned year after year to recruit from FORE. Organisations such as JK Tyre & Industries Limited, Maruti Suzuki India Limited, Capgemini, Cognizant, Gartner, HCL Technologies, ICICI Bank, CRISIL, Darashaw, ICRA, SBI Card and many others, like every year, visited the campus and hired students.

In fact, encouraged by the performance in SIP FORE, students received multiple PPO offers from various organisations, to name a few, Deloitte USI, Nestle, ICICI Bank, Oxane Partners, Dell Technologies, Tech Mahindra, Wipro Limited, Porter, Asian Paints, Cinopolis, and Times OOH, etc.

### **Summer Internship Program (SIP)**

The Summer Internship Program at FORE is a great mechanism for students to learn from various companies. This also gives students an opportunity to apply their learnings in the real-life corporate world. Summer internship is a part of the course curriculum, and the duration is 8 to 10 weeks. It usually starts from the 1st week of May and ends by the last week of June.

After the completion of the Summer internship, the students are required to submit the internship report along with the company feedback. Thereafter, the students are evaluated on the quality of the Summer Internship Program undergone by them. Some

of the students are able to translate the Summer Internship Program into a Pre-Placement Offer (PPO) as well.

The summer placement for the Batch 2023-25 witnessed participation of companies from diverse domains and industries. The highest SIP offered was Rs. 2 Lacs for the 2 months. Brand leaders like Adani Group, Asian Paints, Tech Mahindra, Capgemini, DHL Express, GSMA, Reliance Retail, Tata Motors, Vikram Solar, Wipro Limited, Oxane Partners Limited, Gartner, Novartis, and Reserve Bank of India, and many more recruited from the campus.

Companies like Dabur, BMW, Air India, Bajaj Finance Ltd, Lenovo India, MakeMyTrip, Marsh McLennan, Orion India, and V-Guard, etc. visited for the first time and recruited students for summer internship. Berger Paints India Ltd became the top recruiter in summer internship and GEP, ICICI Bank, Unicharm India, Genpact and Tata Motors, etc., hired students in good numbers.

## **MANAGEMENT DEVELOPMENT PROGRAM (MDP)**

FORE School of Management conducted 18 MDPs. The details are:

**Data Driven Decision Making:** Conducted by Prof. Rahul Pratap Singh Kaurav for the officials of Maruti Suzuki on May 21, 2024

**Student Development Programme:** Conducted by Prof. Rahul Pratap Singh Kaurav for the students of Poddar Management and Technical Campus from May 20-24, 2024

**Effective Leadership Communication:** Conducted by Prof. Anita T Lal for the officials of PROEC Energy Ltd on May 21 -22, 2024

**Generative AI- Prompt Engineering:** Conducted by Prof. Tarun Kumar Singhal for the officials of Union Bank of India on June 19, 2024

**Data Driven Decision Making:** Conducted by Prof. Hitesh Arora for the officials of SRF Limited on June 19-20, 2024

**Charting Success: The Art of Attaining Goals** - Conducted by Prof. Sanghamitra Buddhapriya for the officials of Sentiss Pharma on June 22, 2024

**AI Tools for HR:** Conducted by Prof. Shilpi Jain & Prof. Saurabh Mittal for the officials of NBCC, Indian Oil, SBL Specialty Coatings, Microtek on June 22, 2024



**Prof. Shilpi conducting a session on AI tools**

**Charting Success: The Art of Attaining Goals** - Conducted by Prof. Parchi Bhatt for the officials of Sentiss Pharma on July 16, 2024

**AI Tools for HR:** Conducted by Prof. Shilpi Jain & Prof. Saurabh Mittal for the officials of Payal Group, OAP Mediatech Private Limited, INOXGFL Group, Indian Oil on July 18-19, 2024

**Research using AI Tools:** Conducted by Prof. Aditya Banerjee & Prof. Tarun Soni for the external faculty on July 26-27, 2024

**Charting Success: The Art of Attaining Goals:** Conducted by Prof. Sanghamitra Buddhapriya for the officials of Sentiss Pharma on July 30, 2024

**Executive Development Programme** - Conducted by Prof. Saurabh Mittal & Prof. Sanghamitra Buddhapriya for the officials of Greenlam Industries from August 02, 2024 - June 20, 2025





**Prof. Sanghamitra with participants from Greenlam Industries**

**Improving Sales Logistics:** Conducted by Prof. Ajay Kr Pandey & Mr. Vikash Khatri (VF) for the officials of Allcargo Gati Ltd, DP World, Patanjali Parivhan Pvt. Ltd, Safexpress Pvt Ltd on August 23-24, 2024

**Finance for Non-Finance Executives:** Conducted by Prof. Himanshu Joshi for the officials of Sentiss Pharma on August 29, 2024

**Generative AI- Prompt Engineering:** Conducted by Prof. Tarun Kumar Singhal for the officials of Union Bank of India on August 29-30, 2024

**MS Excel:** Conducted by Prof. Rajeesh Chauhan for the officials of Sentiss Pharma on September 04, 2024

**Scale Development for Social Science Research:** Conducted by Prof. Ashutosh Pandey for the external faculty on September 05 -07, 2024

**Finance for Non-Finance Executives:** Conducted by Prof. Gaurav Gupta and Prof. Vandana Bhama for the officials of Ceratizit Group on September 12 -13, 2024

## **FACULTY PUBLICATION (April 2024-September 2024)**

Summary	
Publication Category	Number of Publications
FT 50	1
A*	1
A	8
B	13
Scopus Q1	4
C / Scopus Q2	5
Scopus Q3	2
WOS	1
ABHIGYAN	1
Case	1
Book	1
Book Chapters	6
Patent	1
International Conference attended	6
National Conference attended	1
FDP	4
Workshop	1

### **Prof. Aditya Banerjee**

1. Kundu, S., & Banerjee, A. (2024). Operational Efficiency and Malmquist Productivity of Indian Banks: A Comparison Between Public and Private Sector Banks. Management and Labour Studies, 50(2), 184-200.

### **Prof. Amarnath Mitra**

1. **Mitra, A.** (2024). Elevating customer satisfaction: The role of AI in SAP for enhanced user experience. *Tec Empresarial*, Vol. 6, Issue 1, 2024, pp 235-243.

**Prof. Anil Kumar Singh**

1. **Singh, A. K.** (2024). Creating Value in a Business Ecosystem. *Journal of Creating Value*, 10(1), 8-10.

2. Grover, U., Garg, J., & **Singh, A.K.** (2024). From brass to brilliance: Frugal innovation for safer public spaces. *Journal of Business Chemistry* 21. 53-62.

3. Jha, S., **Singh, A. K.**, & Chauhan, R. (2024). Deploying fuzzy analytic hierarchy process and sensitivity analysis to identify and prioritize the barriers faced by early-career social science researchers during research collaborations. *Higher Education Quarterly*, 78, e12542.

4. Ms. Janvee Garg, **Prof. Anil Kumar Singh** and Prof. Rajneesh Chauhan. Blockchain-enabled tracing of Human Placenta using DNA, 202411028853, Indian Patent Publication, 10th May 2024.

**Prof. Arbuda Sharma**

1. Pushp, P., **Sharma, A.**, & Ahmed, F. (2024). Flexibility in the WTO: Navigating the Dynamics of Multilateralism Using Grounded Theory. *Global Journal of Flexible Systems Management*, 1-19.

**Prof. Ashutosh Pandey**

1. Singh, G., & **Pandey, A.** (2024). Environmental sustainability integrated supplier selection in electric vehicle supply chains: a grey relational analysis approach. *Environment Development and Sustainability*. Vol. ahead-of-print No. ahead-of-print.

2. Gupta, T., Bodhi, R., & **Pandey, A.** (2024). Impact of privacy concern, information overload, and social media addiction on emotional exhaustion: an empirical study. *Academy of Marketing Studies Journal*, 28(S6), 1-11.

3. **Pandey, A.**, & Nigam, S. (2024). Modelling the determinants of workplace attachment. *Academy of Marketing Studies Journal*, 28(6), 1-11.

**Prof. Faisal Ahmed**

1. Pushp, P., Sharma, A. & **Ahmed, F.**, (2024). Flexibility in the WTO: Navigating the Dynamics of Multilateralism Using Grounded Theory. *Glob J Flex Syst Manag* 25, 805–823.

**Prof. Gaurav Gupta**

1. **Gupta, G.** (2024). Geopolitical risk and investment-cash flow sensitivity: does the age of the CEO matter? Empirical evidence from emerging economy. *Applied Economics*, 1–15.

**Prof. Nirmalya Bandyopadhyay**

1. **Bandyopadhyay, N.** (2024). "Unveiling promotion-induced variety-seeking: the roles of various types of promotional rewards and shopping motivations", *Marketing Intelligence & Planning*, Vol. 42 No. 7, pp. 1257-1273.

**Prof. Pramod Chandra**

1. **Chandra, P.** (2024). A phenomenological study of tourists' categories in the Indian Himalayan Region. *International Journal of Tourism Research*, 26(3), e2656.

**Prof. Rajarshi Debnath**

1. Chopra, A., Singh, A., **Debnath, R.**, & Quttainah, M. A. (2024). Mapping Corporate Sustainability and Firm Performance Research: A Scientometric and Bibliometric Examination. *Journal of Risk and Financial Management*, 17(7), 304.

**Prof. Rajneesh Chauhan**

1. Jha, S., Singh, A. K., & **Chauhan, R.**, (2024). Deploying fuzzy analytic hierarchy process and sensitivity analysis to identify and prioritize the barriers faced by early-career social science researchers during research collaborations. *Higher Education Quarterly*, 78, e12542.



#### **Prof. Rahul Pratap Singh Kaurav**

1. **Kaurav, R. P. S.**, Kainthola, S., Baber, R., & Tiwari, P. (2024). Assessing global perceptions of India: Policy implications drawn from foreign tourism narratives. *Turyzm/Tourism*, 34(1), 57–66.
2. Sahni, S., Verma, S. & **Kaurav, R.P.S.** (2024). "Understanding digital transformation challenges for online learning and teaching in higher education institutions: a review and research framework", *Benchmarking: An International Journal*, Vol. ahead-of-print No. ahead-of-print.
3. Kainthola, S., & **Kaurav, R.P.S.**, (2024). Research at the Crowding and Tourism: Insights. *Tourism: An International Interdisciplinary Journal*, 72 (4), 648-653.
4. Demydyuk, G. V., **Kaurav, R. P. S.**, Carlbäck, M., & Vejlgard, H. (2024). From galley to gourmet: experience accounting perspective on the evolving dining choices of cruise passengers. *Journal of Foodservice Business Research*, 1–33.

#### **Prof. Rakhi Tripathi**

1. **Tripathi, R.**, (2024). Impact of Restricted Public Transport Since COVID-19 on Women in Rural India: A Qualitative Study, *Research in Transportation Business & Management*, Volume 56, 101167.

#### **Prof. Saurabh Mittal**

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2. Aggarwal S., **Mittal S.**, Garg C. P. (2024). Buddy4Study: Technology Driven CSR initiative, *Asian Journal of Management Cases (AJC)*.

#### **Prof. Shallini Taneja**

- Sachdeva, G., **Taneja, S.** & Gupta, R. (2024). The mediating role of green human resource management: analyze the impact of green commitment and intellectual capital in hotel

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#### **Prof. Shilpi Jain**

1. Basu, S., **Jain, S.**, & Kaur, S. (2024). Manifestation of Culture in B2C Websites of Digitally Transformed Businesses in Emerging Asian Economies. *Journal of Global Information Technology Management*, 27(2), 119–147.
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#### **Prof. Shubhangini Rajput**

1. **Rajput, S.**, (2024). Analysis of Industry 4.0 technological enablers for sustainable supply chain transparency in a fuzzy environment. *Business Strategy and the Environment*, 33(8), 8616–8636.

#### **Prof. Sriparna Basu**

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#### **Prof. Sudeep S.**

1. Pushp, P., & **Subramanian, S.**, (2024). Modelling the factors for the launch of sovereign green bond in India using Fuzzy-AHP method, *International Journal of Indian Culture and Business Management*, 2024 Vol.32 No.1, pp.80 – 97.

#### **Prof. Sumeet Kaur**

1. Basu, S., Jain, S., & **Kaur, S.** (2024). Manifestation of Culture in B2C Websites of Digitally Transformed Businesses in Emerging Asian Economies. *Journal of Global Information Technology Management*, 27(2), 119–147.
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#### **Prof. Sunanda Nayak**

1. **Nayak, S.**, Pereira, V., Kazmi, B.A. et al. (2024). To Buy or Not to Buy? Exploring Ethical Consumerism in an Emerging Market—India. *J Bus Ethics* 191, ISSN: 0167-4544.

#### **Prof. Surabhi Koul**

1. Ghosh, G., & **Koul, S.** (2024). Influence of Increased Online Information on Consumption Patterns during COVID-19: Case of Priority Medical Devices. *Abhigyan*, 42(2), 69-88.

#### **Prof. Surendar Singh**

1. **Singh, S.** (2024). Domestic Interest Groups and India's Trade Policy Preferences in India-EU FTA Negotiations, (2024), 58, *Journal of World Trade*, Issue 3, pp. 467-496.

#### **Prof. Tarun k. Soni**

1. **Soni, T.K.**, Pandey, V. and Aggarwal, P. (2024). "Cotton market contagion: analyzing volatility spillovers across borders", *Journal of Advances in Management Research*, Vol. ahead-of-print No. ahead-of-print
2. **Soni, T. K.**, Sirohi, R., & Jamwal, D. S. (2024). The Linkage Between Marketing Intensity and Firm Performance: A Quantile Regression Approach. *Indian Journal of Marketing*, 54(4), 46-59.
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Derivative Markets. *Finance: Theory and Practice*, 28(6)

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#### **Prof. Vandana Bhama**

1. **V. Bhama** (2024). Does an increase in portfolio volatility create returns? Evidence from India. *Investment Management and Financial Innovations*, 21(2), 345-354.
2. **V. Bhama.** (2024). Free Cash flows and corporate buybacks: A study of Indian firms, *International Journal of Economics and Management*, 18(2), 261-271.

#### **Prof. Vandana Gupta**

1. **Gupta, V.**, (2024). Corporate Governance and Credit Risk: Evidence on Indian Firms Using Mixed Method. *Prabandhan: Indian Journal of Management*, 17(7), 8-22.

#### **Prof. Vipulesh Shardeo**

1. **Shardeo, V.**, Sarkar, B. D., Mir, U. B., & Kaushik, P. (2024). "Adoption of Metaverse in Healthcare Sector: An Empirical Analysis of its Enablers". *IEEE Transactions on Engineering Management*, Vol. 71, pp. 8671-8685.
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3. Sarkar, B.D., Sharma, I. & **Shardeo, V.** (2024). "A multi-method examination of barriers to traceability in Industry 5.0-enabled digital food supply chains", *The International Journal of Logistics Management*, Vol. ahead-of-print No. ahead-of-print.
4. Sarkar, B.D., **Shardeo, V.**, Dwivedi, A. & Pamucar, D. (2024). Digital transition from



industry 4.0 to industry 5.0 in smart manufacturing: A framework for sustainable future, Technology in Society, Volume 78, 2024, 102649.

## Academic Extension Services

### Prof. Anita Tripathy Lal

Conducted a Mentoring Session on “Drafting a Business Plan” for the women entrepreneurs from the group of NewAge MOMpreneurs on April 05, 2024.

Conducted a customised MDP on “Effective Leadership Communication” for Proec Energy Ltd. Managers on May 21 & 22, 2024, in New Delhi.

Participated in the “Incubator Seed Management Committee” for the Startup India Seed Fund (SISF) being managed by ACIC- BMU Foundation at BML University, Gurugram, in June 2024.

Jury Member to an Online “Pitch for Funding” for the Startup India Seed Fund organised by BML University Gurugram on June 21, 2024.

Conducted sessions on Communication Styles for the Indian Statistical Service Officials on June 28, 2024, at the Indian Institute of Public Affairs (IIPA).

Delivered the inaugural address at the launch of the “Entrepreneurship Development Cell” on July 23, 2024 and moderated the Panel on Entrepreneurship - Know My Story at Jaipuria School of Business, Ghaziabad.



**Prof. Anita T Lal - Inaugural Address**

Prof. Lal was invited to join the Academic Council as a Member in the “Business Communication Area” in July 2024 at Jaipuria School of Business, Ghaziabad.

Delivered eight guest lectures on “Presentation Skills and Written Communication Skills” for Full-time MBA (IB) Students during August-September 2024 at IIFT Delhi.

Delivered a guest lecture on “Crisis Communication” for Part-time MBA (IB) Executives at IIFT Delhi on September 08, 2024.

### Prof. Ayushi Sharma



**Prof. Ayushi at AIB Annual Conference**

Presented research paper at the AIB annual conference held in Seoul, on July 02-06, 2024. Track of the conference: Learning the Challenges from the Virtual/Digital Markets. Title of the paper: “The Impact of Live Commerce on Consumer Behavior and E-commerce Landscape: A Comprehensive Analysis”

Presented research papers at AMA Summer Academic conference 2024 held at Boston, 16-18 August, on Unlocking the Power of Live Commerce: Examining its Influence on Consumer Behavior and Decision Making in the Context of Interactive Streaming” and “Consumer Adoption of AI Clinics in Healthcare: Implications for Responsible Marketing Practices”

Chaired the session on the future of research in digital landscapes at AMA Summer Academic Conference 2024

Sharma, A. (2024). Unlocking the Power of Live Commerce: Examining its Influence on Consumer Behavior and Decision Making in the Context of Interactive Streaming in the AMA Summer Academic conference, August 16, 2024, Boston, USA: AMA. Vol. 35 pp. 347-350. ISBN: 978-0-87757-021-9

#### Prof. Saurabh Mittal

Delivered a keynote address at 'Jagran CSR Conference 2024: Decade of CSR in India' organised by Jagran Group and India CSR, on April 13, 2024, at Hotel Crowne Plaza, Okhla, New Delhi.

Chaired the technical session at the International Conference on "Sustainability, Governance, and Business Ecosystem in the Digital Age (IMSICON-2024)" on May 03-04, 2024, at IMS Ghaziabad.

Delivered a keynote address at the '7th International Conference on CSR & Sustainable Development' organised by Janabadra Universitas, Indonesia and SERD India, on June 11-12, 2024, at Yogyakarta, Indonesia.



**Prof. Saurabh Mittal at CSR Summit**

Presented on "Use of AI and Analytics in Manufacturing and SCM Industry" at the National Symposium on "Trends in Supply Chain Management (SCM), Green SCM, and the Implementation and Integration of Analytics and Technology in MSMEs and Other Industries," organised by Sharda University, India, on 09 August 2024.

#### Prof. Tarun K. Soni

1. Organised an FDP 'Research using AI tools' at FORE School of Management, New Delhi, from July 26 -27, 2024, in online mode.

#### Prof. Vandana Bhama

Finance and Accounting Area, under the guidance of Prof. Vandana Bhama and Prof. Aditya Banerjee, organised a workshop on "Master the Art of Valuation" to delve into the intricacies of valuing startups, manufacturing firms, and service firms. The participants learnt to apply valuation techniques and read valuation reports. The speakers were from the ICAI Registered Valuers Organization. The renowned speakers were Dr. S. K. Gupta, Mr. Nikhil Malhotra, Mr. Rakesh Tayal, Mr. Sanjeev Gupta, and Mr. Alok Kaushik.

#### FPM FOCUS

Summary	
Category	Number of Publications
Research Articles	5
Conference attended	7



**Prof. Faisal and Mr. Pushp at AIB, Seoul**



### Journal Publication

FPM Scholar Name	Paper Title	Journal Name
Ms. Sonika Jha	Deploying fuzzy analytic hierarchy process and sensitivity analysis to identify and prioritize the barriers faced by early-career social science researchers during research collaborations.	Higher Education Quarterly – Wiley
Ms. Sonika Jha	Knowledge Spillovers in the Context of Open Innovation: A Systematic Review and Nomological Network.	Academy of Management Proceedings – AOM 2024
Ms. Bhavya Joshi	Do Corporate Cash Holdings Matter for ESG Performance? Empirical evidence from India	Prabandhan: Indian Journal of Management
Ms. Janvee Garg	From brass to brilliance: Frugal innovation for safer public spaces	Journal of Business Chemistry
Mr. Pushkar Pushp	Flexibility in the WTO: Navigating the Dynamics of Multilateralism Using Grounded Theory	Global Journal of Flexible Systems Management

### Conference Participation

FPM Scholar Name	Paper Presented	Conference
Ms. Bhavya Joshi	Determinants and Consequences of Corporate ESG Practices: A Review	World Finance Conference, European University, Nicosia, Cyprus
Ms. Soumya Tiwari	Identifying and Modelling Actors of Political Risk for MNEs	Academy of International Business Conference (AIB), Seoul, South Korea
Mr. Pushkar Pushp	SME linkages and upgrading in the global value chain: Field evidence from the Tiruppur garment cluster	Annual conference- Academy of International Business, Seoul, South Korea

Mr. Sahil Dua	Tailoring the Future: Development of Customer-Centric Multiexperience Framework for Enhanced Personalisation and Customisation	46th ISMS Marketing Science Conference, hosted by the University of New South Wales (UNSW), Sydney, Australia
Ms Vinitha T	Effectual Sustainability Communication: Navigating Social Transitions across Fashion Industry utilizing Social Media	MERC 2024: IIM Kashipur
Ms Vinitha T	Innovations in Public Policy Effectual Public Healthcare Deliverance: Post National Health Policy” - A case study approach of National Health Mission, Karnataka "	XIX International Conference on Public Policy & Management by Centre for Public Policy, IIM Bengaluru.
Ms Vinitha T	Workshop Titled “Bringing Evidence to Public Health Policy”	Participated in Asia Pacific Dialogue on Health Governance, Policy and Institutional Frameworks for Just and Sustainable Health Systems: ‘Bringing Evidence to Public Health Policy’ organised by the Centre for Public Policy at IIM Bengaluru and George Institute for Global Health.

## WELCOME TO THE FORE FAMILY

### Newly Inducted Members

#### Faculty:

Prof. Arunaditya Sahay, Strategy Area

Prof. Sunil Kumar Singh, OB & HR Area

Prof. Freda Swaminathan, Marketing Area

Prof. Vrinda Rawal, Finance & Accounting Area

Prof. Ana Sinha, International Business

#### Administration:

Dr. Abhay Anand Tiwari, Senior Vice President & Head, Centre for Political Leadership and Governance

Mr. Sunil Kumar Singh, General Manager (Infrastructure & Facility Management)

Mr. Satyendra Singh, Electrician

Mr. Narendra Singh, Attendant

Mr. Narendra Kumar, Research Associate

Mr. T Suresh Kumar, Research Associate

Ms. Neha Verma, Manager (Admissions)

Mr. Virender Singh, Driver

Mr. Kamal, Driver

Mr. Ankit Kumar, Technical Assistant

Mr. Deepak Kumar, Technical Assistant



## **STUDENT FOCUS**

### **Leadership Luminaries**

**August 02, 2024**

The Corporate Interaction Division hosted the "Leadership Luminaries" event. It was a remarkable gathering of industry experts and aspiring leaders. The event featured two distinguished speakers: Ms. Gunjan Gupta, Senior Data Analytics & AI Leader, and Mr. Ranjan Bhasin, Senior Director of Information Technology at Greystar. Ms. Gupta captivated the audience with her perspectives on AI's transformative role in daily life. From discussing end-to-end automation and leveraging AI tools like co-pilots and APIs to encouraging participants to embrace AI learning, she highlighted its potential to revolutionise industries.



The session also delved into data privacy and cybersecurity, with both speakers emphasising the importance of managing cookies responsibly and adhering to government regulations to protect consumer rights. The critical need for robust compliance with India's evolving cybersecurity laws was a key takeaway.

Engaged attendees posed insightful questions, making the event highly interactive. CID extended their heartfelt

gratitude to the speakers and participants for making this event a resounding success and contributing to meaningful discussions on leadership and technology.

### **How to use EBSCO Business Source Elite and ABI/INFORM Complete Database**

**August 5-8, 2024**

A library user awareness workshop was held to introduce participants to two powerful research tools: EBSCO Business Source Elite and ABI/INFORM Complete. The workshop aimed to make navigating these extensive databases easier, helping students and researchers access reliable, high-quality information to elevate their academic and professional pursuits.

The session opened with a deep dive into EBSCO Business Source Elite, a versatile database providing full-text access to over 1,000 business publications. Participants learned how this resource serves as a treasure trove for anyone looking into topics like management, marketing, finance, and international business, offering everything from scholarly journals to industry-specific articles. Next, the speakers introduced ABI/INFORM Complete, one of the most comprehensive business databases. The speakers explained how it brings together multiple collections, including ABI/INFORM Global, Trade and Industry, and Dateline, to offer unmatched access to over 3,800 full-text journals, 29,000 full-text dissertations, business cases, and industry reports from trusted sources such as Emerald, Springer, and the Economist Intelligence Unit. The database's global coverage, including publications like The Wall Street Journal and The Financial Times, makes it an invaluable resource for understanding international

business trends and conducting in-depth industry research.

Guiding the seminar were two experts in their fields: Mr. Lakhpat Singh from EBSCO Information Services and Mr. Sanjay Rajan from ABI/INFORM. They covered how to search efficiently, refine results, and use tools like citation generators and data visualisations. Their engaging demonstrations helped attendees see how these databases could simplify their research processes and add depth to their work.

### **How to use CMIE Prowess IQ and Eikon - Refinitiv Database**

**August 12 13, 2024**

A library user awareness workshop was conducted to introduce students and researchers to two advanced financial research tools: CMIE Prowess IQ and Eikon - Refinitiv Database. The workshop aimed to enhance participants' understanding of these platforms, equipping them with the skills to efficiently access and analyse high-quality business and financial data.

Participants explored CMIE Prowess IQ's vast repository of over 1,000 business publications, which includes insights into fields such as management, finance, accounting, banking, marketing, and international business. The hands-on demonstration showed attendees how to extract detailed company performance data, conduct trend analysis, and leverage the platform for academic research and industry-specific projects. The ease of accessing reliable, scholarly resources made Prowess IQ a highlight for many attendees looking to streamline their research processes.

The workshop also introduced Eikon - Refinitiv, a financial analysis tool. It showcased Eikon's ability to integrate workflows, collaborate securely with financial professionals, and offer tailored solutions for various user needs. Participants were introduced to its powerful features, including advanced market analytics, customizable dashboards, and data visualisation tools.

The workshop was led by two industry experts, Mr. Sagar Choudhary, Senior Business Relationship Manager Sales at CMIE, and Ms. Neha Bhan, Customer Success Manager at LSEG South Asia. Their engaging presentations and real-world examples helped attendees grasp the practical applications of these platforms. They walked participants through key functionalities, provided tips for effective searches, and answered queries during an interactive Q&A session, ensuring that everyone left with a clear understanding of how to utilise these tools.

This workshop served as a valuable learning experience, empowering participants to harness the power of sophisticated research tools and apply them to real-world challenges in the dynamic fields of finance and business.

### **Leadership Luminaries**

**August 16, 2024**

The Corporate Interaction Division proudly hosted Mr. Rajiv Ganju, Senior Vice President - Manufacturing & Global Supply Chain at Luminous, for its flagship event, Leadership Luminaries. With over 30 years of experience in the electrical and electronics manufacturing industry, Mr. Ganju shared profound insights into



leadership, business strategy, and innovation in manufacturing processes.

In his address, Mr. Ganju highlighted the transformative impact of Industry 4.0, detailing his efforts in implementing SMART factories and tailored supply chain solutions. He discussed how advanced technologies and lean manufacturing practices can enhance operational efficiency, improve quality processes, and support new product development. Drawing from his leadership roles at Samsung, Videocon Consumer Durables, and Motorola Solutions, he emphasised the importance of adaptability and strategic thinking in navigating global challenges.

The session concluded with an interactive Q&A, where Mr. Ganju answered questions on the evolving landscape of manufacturing, future supply chain trends, and the critical role of leadership in driving change.

The event provided an inspiring and insightful experience for all attendees, reinforcing the importance of bridging industry and academia to prepare future leaders for dynamic business environments.

### **Leadership Luminaries**

**September 03, 2024**

The Leadership Luminaries event, organised by the Corporate Interaction Division, brought together prominent HR leaders from sectors such as IT, retail, automobile, and telecommunications. Esteemed speakers like Musarrat Hussain (Suzuki R&D Center), Kaushik Chakraborty (Savills India), and Amla Awasthi (Blackberrys Menswear) shared insights on evolving leadership amidst societal, geopolitical, and business challenges. Key discussions included

emerging trends for 2030, the impact of ESG and climate change, shifting global power dynamics, the US-China conflict, and the transformative role of AI in shaping organisations of the future.



The event provided a comprehensive perspective on navigating complexities in the corporate world, equipping participants with strategies to lead effectively in an ever-changing global environment.

### **Circular-Based Business Model For Sustainable Development**

**September 05, 2024**

The Center for Sustainable Development organised an inspiring seminar at FSM-Gurugram off-campus. The event focused on fostering a deep understanding of sustainability, Corporate Social Responsibility (CSR), and gender equality in the business landscape. The seminar shed light on the vital role women play in driving circular business models and building an inclusive and sustainable future.

The distinguished speakers—Michaela Martin, Senior Vice President of Human Resources at Lindström Group; Hannamari Serlo, Head of Pay and Reward at Lindström Group; and Ashima Chopra, Head of HR, India at Lindström Group—brought a wealth

of expertise and diverse perspectives to the session. The discussions delved into strategies for integrating CSR into core business strategies, making them more impactful and aligned with organisational goals.

One of the central themes of the seminar was Lindström's circular business model, which is a beacon of sustainability in the modern corporate world. Students gained insights into how such a model can help organisations achieve operational efficiency while making a positive impact on the environment.



The speakers inspired students to envision a workplace where inclusivity and diversity drive transformative change. The speakers passionately advocated for embracing Diversity and Inclusion (D&I) as a strategic approach to creating resilient and future-ready businesses.

### How to Tackle Psychometric Tests

**September 12, 2024**

The Personality Enhancement Cell (PEC) at FORE School of Management, New Delhi, in collaboration with the Placement Office, recently organised an insightful and impactful workshop titled "How to Tackle Psychometric Tests" as part of our final placement preparation activities.

This enlightening session was led by the esteemed Prof (Dr.) NK Chadha, who shared invaluable insights into how students can approach psychometric tests confidently. These tests are crucial in the recruitment process, as they assess personality, cognitive skills, and behavioural strengths - elements that go beyond the traditional interview format.



The session empowered students with practical strategies to navigate these assessments effectively.

### **FACULTY SEMINARS**

#### **An award ceremony of the Outreach Program - "FOREsutra"**

**April 04, 2024**

The first edition of FOREsutra, an inventive outreach initiative, culminated with an award ceremony of the Outreach Program - "FOREsutra." The occasion honoured the creativity and dedication of attendees who offered answers to the crucial problem of "Creating Employment." An engaging conversation with Mr. Salil Lal, Executive Vice President (HR) & CHRO, Maruti Suzuki



India Ltd., enhanced the significance of the event and added to its impact.

An interesting and interactive session with Mr. Salil Lal was the event's high point. Well-known for his proficiency in organisational design, industrial and employee relations, Mr. Lal offered insightful commentary on workforce change and job creation.



A program that aimed to combine academic rigour with social commitment came to a fitting finish with the FOREsutra Award Ceremony. In addition to recognising outstanding ideas, the event gave participants a priceless educational opportunity during their meeting with Mr. Salil Lal.

### Personal Finance Basics

**July 12, 2024**

Prof. Tarun K. Soni hosted a presentation on "Personal Finance Basics" on July 12, 2024. Students and professionals interested in deepening their knowledge of personal finance enthusiastically attended the event, which was designed to give participants the fundamental skills they need to manage their finances. Mr. Salman Quraishi, Head of Sales at Zerodha, gave the keynote talk at

the event, which included notable industry professionals from Zerodha.

The goal of the event was to teach basic personal finance concepts while highlighting how crucial sound money management is to reaching financial stability. Important subjects like retirement planning, investing fundamentals, and cautious budgeting were covered for attendees. As the session came to an end, attendees thanked Mr. Quraishi and other business professionals for the chance to learn. The session's insights gave participants the confidence to take charge of their money and use what they learned to reach their short- and long-term financial objectives.

### The Journey from an IAS Officer to a Miracle Man

**September 06, 2024**

Under the direction of Prof. Rajarshi Debnath, a stimulating Faculty Seminar entitled "Navigating Challenges: The Journey from an IAS Officer to a Miracle Man" took place on September 6, 2024. The speaker was Shri Armstrong Pame (IAS), a renowned government servant who made revolutionary contributions to societal progress.

The goal of the seminar was to close the knowledge gap between public administration and social work theory and practice. The seminar focused on the life and achievements of Shri Pame, who demonstrated the transformational potential of creative problem-solving and strong leadership. Students had a unique opportunity to learn about the struggles and victories of a public servant who has pushed the limits of what is feasible, especially in isolated and underprivileged communities.

Shri Pame's story of tenacity and commitment profoundly affected the audience. His story was inspirational and accessible to students studying public administration and social work because it demonstrated the importance of empathy, initiative, and resourcefulness in overcoming obstacles in the real world.



just for individuals but also for entire communities. He shared techniques for mindfulness and emotional balance. His techniques, though simple, felt very impactful and practical. He encouraged students to make mental health a priority, not as an afterthought but as an essential part of our journey toward success.



## **Mind Matters**

**September 06, 2024**

On September 6, 2024, the Academic Office organised an inspiring talk titled “Mind Matters” delivered by Mr. Rohit Ranjan, an internationally acclaimed faculty member of the Art of Living. Mr. Ranjan, who has worked extensively in conflict zones like Jammu & Kashmir and countries like Nepal, Sri Lanka, and Vietnam, shared powerful insights into understanding and managing the mind, leaving the audience deeply moved and reflective.

He explained that our experiences are processed by the mind, making mental well-being the foundation for effectively dealing with life’s ups and downs. Mr. Ranjan shared real-life examples of his work with young people, especially in areas affected by conflict or addiction. These stories showed how understanding and training the mind can lead to incredible transformation, not

## **Understanding Financial Behaviour and Financial Goal Setting**

**September 13 and 18, 2024**

The Faculty Workshop on “Understanding Financial Behaviour & Financial Goal Setting,” organised by Dr. Prachi Bhatt. The workshop aimed to explore the connection between financial behaviour and financial goal setting.

The sessions were led by two distinguished speakers: Dr. Himanshu Joshi, Professor of Finance & Accounting, and Dr. Prachi Bhatt, Professor of OB & HR. Their expertise and engaging delivery made the sessions both educational and thought-provoking.

Dr. Bhatt’s session focused on the introduction to the basics of financing and spending habits. Dr. Joshi’s session focused on the psychological aspects of financial decision-making.



The workshop encouraged the students to reflect on their financial habits and the importance of developing disciplined behaviours to achieve long-term financial goals. The interactive workshop included activities like financial goal-mapping and developing a retirement budget. These exercises not only reinforced the theoretical concepts but also made the sessions more engaging and relatable.

The workshop was a resounding success, and the efforts of Dr. Bhatt and Dr. Joshi in creating such an enriching experience were greatly appreciated by all who attended.

### **Blockchain Technologies and Their Applications**

**September 25, 2024**

A workshop on “Blockchain Technologies and their Applications” was organised by Prof. Shilpi Jain, with Dr. Satya N. Gupta as the keynote speaker. Dr. Gupta, a distinguished expert in technology and innovation, brought his vast experience and passion for blockchain to the session, leaving the audience inspired and better informed about this transformative technology.

The workshop aimed to simplify the complex world of blockchain and highlight its real-world impact. Dr. Gupta emphasised the unique ability of blockchain to create trust in systems by recording data transparently and permanently, removing the need for intermediaries. He shared compelling examples of how blockchain is reshaping industries. Through relatable case studies, he demonstrated how businesses and governments are already using this technology to solve real-world problems,

from managing digital identities to creating smart contracts that execute automatically.

The session was interactive and engaging, with students and professionals eagerly asking questions about blockchain’s challenges and possibilities. Dr. Gupta tackled tough topics like energy consumption, regulatory hurdles, and scalability issues, offering thoughtful perspectives and highlighting ongoing efforts to address these challenges.

# *The Creative Heads*





## **The Creative Heads**

### **“Essence of Me”**

In this beguiling world,  
I choose to be a brook  
To bestow serenity and solitude  
In this pleasing world,  
I choose to be clay  
To symbolise renewal and reincarnation  
that comes to play  
In this charming world,  
I choose to be light  
To personify hope in every dark sight  
In this alluring world,  
I choose to be a mirror  
To embody the reflection of every soul to  
be prettier  
In this stunning world,  
I choose to be a rainbow  
To signify hope and unity to always grow  
In this exquisite world,  
I choose to be a book  
To nurture every dream that has been  
looked  
In this bonny world,  
I choose to be a bird  
To exhibit nobility and freedom in this  
herd  
In this fancy world,  
I choose to be a song  
To express emotions that are so strong  
In this ravishing world,  
I choose to be a poem  
To add a sparkle of creative charm  
In this heavenly world,  
I choose to be me

To adore, praise and admire  
To transform, remould and aspire!

**Khushi Gupta**  
**331206**

### **The Death of Time**

‘Tis music does but echoes in the wide  
halls of chiming and upside-down wall-  
sprinting chandeliers. Thee walk’th with a  
cherry pair of couples. They speak words  
of relish, you walk steps of splintered  
lightbulbs. You avoid jarring against her  
fingers, you avoid catching her words in  
your mouth. Despite the pathway  
wreathed in Aurum, you started with a  
shadow, and you must walk with one.

The portrayal of Time is unbudged on the  
opposite side, looking upon you with His  
pitch-black robe, coal-hue eyes and a cup  
of mortal caffeine. There’s sharp claws and  
ink-mist creeping through the gates,  
patiently clinging on to the otherwise  
lucid walls. Tears of blood drip down the  
needles of a maroon 12-hour clock and  
collect up in a pool of breathless, grim  
agony.

The Murder of Time worth saving and yet  
not. Evident shrapnels of His instance  
(Especially His minute’s finger, since that’s  
where we all lie) lie half-wasted on a red-  
carpet

Blood in hours and small, sharp foot-  
pricking seconds. His preposterous, ebony  
clothing lies hooked on a chandelier in the

middle of the hallway, shrivelled & ragged.  
Doesn't reach me but sweeps me away  
with it and the wind. His exposed corpse's  
hooked up-from the neck. A chunk of coal  
has become the moldy sapphire.

Time wasn't wavy, you'd find no white  
scales on the length of his fingers. Initially,  
you'd beg to differ but it's, after all, just a  
blank-slated, empty cup of what was  
supposedly coffee. A symphony of high-  
pitched alarm-like voices are heard down  
the hall. Funeral, you'd reckon?

You'll come wearing the extremes of grey,  
but what about them?

Those which speak words of a chocolate  
fondue. Those which will never look back  
at a tragedy? A Boy and a Girl who'll never  
dig deep, nor will they ever look high up in  
the sky.

Never hold His corpse, cry for His demise,  
dig their nails into His lifeless back nor will  
they peek at the way He's engraved up  
there

Eyes looking down upon us, bleeding onto  
our foreheads.

They'll never see.

**Arnav Gupta**  
**055067**

## A Tussle for Light, Against the White



They walked and they walked,

To win a historic fight.

"We have been your slaves for so long"  
they said,

"It's time when we fight for the liberation  
of our rights".

'Simon, Go back' was their war cry,

For the flame to be free, had got ignite.

They neither had guns nor did they have  
swords,

For all they had as weapons was zeal and  
might.

It was 1928, a year not so bright,

For we have lost the 'Lion of Punjab', after  
Scott's orders for Lathi smite.

Still our brave hearts resisted for days and  
woke up for nights, For there was no going  
back and no reason to get fright.



There was a big war ahead, And Indians  
were all unite.

For they were done living in the dark, And  
sought to gift future generations, the  
precious freedom light.

**Umang Saini**  
**055114**

### **There Lies Profound Beauty in this Uncertainty**

There lies profound beauty in this  
uncertainty,

Untamed decisions often take the mind by  
storm.

For within me, resides a constant state of  
perplexity.

Walking without purpose, bare feet in this  
robust city,

Suddenly reminds of a naked, vulnerable  
form.

There lies profound beauty in this  
uncertainty.

This stage fright wants to take over my  
sociality,

Making me anxious every time I am asked  
to perform.

For within me, resides a constant state of  
perplexity.

Old memories resurface, giving rise to my  
anxiety.

Inexplicable rush of adrenaline makes the  
heart warm.

There lies profound beauty in this  
uncertainty.

A sign of light appears as if it was fed up of  
my complexity,

Yet there arises an insurmountable  
pressure to conform.

For within me, resides a constant state of  
perplexity.

Maybe it's time to succumb to a wavering  
reality,

Along with a deep desire to defy the norm.

There lies profound beauty in this  
uncertainty.

For within me, resides a constant state of  
perplexity.

*P.S.- This is a Villanelle, following the rhyme  
scheme of ABA for their tercets, and ABAA  
for the quatrain.*

**Aruni Tripathy**  
**183011**

### **I'm Not, Yet I'am**

I'm not the mess you might find me  
around,

Neither am I defined by the tears strolling  
down,

I'd rather be the one to be surrounded  
with tranquility around,

To be the queen whom no fears could  
drown.

I'm not the harsh words I might say,  
Neither am I shielded by utmost strength,  
I am someone who has been trying to save  
herself,

From any hurt, agony, pain or despair.

I don't wish to be one who gets stuck in  
dilemmas,

Neither do I wish for the weight of doubts  
to push me down,

I'd rather wish for clouds of hope all  
around,

I wish to fly with the wings of dreams, far  
away, up above from the ground.

Not the oh so perfect ! you might see me  
as,  
Neither the person who shows that they  
know it all,  
I'm just someone whose confidence is  
somewhere lost,  
Someone who no longer wants people to  
find faults.

They called me names, all synonymous  
with being weak and dull,  
No I'm not that, my insides yell, but to the  
world around, how do I tell ?  
I wish to scream how I'm keeping myself  
up,  
I'd rather be the mighty warrior

I'm not who they call a coward and scared,  
I'm the one who silently fights all battles  
and fears.  
I'm not the unpleasant or timid one who  
you know  
I'm sensitive and humble, but I better not  
show

For the innocent with their spirit to love  
and care  
Have always been slayed down by the  
sword of hate.  
So if I be rude, I gladly accept I am  
If I be inconsiderate, you're welcome for  
that name

Moments of hurt and despair have carved  
the way  
Yet I'll always stand up for the real who I  
am, the fierce yet soft, all night and day  
**Astha Pant**  
**321013**

## **DIVERSITY AT FORE**

Roshan Haque, a PGDM student (Batch 2023-25) from Guwahati, Assam, is an award-winning mime artist honoured with the Young Talented Artistes Award by the Ministry of Culture. Trained by his father, renowned mime artist Moinul Haque, Roshan has performed nationally and internationally, including in Vancouver. Balancing academics and art, he uses discipline, creativity, and adaptability—skills from mime—to excel in his MBA journey. Passionate about promoting the rich culture of the North East, he aims to establish institutions for mime and inspire others to pursue their passions alongside professional growth.





**Students' Achievements in the Co-Curricular Events Organized by Other Colleges and Institutions**

S. No.	Name	Roll No.	Event	Institute/ Organizer	Date	Position
1	Akansha Gupta	311165	The Grand Collab - Marketing Competition	IIM Rohtak	May 05, 2024	All India Rank 3
2	Vidya Shankar	173059	Rainbow Lens – video contest	Bain Capability Network	June 20, 2024	Wild card entry for individual performance
3	Akshi Jain	064005	La Marque Challenge	Indus Valley Cosmetics	June 21 - July 14, 2024	All India Rank 1
4	Akansha Gupta	064065	La Marque Challenge	Indus Valley Cosmetics	June 21 - July 14, 2024	All India Rank 1
5	Ritika Khandelwal	173041	Buzz-R The Idea Bazaar	United Biscuits	July 29, 2024	First
6	Shreyansi Deolia	173050	Buzz-R The Idea Bazaar	United Biscuits	July 29, 2024	First
7	Shubham Jaiswal	321111	Buzz-R The Idea Bazaar	United Biscuits	July 29, 2024	First

8	Pallavi Agrawal	321106	Buzz-R The Idea Bazaar	Delhi School of Economics	July 29, 2024	First
9	Parth Jain	321149	HPAIR Conference	Harvard University, Cambridge	August 21 -25, 2024	Delegate from India
10	Manan Ahuja	183080	Entrivia - The Business Quiz	Indian Institute of Technology, Indore	August 31, 2024	Second
11	Akshi Jain	064005	Flipkart Wired 8.0, Business Track	Flipkart	August 05 - September 01, 2024	National Semi Finalists as well as Campus winners
12	Shivam Gupta	064006	Flipkart Wired 8.0, Business Track	Flipkart	August 05 - September 01, 2024	National Semi Finalists as well as Campus winners
13	Srijanika Tiwari	064053	Flipkart Wired 8.0, Business Track	Flipkart	August 05 - September 01, 2024	National Semi Finalists as well as Campus winners
14	Akshi Jain	064005	Flipkart Wired 8.0, Product Track	Flipkart	August 05 - September 01, 2024	National Semi Finalists as well as Campus winners



15	Gauranshi Trivedi	321078	Flipkart Wired 8.0, Product Track	Flipkart	August 05 - September 01, 2024	National Semi Finalists as well as Campus winners
16	Akansha Gupta	064065	Flipkart Wired 8.0, Product Track	Flipkart	August 05 - September 01, 2024	National Semi Finalists as well as Campus winners
17	Raman Sharma	064034	Consumer Conundrums - The Quiz Competition	Indian Institute of Management, Rohtak	September 15, 2024	First
18	Manan Ahuja	183080	Moneyball	BITS Pilani	September 22, 2024	First
19	Aditya Narang	183002	Moneyball	BITS Pilani	September 22, 2024	First
20	Hritik Chauhan	064020	FinQuest 2024	Marsh McLennan (Mercer)	September 23, 2024	Campus Winners
21	Sameeha Karim Khan Abdul	331103	FinQuest 2024	Marsh McLennan (Mercer)	September 23, 2024	Campus Winners

22	Ritam Mishra	331160	FinQuest 2024	Marsh McLennan (Mercer), Jamshedpur	September 23, 2024	Campus Winners
23	Riny Maheshwari	183037	Negotiator's Table	The Entrepreneurship Club, Jindal Global Business School, Sonipat (O.P. Jindal Global University	September 28, 2024	Second



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