



K.R. MANGALAM UNIVERSITY
THE COMPLETE WORLD OF EDUCATION

SAMEEKSHA

SCHOOL OF MANAGEMENT AND COMMERCE

NEWSLETTER OCTOBER TO DECEMBER 2025





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FROM THE EDITOR'S DESK



The School of Management and Commerce (SOMC) at K.R. Mangalam University continues to move forward with a strong commitment to academic excellence, innovation, and holistic student development. As we reflect on our ongoing academic journey, it is inspiring to witness the collective efforts of our students, faculty members, and industry partners in creating a vibrant and intellectually stimulating learning environment.

At SOMC, learning goes beyond the boundaries of the classroom. Our academic programs are designed to encourage critical thinking, analytical ability, and practical understanding of contemporary business challenges. Through a blend of rigorous coursework, case-based learning, and industry exposure, we aim to equip students with the knowledge and skills required to thrive in an increasingly dynamic and competitive global landscape.

Research remains a cornerstone of our academic ecosystem. Faculty members and students are actively engaged in scholarly pursuits that contribute to knowledge creation and address emerging issues in management, commerce, and allied disciplines. Conferences, research publications, collaborative projects, and knowledge-sharing sessions continue to strengthen our culture of inquiry and intellectual growth.

Equally significant is our emphasis on co-curricular and extracurricular engagement. Student clubs, competitions, workshops, and interactive events provide platforms for learners to explore their talents, develop leadership abilities, and build meaningful professional networks. These activities play a vital role in nurturing confidence, teamwork, creativity, and responsible citizenship among our students.

The achievements and initiatives highlighted in this edition reflect the dedication and enthusiasm of the SOMC community. Each milestone, whether academic, research-oriented, or co-curricular, represents our shared vision of developing competent professionals and responsible leaders for the future.

As we continue this journey, we remain committed to fostering an environment that encourages innovation, collaboration, and lifelong learning. I extend my sincere appreciation to the faculty, students, and contributors whose efforts make this publication a true reflection of our collective growth and accomplishments.

Dr. Anumeha Mathur

Editor - Sameesksha

FROM THE DESK OF THE IQAC COORDINATOR



The pursuit of excellence in higher education requires a sustained commitment to maintaining and enhancing academic standards. At the School of Management and Commerce, this commitment is reflected in the consistent efforts made to strengthen institutional processes, promote innovation in teaching and learning, and support an environment that encourages both academic and professional growth.

The Internal Quality Assurance Cell (IQAC) plays an important role in guiding and supporting initiatives that enhance institutional effectiveness. By encouraging outcome-oriented education, facilitating academic reviews, and promoting the adoption of best practices, IQAC works closely with faculty and academic leadership to ensure that the learning experience remains relevant, rigorous, and aligned with contemporary industry and societal expectations.

Another key focus area is the promotion of a strong research culture within the institution. Faculty members and students are increasingly engaging in scholarly activities, collaborative research, and knowledge-sharing platforms that contribute to intellectual development and academic visibility. These efforts are complemented by continuous feedback mechanisms, academic monitoring, and professional development initiatives that help strengthen teaching quality and institutional performance.

Equally encouraging is the active participation of faculty, students, and external stakeholders in shaping a progressive academic ecosystem. Such collaboration enhances transparency, strengthens institutional processes, and supports a culture where continuous improvement becomes a shared responsibility.

As we move ahead, IQAC remains dedicated to fostering a culture that values accountability, innovation, and academic integrity. Through collective effort and a shared vision for excellence, we continue to work towards strengthening the academic environment and ensuring meaningful learning experiences for our students.

Dr. Shikha Dutt Sharma

**Editor
IQAC Coordinator**

WORDS FROM THE LEADERSHIP



Dear Readers,

It is a pleasure to share a few reflections as we continue our academic journey at K.R. Mangalam University. Institutions of higher learning play a critical role in shaping not only professional competence but also the character, curiosity, and vision of future leaders. At KRMU, we remain committed to nurturing an environment where knowledge, innovation, and values come together to create meaningful educational experiences.

The School of Management and Commerce has consistently contributed to this vision by promoting a culture of academic engagement, research exploration, and active student participation. Through dynamic teaching methods, industry interactions, and diverse learning opportunities, the school strives to ensure that students develop a well-rounded understanding of the business and management landscape.

Equally important is our focus on encouraging creativity, leadership, and social awareness among students. Activities beyond the classroom—ranging from research initiatives and collaborative projects to student-led events—play a significant role in shaping confident individuals who are prepared to take on real-world challenges.

As the university community continues to grow, our collective efforts remain directed toward building a culture that values intellectual curiosity, ethical responsibility, and continuous learning. With the dedication of our faculty, the enthusiasm of our students, and the support of our partners, we are confident in our ability to contribute meaningfully to the evolving world of education and society.

I extend my best wishes to School of Management and Commerce for continued learning, achievement, and progress.

Prof. Raghuvir Singh
Vice Chancellor
K.R. Mangalam University

FROM THE DEAN'S DESK



Dear Readers,

Greetings!

It is our pleasure to share the latest edition of Sameeksha for the academic year 2025–26, reflecting the continued academic vibrancy and intellectual engagement at the School of Management and Commerce (SOMC), K.R. Mangalam University. Each new session brings with it fresh opportunities to learn, explore, and grow, and this year is no exception as we continue to strengthen our commitment to academic excellence and student development.

At SOMC, we strive to create a learning environment that encourages inquiry, creativity, and meaningful engagement with contemporary business realities. As industries evolve rapidly in response to technological advancements and global changes, it becomes essential for students to develop not only strong conceptual foundations but also the ability to think critically, adapt quickly, and apply knowledge in practical contexts.

Beyond academics, we also recognize the importance of nurturing well-rounded individuals. Our focus extends to promoting personal development, ethical awareness, and a balanced approach to learning that supports both intellectual and emotional growth. Through diverse academic initiatives, student activities, and collaborative engagements, we aim to cultivate confident, responsible, and socially aware future professionals.

This edition of Sameeksha captures many of the initiatives, achievements, and learning experiences that contribute to the dynamic culture of SOMC. It reflects the collective efforts of our students, faculty, and academic community in fostering a space where ideas flourish and learning continues beyond the classroom.

We extend our best wishes to all our readers and students for a rewarding and inspiring academic journey ahead.

Happy Reading!

Dr. Jitin Gambhir

Dean, SOMC

ABOUT SCHOOL : VISION AND MISSION

School of management and Commerce offers a diverse range of programs; our courses are thoughtfully crafted with the industry expertise and the inputs from top academicians of the world, to cater to the dynamic and evolving needs of the industry. Our curriculum is a perfect blend of theoretical foundations with practical applications ensuring that our graduates are well-prepared to navigate the complexities of the modern business world. Our dedicated faculty members bring a wealth of industry experience and insight to the classroom, ensuring that students receive quality education in management, commerce, and business administration. The dedicated faculty team fosters an environment of intellectual curiosity and continuous learning.

We take immense pride in our vibrant and inclusive community where students from diverse backgrounds come together as a team to learn, lead and innovate. Our extensive network of alumni, corporate partners and academic collaborations provide unparalleled opportunities for professional growth and networking

Our Vision

To be a Top Business School in India recognized globally for Excellence and Innovation in Management Education and Research

Our Mission

The mission of the Business School is to

1. Nurture, Innovative and Ethical Leaders capable of managing change
2. Leverage Technology developing proficiency in students, enabling them to thrive in dynamic business models
3. Foster Research to advance the theory and practice of Management
4. Develop compassionate and socially responsible business leaders

Our Values

- Integrity
- Compassion
- Inclusivity
- Discipline
- Perseverance
- Patriotism



FACULTY ACHIEVEMENT

Rhetoric Club Earns Prestigious Recognition from the Department of Student Welfare



Dr. Anumeha Mathur with Student Team

Dr. Anumeha Mathur, Convener of the Rhetoric Club at the School of Management and Commerce, K.R. Mangalam University, has been associated with a notable achievement as the Rhetoric Club was recognized as the “Best Club + Mega Club Event Winner” for the period June–December 2026 by the Department of Student Welfare. The recognition was conferred by the Department of Student Welfare, under the leadership of Prof. (Dr.) Shweta A. Bansal, Dean, DSW, and Dr. Shivani Sehgal, Assistant Dean, DSW, whose continued encouragement has strengthened student-led initiatives on campus.

This recognition highlights the dedication, creativity, teamwork, and discipline demonstrated by the club’s student members and faculty coordinators. The club was led by Dr. Anumeha Mathur as Convener. The recognition reflects the university’s commitment to fostering leadership, creativity, and active student engagement through vibrant co-curricular initiatives.

Dr. Deepika Choudhary Presents Research at SEEDS 2025 International Conference in Thailand



Dr. Deepika Choudhary: Presenting research paper at SEEDS 2025, Thailand

Dr. Deepika Choudhary from the School of Management and Commerce, K.R. Mangalam University, presented her research paper titled “AI-Driven Sustainable

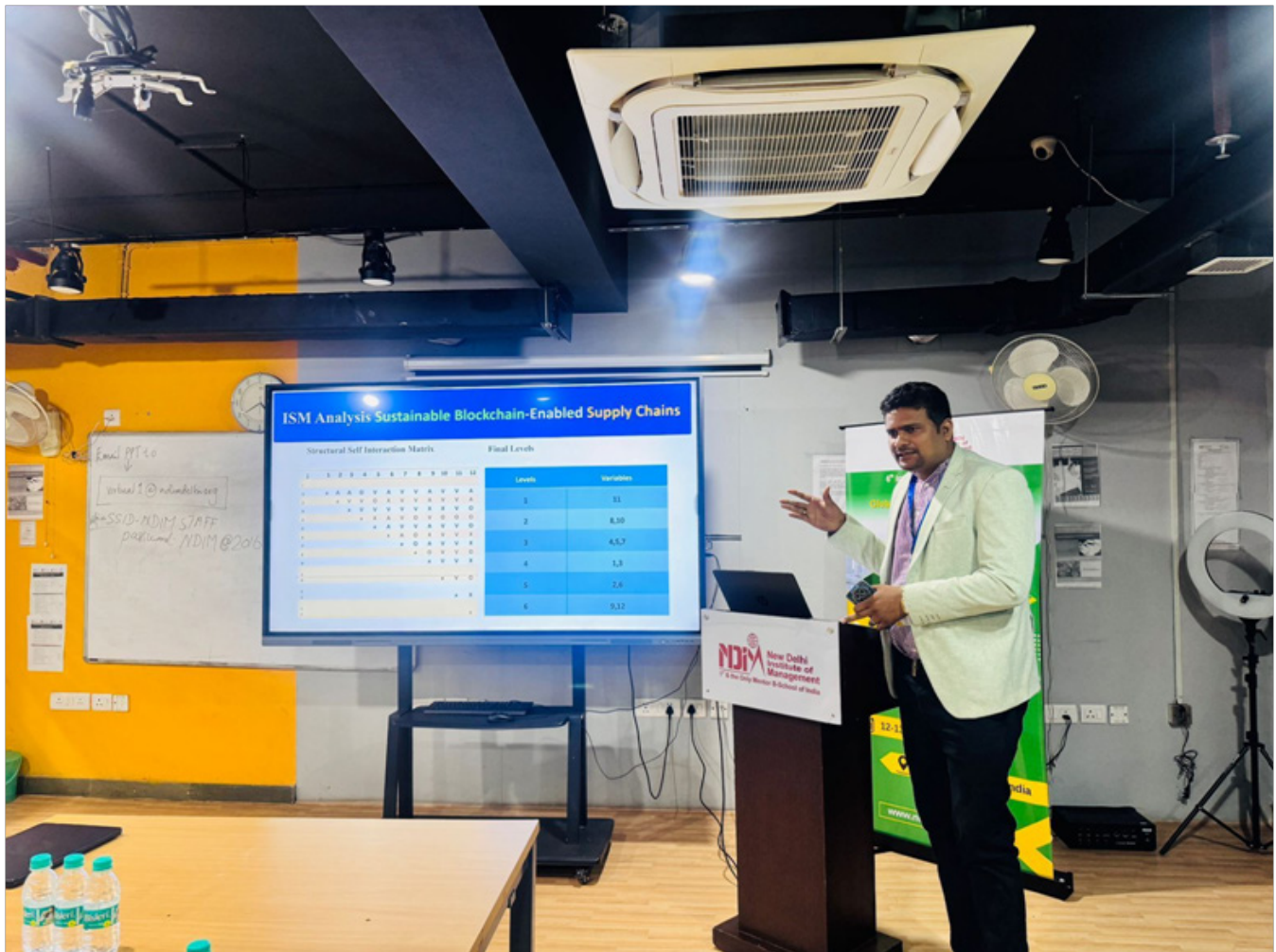
Entrepreneurship” as an onsite participant at the 3rd International Conference on SEEDS 2025 held in Thailand.

The conference was organized in collaboration with leading international institutions, including Prince of Songkla University (Thailand), Jaipuria University (India), and Middlesex University (UAE). The event brought together scholars, researchers, and industry experts to engage in discussions on sustainability, digital innovation, and inclusive development.

The SEEDS conference serves as an important global platform for knowledge exchange and interdisciplinary dialogue on emerging sustainability challenges and technological advancements.

Dr. Choudhary's participation and presentation highlighted the role of artificial intelligence in promoting sustainable entrepreneurial practices. Her contribution also represented the School of Management and Commerce (SOMC), K.R. Mangalam University, at an international academic forum, reflecting the institution's continued engagement with global research initiatives.

SOMC Researchers Win Best Paper Award at International Conference



Dr. Vijay Prakash Sharma: Presenting paper at the 6th International Conference on Global Financial and Business Environment and awarded the Best Paper Award

Dr. Vijay Prakash Sharma and Dr. Mansi Yadav from the School of Management and Commerce, K.R. Mangalam University, have been awarded the Best Paper Award at the 6th International Conference on Global Financial and Business Environment, held at NDM, New Delhi on 12th and 13th December.

Their research paper titled "Sustainable Blockchain-Enabled Supply Chains for Resilient and Robust Logistics Networks" was recognized for its valuable contribution to the field of sustainable supply chain management and emerging digital technologies in logistics.

The research was conducted in collaboration with Ms. Akanksha Kathuria, and the award acknowledges the team's collective effort, insightful analysis, and dedication to advancing research in sustainable and technology-driven supply chain practices.

The recognition reflects the strong research culture at K.R. Mangalam University, which continues to encourage faculty members to engage in impactful academic work and contribute to national and international scholarly discussions.

Dr. Vijay Delivers Keynote Address at International Patent Conclave 2025 at BHU



Dr. Vijay from the School of Management and Commerce, K.R. Mangalam University, was invited to serve as the Keynote Speaker at the International Patent Conclave 2025, hosted at Banaras Hindu University (BHU), Varanasi, on 22 November 2025.

During the conclave, Dr. Vijay delivered a keynote address on “Supply Chain Innovations,” highlighting emerging trends and the role of innovative practices in strengthening modern supply chain systems. The event brought together scholars, innovators, and researchers to discuss the importance of innovation, intellectual property, and research-driven development. The conclave was further enriched by the presence of Hon’ble Minister Dr. Dayashankar Mishra, who attended the event as the Guest of Honour, adding significance to the discussions and deliberations.

The event was organized in collaboration with WeGrow Pvt. Ltd., providing a platform for meaningful dialogue on innovation and patents. Dr. Vijay’s participation reflects the university’s continued engagement with academic forums that promote research, innovation, and collaborative knowledge exchange.

Guest Lecture by Dr. Anumeha Mathur on “Gen Z as a Brand: Marketing Yourself for GD–PI Success” at DPG



Dr. Anumeha Mathur: delivering guest lecture at DPG Degree College

Dr. Anumeha Mathur from the School of Management and Commerce, K.R. Mangalam University, was invited to deliver a guest lecture on 17th November 2025 at DPG Degree College on the topic “Gen Z as a Brand: Marketing Yourself for GD–PI Success.”

The session focused on guiding MBA students on how to strategically position themselves, build a strong personal brand, and confidently navigate Group Discussion and Personal Interview rounds. The lecture emphasized the importance of self-presentation, communication skills, and professional branding in today’s competitive job market.

The interactive session witnessed enthusiastic participation from students, leading to engaging discussions on career readiness and personal development.

STUDENTS' ACHIEVEMENTS

SOMC Students Shine at interuniversity Debate competition



Students Participating in Debate Competition



Student Addressing at the Inter-University Debate Competition 2025 in the Presence of Assistant Dean SOMC and others

Students of the School of Management and Commerce (SOMC), K.R. Mangalam University, achieved remarkable success at the Inter-University Debate Competition 2025, organized on 20 November 2025. The competition revolved around the thought-provoking theme “Unity in Diversity: Idealistic Vision or Realistic Goal?”, providing a platform for students to engage in meaningful dialogue on national integration, cultural harmony, and social cohesion.

Demonstrating exceptional analytical thinking, persuasive communication, and debating skills, the students of K.R. Mangalam University secured top positions in the competition. Manmeet and Rajat from B.Com won the First Prize, while Mansi and Vandana from MBA-I secured the Second Prize. Prakhar from MBA earned the Third Prize for his impressive performance.

The debate encouraged participants to critically examine the concept of unity in diversity by presenting arguments from multiple perspectives, including historical, social, and contemporary dimensions. Through structured presentations and rebuttals, students showcased their ability to articulate ideas, analyze complex issues, and engage in constructive discussions.

This achievement reflects the strong emphasis placed by K.R. Mangalam University on developing students’ communication skills, critical thinking, and responsible citizenship. The competition also aligned with the objectives of SDG 4 (Quality Education) and SDG 16 (Peace, Justice, and Strong Institutions) by promoting informed dialogue, inclusive learning, and democratic engagement among youth.

EVENTS

Orientation on Quality Teaching & Learning through Bloom’s Taxonomy



Orientation Session by Dr. Varuna Tyagi, Dean Academics



Dean SOMC presenting a token of gratitude to Dr. Varuna Tyagi, Dean Academics

The School of Management and Commerce (SOMC), K.R. Mangalam University, in collaboration with the Internal Quality Assurance Cell (IQAC), organized an orientation session on “Quality Teaching & Learning Enhancement through Bloom’s Taxonomy and Effective Lesson Planning” on 31 October 2025 at C Block, K.R. Mangalam University.

The session was conducted by Dr. Varuna, Dean Academics, for BBA Semester I students, with the participation of 76 students. The orientation aimed to introduce students to the principles of outcome-based education, Bloom’s Taxonomy, and structured learning strategies that enhance critical thinking, problem-solving, and academic engagement.

During the session, Dr. Varuna explained the six cognitive levels of Bloom’s Taxonomy—Remember, Understand, Apply, Analyse, Evaluate, and Create, highlighting how these stages help learners progress from basic knowledge to higher-order thinking and innovation. She also encouraged students to adopt a “scientist mindset”, emphasizing curiosity, open-minded thinking, and evidence-based learning.

The session provided students with valuable insights into effective learning practices, reflective thinking, and structured academic planning, strengthening their readiness for outcome-driven education. The initiative aligned with SDG 4 (Quality Education) by promoting inclusive and effective learning approaches for academic growth.

IDEAS 3.0 at K.R. Mangalam University – Innovation with a Purpose! Sustainable Packaging



Demonstration of Sustainable Packaging by SOMC students with faculty team



Students Of SOMC showcased their creativity and commitment to sustainability

Students from the School of Management and Commerce, K.R. Mangalam University, showcased their creativity and commitment to sustainability at IDEAS 3.0, organized on 6th and 7th November an institutional platform celebrating innovation, entrepreneurship, and purposeful thinking.

Under the guidance of Dr. Anumeha Mathur, students developed a range of sustainable product ideas and eco-friendly packaging solutions as part of a classroom assignment. The initiative encouraged students to translate theoretical learning into practical, impact-driven innovations.

At the SOMC stall, students presented an impressive array of projects, including biodegradable packaging prototypes, upcycled home décor items, reusable daily-use products, and creative business models centered on sustainability. Each project reflected both innovative thinking and a strong sense of environmental and social responsibility.

The initiative was supported by the leadership of K.R. Mangalam University and the School of Management and Commerce, reinforcing the institution's commitment to experiential learning and sustainability-focused innovation. The event provided students with an opportunity to transform classroom ideas into tangible solutions addressing real-world challenges.

IDEAS 3.0 highlighted the enthusiasm and potential of young innovators who are committed to building a more sustainable and responsible future.

Case Study Competition in Collaboration with IIDE



Students presenting their work at the Case Study Competition



Mr. Sunil Xalxo, Digital Marketing Educator and Strategist from IIDE interacting with participants



Participants of the Case study competition with Dean SOMC Dr. Jitin Gambhir and Assistant Dean Dr. Anumeha Mathur

On 6th October 2025, the School of Management and Commerce (SOMC), K.R. Mangalam University, in collaboration with the Indian Institute of Digital Education (IIDE), transformed Room No. C-415 into a hub of ideas, innovation, and strategic thinking with the successful organization of an Inter-School Case Study Competition. Designed for BBA Semester I, MBA Semester I, and Digital Marketing students, the event brought together 27 enthusiastic participants across eight teams, all eager to test their classroom learning against real-world business challenges. The programme began with an inspiring address by Dr. Anumeha Mathur, who highlighted the growing importance of digital strategy and experiential learning in today's competitive environment.

Adding professional depth to the event, Mr. Sunil Xalxo, a renowned Digital Marketing Educator and Strategist from IIDE, guided and evaluated the participants, sharing valuable insights into SEO, content marketing, and data-driven decision-making. Two days prior to the competition, teams received carefully designed case studies from IIDE experts, encouraging them to analyze brand positioning, campaign ideation, and consumer engagement. On the day of the event, each team confidently presented its strategic solutions through well-structured PowerPoint presentations, followed by an engaging question-and-answer session that tested their clarity, creativity, and analytical strength.

The atmosphere throughout the competition was vibrant and intellectually stimulating, as students showcased not only their problem-solving abilities but also their teamwork, leadership, and persuasive communication skills. Industry judges evaluated the teams on innovation, feasibility, reasoning, and presentation effectiveness, while offering constructive feedback to help participants refine their professional approach. Faculty and student coordinators

ensured the smooth conduct of the event, from orientation to the final round, making the experience seamless and enriching for all involved.

The programme concluded on a celebratory note with Dr. Jitin Gambhir, Dean SOMC, presenting a memento to the guest and sharing closing remarks that emphasized the value of industry-integrated learning. The BBA Digital Marketing Semester I team comprising Yuvika, Adhvikaa Sharma, Devansh Malik, and Prakhar Dev Dwivedi emerged as winners, while Mannat and Prakhar Dev were recognized for outstanding individual performance. Their achievements reflected the spirit of innovation and professionalism nurtured at SOMC. Overall, the IIDE Case Study Competition proved to be more than just a contest—it became a memorable learning journey that strengthened analytical thinking, enhanced career readiness, and reaffirmed SOMC's commitment to quality education and holistic student development in the digital era.

Industrial Visit to Grant Thornton Bharat LLP



Participants of the Case study competition with Dean SOMC Dr. Jitin Gambhir and Assistant Dean Dr. Anumeha Mathur



The School of Management and Commerce (SOMC), K.R. Mangalam University, organized an industrial visit to Grant Thornton Bharat LLP on 11 November 2025 for B.Com (ACCA) Semester I students. The visit was coordinated by Dr. Anumeha Mathur, Assistant Professor, SOMC, and saw the participation of 32 students.

The visit aimed to provide students with practical exposure to the operations and professional environment of a leading global consulting and advisory firm. During the visit, students gained valuable insights into the functioning of audit, tax, and advisory services and learned how multidisciplinary teams collaborate to deliver strategic business solutions.

Students also had the opportunity to interact with professionals from various departments, enabling them to better understand industry practices, emerging trends in finance and consulting, and potential career pathways in these domains.

The industrial visit served as an enriching learning experience, bridging the gap between classroom concepts and real-world corporate practices while encouraging students to explore future opportunities in the fields of finance, accounting, and business consulting.

Inter-University AD-MAD Show & Ad-Making Competition 2025



Judges Panel of Ad-MAD show and Ad-Making: Prof. Kartikey Sharma, Dr. Dinesh Kumar, Dr. Anumeha Mathur and Dr. Sarina Asif



Best participants were awarded by Prof. Kartikey Sharma and Dr. Dinesh Kumar



Best participants were awarded by Prof. Kartikey Sharma and Dr. Dinesh Kumar

Inter-University AD-MAD Show & Ad-Making Competition 2025

The School of Management and Commerce (SOMC), K.R. Mangalam University, in collaboration with the Management Society, successfully organized the Inter-University AD-MAD Show & Ad-Making Competition 2025 on 25 November 2025 at the Moot Court, A Block. The event witnessed enthusiastic participation from students across multiple universities, with 188 registrations and 134 active participants.

The competition aimed to encourage creativity, innovation, and strategic thinking among students by providing them with a platform to conceptualize and present engaging advertisements. Participants showcased impressive talent through humorous, emotional, and thought-provoking performances, highlighting their understanding of brand communication, storytelling, and consumer engagement.

The event was judged by Prof. Kartikey Sharma and Dr. Dinesh Kumar, who appreciated the creativity and confidence displayed by the participants. Students presented advertisements on a variety of themes, including consumer products, social messages, and service-based concepts.

The competition concluded with the announcement of winners in both Ad-Making and Ad-Mad categories. Cash prizes and certificates were awarded to the top performers, while all participants received certificates of appreciation.

The event proved to be a vibrant platform for experiential learning, helping students develop communication skills, teamwork, and creative problem-solving abilities. It also promoted inter-university collaboration and provided valuable exposure to real-world marketing and advertising practices.

Inter-University Debate Competition 2025

The School of Management and Commerce (SOMC), K.R. Mangalam University, organized an Inter-University Debate Competition 2025 on 20 November 2025. The event revolved around the thought-provoking theme "Unity in Diversity: Idealistic Vision or Realistic Goal?" and witnessed the participation of 55 students from multiple universities.

The competition provided a vibrant platform for students to express their views on national integration, cultural harmony, and social cohesion. Participants presented compelling arguments both supporting and challenging the theme, exploring historical, social, and contemporary perspectives related to India's diverse identity.

Students from universities including K.R. Mangalam University, The NorthCap University, IILM University, NDGSM

College, and G.D. Goenka University actively participated, making the event intellectually engaging and competitive.

The winners of the competition were Manmeet and Rajat (First Prize), Mansi and Vandana (Second Prize), and Prakhar (Third Prize). Cash prizes and certificates were awarded to recognize their outstanding performance.

The event successfully promoted critical thinking, persuasive communication, and collaborative learning, while encouraging students to reflect on the importance of unity, diversity, and responsible citizenship. The initiative also aligned with SDG 4 (Quality Education) and SDG 16 (Peace, Justice, and Strong Institutions) by fostering meaningful dialogue and inclusive learning.

CLUBS & SOCIETIES

Rhetoric Club Hosts LitTalks – Authors & Ideas 2025



Guest at LitTalks – Authors & Ideas 2025: a Rhetoric Club event



Dr. Shikha Dutt Sharma moderating the panel discussion

The Rhetoric Club at K.R. Mangalam University successfully organized “LitTalks – Authors & Ideas 2025,” a vibrant literary event that celebrated creativity, dialogue, and the power of storytelling. The event was convened by Dr. Anumeha Mathur, Convener of the Rhetoric Club.

The LitFest brought together distinguished authors, thought leaders, and enthusiastic students, creating an engaging platform for meaningful conversations around literature and ideas. A key highlight of the event was the panel discussion titled “Return to Reading: A Modern Revival,” which encouraged thoughtful discussions on the relevance of reading in contemporary times.

Renowned authors Monika Tandon, Rohit Goel, Anupama Jain, Ambika Rikhye, and Capt. Beetashok Chatterjee enriched the event by sharing their insights and experiences with students, inspiring young minds to connect with literature and creative expression.

The success of LitTalks 2025 was also made possible through the collaborative efforts of the Rhetoric Club faculty team and its dedicated student members and volunteers.

LitTalks – Authors & Ideas 2025 reaffirmed the importance of literary platforms within academic spaces, encouraging students to explore ideas, perspectives, and creative expression.

Creative Writing Workshop, "Opening Doors to Imagination"



A group photo after the event

The Rhetoric Club at K.R. Mangalam University successfully hosted an inspiring Creative Writing Workshop, “Opening Doors to Imagination,” on 7th October 2025 as a pan-university offline club activity. Coordinated by Dr. Anumeha Mathur and team the workshop provided students with thought-provoking prompts that encouraged them to explore the realms of imagination, symbolism, and storytelling. Through themes such as The Door That Wasn’t There Yesterday, The Invisible Elephant in the City, The Light Above the House, and Her Story & Beyond, participants

showcased remarkable creativity by crafting narratives spanning fantasy, magical realism, social commentary, psychological reflections, and women-centric perspectives. The session not only nurtured students’ literary imagination and narrative skills but also encouraged them to experiment confidently with diverse genres, structures, and emotional depth. The enthusiastic participation and exceptional quality of the stories created made the workshop a resounding success, reinforcing the university’s commitment to fostering creativity, critical thinking, and expressive excellence among students.

Multilingual Workshop – Exploring Language and Culture Beyond Borders



The team posing after the event



Dr. Biatrisha Mukhopadhyay explaining the symbols

The Rhetoric Club of K.R. Mangalam University successfully organized an enriching Multilingual Workshop on 18th November 2025, aimed at introducing students to the fundamentals of the Chinese language and fostering global cultural awareness. Conducted by Dr. Biatrisha Mukhopadhyay, the interactive session familiarized students with basic Mandarin greetings, common phrases, pronunciation techniques, number symbols, and the fascinating evolution of Chinese characters. Through hands-on activities, real-time language practice, and engaging cultural discussions, participants from SOMC and other schools developed an appreciation for linguistic diversity and intercultural competence. The workshop also included a fun recall activity, with winners receiving authentic Chinese souvenirs, adding a memorable cultural dimension to the event. The initiative reflected the Rhetoric Club's commitment to promoting global perspectives, language learning, and holistic student development.

Management Society

Brand Quiz 2025 – Celebrating Knowledge, Creativity, and Competitive Spirit



The organizing team of Brand Quiz

The Management Society of K.R. Mangalam University successfully organized an exciting Brand Quiz on 28th October 2025 bringing together enthusiastic students from across disciplines for a fun-filled skill-based learning experience. The event tested participants' knowledge of leading Indian and global brands through engaging rounds such as Logo Identification, Tagline Challenge, and Brand Trivia. The quiz not only strengthened students' understanding of branding,

marketing strategies, and real-world business concepts but also fostered teamwork, quick thinking, and healthy competition. The event concluded on a high note with Kartik from the School of Liberal Arts emerging as the winner, impressing everyone with exceptional brand awareness and analytical skills. The activity successfully created an interactive platform that blended academic learning with practical application, reflecting the university's commitment to experiential and holistic education.

Business Plan Poster Presentation



The enthusiastic organizing student team with faculty

The Management Society of K.R. Mangalam University, under the aegis of Student Welfare, successfully organized the Business Plan Poster Presentation 2025 on 11th November 2025. The event served as a vibrant platform for students to showcase their entrepreneurial ideas through innovative and visually engaging poster presentations. Participants from diverse disciplines presented business concepts across sectors such as fintech, sustainable fashion, healthtech, edtech, and agritech, highlighting key aspects

like value proposition, target market, business model, and financial feasibility. The activity fostered creativity, critical thinking, and practical learning while strengthening students' confidence in pitching ideas and solving real-world business challenges. The event was a remarkable success in promoting innovation, collaboration, and entrepreneurial spirit, aligning with the university's vision of holistic and skill-based education.

Sustainability Camp – Promoting Eco-Friendly Living and Responsible Practices



The Management Society of K.R. Mangalam University successfully organized a Sustainability Camp on Eco-Friendly Living & Sustainable Practices on 18th November 2025. Conducted by Dr. Sangeeta Chauhan, the session provided students with valuable insights into practical and sustainable lifestyle choices through engaging discussions, demonstrations, and hands-on activities. The workshop focused on themes such as waste segregation, mindful consumption, resource conservation, and reducing personal carbon footprints. Students actively participated in brainstorming sustainable campus initiatives and pledged to adopt eco-friendly habits in their daily lives. The event effectively fostered environmental awareness, responsible citizenship, and a culture of sustainability among students, reflecting the university's commitment to holistic education and social responsibility.



Dr.Sangeeta taking the session on Eco-Friendly Living & Sustainable Practices

FACULTY RESEARCH UPDATE

Generative AI Enabled Supply Chain Management Handheld Device

This patent published on 20th December 2025 by Dr. Vijay Prakash Sharma presents an innovative technological solution designed to enhance supply chain operations through the integration of generative artificial intelligence with handheld devices. The system enables portable devices used in warehouses, logistics, and manufacturing environments to run AI-powered models that analyze operational data and generate insights in real time. By

providing instant recommendations and data-driven support to workers, the device helps streamline processes, improve coordination, and reduce operational delays. The patented technology aims to make supply chains more intelligent, efficient, and responsive by enabling real-time decision-making and increasing productivity across logistics, manufacturing, and retail sectors.

Like, Share, Compare: Exploring the Mental Health Implications of Social Media Marketing on Gen Z

Book chapter titled “Like, Share, Compare: Exploring the Mental Health Implications of Social Media Marketing on Gen Z” published on 11th November 2025 by Dr. Anumeha Mathur and Dr. Mansi Yadav, examines how modern social media marketing strategies influence the psychological well-being of Generation Z. The study focuses on how platforms such as Instagram, TikTok, and YouTube use targeted advertisements, influencer promotions, and algorithm-driven content to shape user engagement and consumer behavior. The paper highlights how the culture of liking, sharing, and comparing online content can contribute to increased social comparison, body image concerns, fear of

missing out (FOMO), and feelings of anxiety or reduced self-esteem among young users. At the same time, it explores the positive potential of social media in creating awareness, support communities, and access to mental health resources. By analyzing user behavior, marketing strategies, and psychological outcomes, the study emphasizes the importance of responsible digital marketing practices and mindful social media usage. It concludes that understanding the relationship between social media marketing and mental health is essential for developing healthier online environments and promoting balanced digital engagement among Gen Z.

The Impact of Scroll Fatigue on Gen Z’s Mental Well-Being in the Era of Influencer Marketing

“The Impact of Scroll Fatigue on Gen Z’s Mental Well-Being in the Era of Influencer Marketing” is a book chapter published on 11th November 2025 by Dr. Anshul Saluja, Dr. Anumeha Mathur, Dr. Mansi Yadav in the edited volume Cultural Pressures and Mental Health Challenges in Gen Z’s Digital World by IGI Global, explores how continuous exposure to social media content affects the psychological health of young users. The piece discusses how platforms such as Instagram, TikTok, and YouTube are filled with influencer promotions, advertisements, and endless streams of curated content that encourage constant scrolling. This phenomenon, often referred to as scroll fatigue, occurs when users feel mentally exhausted from consuming large

volumes of digital information and marketing messages. The newsletter highlights how repeated exposure to idealized lifestyles and product endorsements by influencers can lead to comparison, digital burnout, reduced attention span, and emotional stress among Gen Z users. At the same time, it emphasizes the need for mindful digital consumption, balanced social media use, and responsible influencer marketing practices. By raising awareness about scroll fatigue, the article encourages individuals and organizations to promote healthier online engagement and support the mental well-being of younger audiences in an increasingly digital environment.

Impact of Pricing and Quality on Purchasing Decisions for Sustainable Products in Tourism: A Consumer Perspective

The book chapter “Impact of Pricing and Quality on Purchasing Decisions for Sustainable Products in Tourism: A Consumer Perspective” published by Dr. Vijay Prakash Sharma on 28th October 2025 in the journal Digital Transformation in Tourism and Hospitality: Sustainable Management Strategies for Long-Term Excellence by Emerald, highlights how modern travelers are increasingly considering sustainability when making tourism-related purchases. The study explores two key factors—price and perceived quality—influence consumers’ willingness to choose eco-friendly tourism products and services such as sustainable accommodations, eco-tours, and environmentally responsible travel options.

The findings suggest that while many consumers value sustainability, their final purchasing decision is strongly affected by whether the product offers good quality and reasonable pricing. When sustainable tourism products are perceived as high-quality and fairly priced, consumers are more likely to support them, contributing to responsible tourism development and environmental conservation. This research emphasizes the need for tourism businesses to balance affordability, quality, and sustainability to attract environmentally conscious travelers.

Machine Learning Based Industry Supplier Relationship Management and Demand Forecasting Kiosk

Design patent “Machine Learning Based Industry Supplier Relationship Management and Demand Forecasting Kiosk” published on 20th October 2025 by Dr. Vijay Prakash presents an innovative kiosk-based system developed to support efficient industry–supplier relationship management and demand forecasting. The design integrates modern digital interfaces with machine learning–driven functionalities, enabling industries to monitor supply patterns and manage supplier interactions through a

centralized kiosk platform. By utilizing data-driven insights, the system supports more accurate demand predictions and facilitates informed decision-making for supply chain operations. The patented kiosk concept aims to enhance coordination between industries and suppliers, improve operational efficiency, and contribute to smarter supply chain management in the context of digital transformation and advanced manufacturing systems.

Big Five Personality Traits and Financial Risk Tolerance among Retail Investors: A Systematic Literature Review

The research paper “Big Five Personality Traits and Financial Risk Tolerance among Retail Investors: A Systematic Literature Review” published on 9th October 2025 by Dr. Divya Singh published in International Journal of Accounting and Economics Studies, explores how individual personality characteristics influence financial decision-making and risk-taking behavior among retail investors. The study reviews existing literature to understand the relationship between the Big Five personality traits—openness, conscientiousness, extraversion, agreeableness, and neuroticism—and

investors’ willingness to take financial risks. The findings suggest that personality plays a significant role in shaping investment preferences, risk tolerance, and portfolio choices. By identifying these psychological factors, the research provides valuable insights for financial advisors, investment planners, and researchers to better understand investor behavior and design strategies that align with individual risk profiles and decision-making patterns.

Understanding the Determinants of Digital Adoption in Financial Institutions: An Application of the Technology Acceptance Model

“Understanding the Determinants of Digital Adoption in Financial Institutions: An Application of the Technology Acceptance Model” authored by Dr. Hamza Naim and Dr. Mohd. Anas published in the journal “Risk Governance & Control: Financial Markets & Institutions” on 7th October 2025, examines the key factors that influence the adoption of digital technologies within financial institutions. Using the Technology Acceptance Model (TAM) as a theoretical framework, the study analyzes how elements such as

perceived usefulness, ease of use, and user attitudes impact the willingness of organizations to integrate digital solutions into their operations. The research highlights that successful digital adoption depends not only on technological infrastructure but also on user acceptance and organizational readiness. The findings provide valuable insights for financial institutions aiming to enhance efficiency, improve customer services, and successfully transition toward digital transformation in the evolving financial landscape.

Exploring the Evolution of Consumer Behavior in the Metaverse: Implications for E-Commerce Strategy

The research paper “Exploring the Evolution of Consumer Behavior in the Metaverse: Implications for E-Commerce Strategy” by Dr. Jitin Kumar Gambhir on 4th December 2025 examines how emerging virtual environments are reshaping the way consumers interact, shop, and make purchasing decisions online. The study discusses how metaverse creates immersive digital experiences that influence consumer engagement, brand interaction, and

purchasing behavior. It highlights the opportunities for e-commerce businesses to develop innovative marketing strategies, personalized shopping experiences, and virtual brand presence within these digital spaces. The research provides valuable insights for businesses and marketers seeking to adapt their e-commerce strategies to the rapidly evolving virtual marketplace and changing consumer expectations.

Towards Sustainable Retirement: The Impact of Digital Financial Literacy and Behavioural Mediators

The research paper titled “Towards Sustainable Retirement: The Impact of Digital Financial Literacy and Behavioural Mediators” by Dr. Vijay Prakash and Dr. Mansi Yadav on 3rd December 2025, explores how digital financial knowledge influences individuals’ ability to plan for a secure and sustainable retirement. The study highlights the role of digital financial literacy in helping individuals understand financial tools, manage savings, and make informed

investment decisions. It also examines behavioural factors such as financial attitudes, planning habits, and decision-making patterns that act as mediators in shaping retirement preparedness. The findings emphasise that improving digital financial awareness and encouraging positive financial behaviours can significantly support individuals in building long-term financial security and achieving sustainable retirement goals.

Towards Sustainable Retirement: The Impact of Digital Financial Literacy and Behavioural Mediators

The research paper “From Growth to Future: Exploring Trends in Sustainable Financial Products” published on 29th November 2025 by Dr. Sangeeta Chauhan, examines the growing importance of sustainability in the financial sector and the increasing demand for responsible investment options. The study highlights emerging trends in sustainable financial products such as green bonds, socially responsible investments, and environmentally focused funds. It discusses

how investors and financial institutions are increasingly prioritizing environmental, social, and governance (ESG) considerations while making financial decisions. The research emphasizes that sustainable financial products not only support long-term economic growth but also contribute to environmental protection and social well-being, shaping the future direction of the global financial market.

PLACEMENT

The School of Management & Commerce continues to uphold its commitment to academic excellence and industry readiness, reflected in the consistent success of its placement initiatives. Through a blend of rigorous curriculum, industry interface, skill development programs, and dedicated mentorship, our students have demonstrated remarkable employability across diverse sectors. The placement outcomes this year stand as a testament to the hard work, resilience, and professional competence of our students, as well as the strong relationships the institution shares with leading recruiters. We are proud to present the placement highlights that showcase the promising career trajectories of our graduates.

S.NO	NAME	COURSE	COMPANY	DESIGNATION
1	ARYAN TANWAR	BBA (H) (Research)	Aryan Enterprises	Social Media Executive
2	DHRUV YADAV	BBA (H) (Research)	House4You	Sales Assistant Executive
3	HARSHIT MANGLA	BBA (H) (Research)	Rajveen Builders Pvt Ltd	Director
4	MEHAK GAUBA	B.Com (H) (Research)	Analah	Wealth Manager- Sales
5	SHAMA NULL	BBA (H) (Research)	Aryan Enterprises	Social Media Executive
6	KUNAL HARITAS	BBA (H) LSCM Safespress (Research)	Movex Services Pvt. Ltd.	Executive- Growth & Alliance
7	MONITA THAKURI	BBA (H) (Research)	Rajveen Builders Pvt Ltd	Accounts Intern
8	ANSH GOYAL	BBA (H) (Research)	Vijay Laxmi Travels	Data Entry Executive

9	SHREEYANSH DIXIT	BBA (H) (Research)	Pixelpop Digital	Social Media Manager
10	CHIRAG	BBA (H) (Ent.) with GCEC Global (Research)	The Indus Group Co.	Business analyst
11	LAKSHAY DUDEJA	BBA (H) (Research)	The Indus Group Co.	Sales Associate
12	PIYUSH DUDEJA	BBA (H) (Research)	The Indus Group Co.	Sales Associate
13	PRASHANT	BBA (H) (Research)	The Indus Group Co.	Business analyst
14	SHIVANYA GUPTA	BBA (H) (Research)	Evergreen Bikes	HR executive
15	ABHINAV GUPTA	BBA (H) (Ent.) with GCEC Global (Research)	Vihan Trading Co.	Operations Manager
16	SUMIT KUMAR MISHRA	B.Com (H) (International Accounting & Finance) (ACCA- UK) (Research)	Ambuquick Healthcare Pvt Ltd	Finance Intern
17	VISHAL SINGH	BBA (H) LSCM Safespress (Research)	JKM Enterprises	Account Assistant Manager
18	AKANKSHA JOSHI	BBA (H) (Research)	NPS Retail Solutions	HR Intern
19	HARDIK CHAWLA	BBA (H) (Research)	Nirankari Home & Kitchen Ware	General Manager
20	KUNAL SHARMA	BBA (H) (Research)	Dev Engineering Works	Finance Intern
21	MANI KANSAL	BBA (H) (Research)	K. K. Mawa Merchants	Finance Intern
22	NAITIK AGGARWAL	BBA (H) (Research)	Raj Paneer Bhandar	General Manager
23	PURVA SINGH	BBA (H) (Research)	NPS Retail Solutions	HR Intern
24	UDIT YADAV	BBA (H) (Research)	Shri Vinayak Engineering Solutions	Finance Intern
25	ANUSHKA PATEL	BBA (H) (Research)	SRatan Financial Distributors Pvt. Ltd.	Relationship Manager
26	BHAVIKA JOSHI	BBA (H) (Research)	Aquafresh Water Purifiers	Sales Executive
27	CHAITANYA YADAV	BBA (H) (Research)	Aquafresh Water Purifiers	Marketing Executive
28	KANHA GUPTA	BBA (H) (Research)	Kamaakhya International	Marketing & Sales Executive
29	SHIVAM YADAV	B.Com Program	Khandelwal Trading Company	Sales & Marketing
30	SOMAY JAIN	BBA (H) (Research)	Gentle Cut & Stitch	General manager
31	VAIBHAV SHARMA	B.Com Program	Rajendra Mittal Construction Co. Pvt Ltd	Financial Coordinator
32	ADITYA KUMAR SINGH	B.Com (H) (Research)	TDS Capital	Finance associate
33	GAURI	BBA (H) (Research)	Nirankari Home & Kitchen Ware	Account Executive
34	KANISHKA SEJWAL	BBA (H) in BI and Analytics SAMATRIX (Research)	TDS Capital	Business analyst
35	NEHA PAWAR	BBA (H) in BI and Analytics SAMATRIX (Research)	TDS Capital	Business analyst

36	PRATISHTHA DWIVEDI	BBA (H) (Research)	TDS Capital	HR Analyst
37	RIDHI VERMA	BBA (H) (Research)	TDS Capital	HR Analyst
38	VEDIKA ADHIKARI	BBA (H) (Research)	TDS Capital	Finance associate
39	HITESH SHARMA	BBA (H) in BI and Analytics SAMATRIX (Research)	The Indus Group Co.	Marketing Department
40	RAGHAV GOYAL	BBA (H) (Research)	Ved Prakash Shyam Lal Goyal	General Manager
41	SHIVANSH	BBA (H) LSCM Safespress (Research)	Shri RD Infra & Traders	HR executive
42	ARYAN SHARMA	BBA (H) (Research)	Sodhi's Super Market	Business Operation & Marketing Executive
43	ATISHAY JAIN	B.Com (H) (International Accounting & Finance) (ACCA- UK) (Research)	Herbonics Cosmetics Private Limited	Finance Executive
44	HITAIN PANWAR	BBA (H) (Research)	John Deere (Durga Agroequip Pvt. Ltd.)	Sales Executive
45	JATIN RANA	BBA (H) (Research)	John Deere (Durga Agroequip Pvt. Ltd.)	Sales Executive
46	KARTIK	BBA (H) (Research)	EKOLOMACHINES	Marketing Department
47	KAVYA SINGHAL	BBA (H) (Research)	Chandraprabhu Industries Pvt Ltd	Sales Executive
48	MANSI SHARMA	BBA (H) (Research)	K.L Technology	Business Operation & Marketing Assistant
49	PIYUSH SINGHAL	BBA (H) (Research)	Chandraprabhu Industries Pvt Ltd	Sales Executive
50	RAMAY MADAN	B.Com (H) (Research)	Herbonics Cosmetics Private Limited	Finance Executve
51	SAMYAK JAIN	BBA (H) LSCM Safespress (Research)	Herbonics Cosmetics Private Limited	Finance Executive
52	SOURAV	BBA (H) (Research)	John Deere (Durga Agroequip Pvt. Ltd.)	Sales Executive
53	VANSHIKA SETHI	BBA (H) (Research)	BKRS Pharma Pvt Ltd	Human Resources Assistant
54	VIVEK PATRA	BBA (H) (Research)	Sodhis Super Market	Business Operation
55	ADITYA SINGH	BBA (H) (Ent.) with GCEC Global (Research)	Megha Enterprises	Supervisor
56	PARTH SHARMA	BBA (H) (Research)	GURUGR.AM	Social Media Analyst
57	AKANSHA SHEKHAWAT	BBA (H) (Research)	Fokus Beverages Private Limited	Marketing Executive
58	ASHISH	MBA In Digital Marketing (imarticus learning)	I Wizardz	Digital Marketing Intern
59	DHRUV YADAV	BBA (H) (Research)	Shiven Enterprises	Digital Marketing Executive
60	JAI KOHLI	BBA (H) LSCM Safespress (Research)	Shiven Enterprises	Digital Marketing Executive

61	KUNAL DANGI	B.Com (H) (International Accounting & Finance) (ACCA- UK) (Research)	Pristyn Care	Care Coordinator Associate
62	LAVISHA GOSWAMI	B.Com (H) (International Accounting & Finance) (ACCA- UK) (Research)	Ambuquick Healthcare Pvt Ltd	Finance Executive
63	NARAYAN PARASHAR	BBA (H) (Research)	Fokus Beverages Private Limited	Marketing Executive
64	PRIYAM BHARDWAJ	B.Com (H) (International Accounting & Finance) (ACCA- UK) (Research)	Ambuquick Healthcare Pvt Ltd	Financial Analyst
65	RAGHAV JINDAL	BBA (H) (Research)	VroomWears Pvt Ltd	Marketing Executive
66	SARANSH MAKHIJA	BBA (H) (Research)	VroomWears Pvt Ltd	Marketing Executive
67	TUSHAR JAIN	MBA	Asian Paints	Assistant Supervisor
68	UTKARSH PANERU	BBA (H) (Research)	Tech Mahindra Ltd	Sales Executive
69	ASHISH KUMAR RANJAN	BBA (H) (Research)	Vidyarthi Pustak Bhandar	Sales Executive
70	ANKITA VISHARWAL	BBA (H) (Research)	Aspire Consultants	Marketing Intern
71	ATUL TANWAR	BBA (H) (Research)	The Studio Decor	Marketing Internship
72	DEEPANSHU	BBA (H) (Research)	Ultimate Holidays	Assistant manager Marketing
73	DEEPANSHU YADAV	BBA (H) (Research)	The Studio Decor	Marketing Internship
74	MILI SOLANKI	B.Com (H) (International Accounting & Finance) (ACCA- UK) (Research)	Drishti Life Style	Account Executive
75	NITIN TANWAR	BBA (H) (Research)	InvestoXpert Advisors Pvt Ltd	Social Media Manager
76	PAKHI JAIN	BBA (H) LSCM Safespress (Research)	CollegeDekho	Executive
77	PURVANSH GUPTA	BBA (H) in BI and Analytics SAMATRIX (Research)	CollegeDekho	Executive
78	YASH	BBA (H) in BI and Analytics SAMATRIX (Research)	CollegeDekho	Executive
79	YUG KATARIA	BBA (H) (Research)	The Studio Decor	Marketing Internship
80	ANISHA AGRAHARI	B.Com (H) (Research)	Cook House	Assistant Marketing Head
81	MADHAV AGGARWAL	BBA (H) (Research)	Sardari Lal Aggarwal	Marketing Head
82	SOUMIL KASHYAP	BBA (H) (Research)	Cook House	Assistant Manager
83	YASHURUN HEMROM	BBA (H) (Research)	Vidyarthi Pustak Bhandar	Sales Executive
84	MOKSHITA	BBA (H) (Research)	Shree Anand Jewellers	HR Intern
85	NIKHIL GAUR	BBA (H) (Research)	Sardari Lal Aggarwal	Assistant manager Marketing
86	AVANISH SINGH	B.Com (H) (International Accounting & Finance) (ACCA- UK) (Research)	ISDC	Account Executive

87	ANSHIKA	B.Com (H) (International Accounting & Finance) (ACCA- UK) (Research)	Shokhanda Enterprises	Finance & Accounting Intern
88	ASHU	BBA (H) (Research)	Shokhanda Enterprises	Finance & Accounting Intern
89	GAURAV YADAV	BBA (H) (Research)	Sriram General Store	Marketing Department
90	KOMAL THAKRAN	BBA (H) (Research)	Shokhanda Enterprises	Finance & Accounting Intern
91	HARSHITA KATARIA	MBA	Aarsan Realistic Private Limited	Sales Intern
92	ISHIKA RANA	BBA (H) (Research)	Jai Haridash Traders	Finance Intern
93	NEHA	MBA In Digital Marketing (imarticus learning)	Aarsan Realistic Private Limited	Digital Marketing
94	GYANESH GARG	B.Com (H) (International Accounting & Finance) (ACCA- UK) (Research)	IMS Proschool Pvt Ltd	Account Executive
95	AANYA MISRA	BBA (H) (Research)	Jayasha Financial Services	Human Resource Assistant
96	ANANT JAIN	BBA (H) (Research)	Chandraprabhu Industries Pvt Ltd	Sales Executive
97	ANKIT GARG	BBA (H) (Research)	Senpaihost	Junior Accountant
98	ARYAN ANTHONY	BBA (H) (Research)	Dalmia Cement	HR executive
99	ASMI MAHINDERU	BBA (H) (Research)	Vivaan Tourism Pvt Ltd	Marketing Trainee
100	BHAWNA TOMAR	BBA (H) (Research)	Vivaan Tourism Pvt Ltd	Operations Assistant
101	BHOOMI YADAV	BBA (H) (Research)	Enser Communications Limited	Customer Sales Associate
102	JAI ARORA	BBA (H) (Research)	Talbro Engineering	Graduate Trainee
103	MOHAMMAD YAQOB AMAN	BBA (H) (Research)	Dalmia Cement	HR executive
104	NAINA NAGAR	BBA (H) (Research)	Enser Communications Limited	Customer Sales Associate
105	SRISHTI CHUGH	BBA (H) (Research)	Dalmia Cement	HR executive
106	ADITYA PANDEY	BBA (H) (Research)	KeyStone Security	Video Analyst
107	AKANSHA CHAUHAN	BBA (H) (International Accounting & Finance) (ACCA- UK) (Research)	Radical Minds	Apprentice Trainee
108	AMAN	B.Com (H) (International Accounting & Finance) (ACCA- UK) (Research)	Neo Industries	Finance Intern
109	ANSHUL CHAUHAN	BBA (H) (Research)	Balaji General Store	Marketing Department
110	AYUSH DEWAN	B.Com (H) (International Accounting & Finance) (ACCA- UK) (Research)	Neo Industries	Finance Intern
111	BIPASHA MAINI	BBA (H) (Research)	Vardaan Foods	Operations Manager

112	RONAK SINGH	B.Com (H) (International Accounting & Finance) (ACCA- UK) (Research)	Radical Minds	Apprentice Trainee
113	SANYA CHAUHAN	BBA (H) (Research)	Sanya Engineering Works	Marketing Trainee
114	SHWETA	BBA (H) (Research)	Aditya Construction	Human Resource Assistant
115	TANMAY JAIN	B.Com (H) (Research)	Radical Minds	Apprentice Trainee
116	VIKASH KUMAR	BBA (H) (Research)	Krishna Traders	Marketing Associate
117	MOHIT GULIA	BBA (H) (Research)	Faball Fitness Private Limited	Sales Associate
118	SATVIK NAYAR	BBA (H) (Research)	Team Next Zen 24 Sports Private Limited	Admin
119	ANJALI KUMARI	BBA (H) (Research)	CollegeDekho	Executive
120	BHAWNA SHARMA	BBA (H) (Research)	CollegeDekho	Executive
121	HARSHITA SHARMA	B.Com Program	Aeron Cookware	Marketing Internship
122	NISHKARSH SOLANKI	BBA (H) (Research)	Nuform Social AI Auto Pvt Ltd	Operation Marketing
123	AKASHDEEP SINGH SODHI	MBA	Wayspire Ed-Tech Private Limited	Business Development Associate
124	ARSHLEEN KAUR	MBA	Wayspire Ed-Tech Private Limited	Business Development Associate
125	GUNGUN GARG	BBA (H) (Research)	Yashdivi Framing & Studios	Operations & Client Coordination
126	HIMANSHU	BBA (H) (Research)	Wayspire Ed-Tech Private Limited	Business Development Associate
127	JATIN GUSAIN	B.Com (H) (International Accounting & Finance) (ACCA- UK) (Research)	Wayspire Ed-Tech Private Limited	Business Development Associate
128	KARAN SINGH	BBA (H) in BI and Analytics SAMATRIX (Research)	Wayspire Ed-Tech Private Limited	Business Development Associate
129	KRATIKA MISHRA	B.Com (H) (International Accounting & Finance) (ACCA- UK) (Research)	Wayspire Ed-Tech Private Limited	Business Development Associate
130	KUNAL SINGH	BBA (H) (Research)	Wayspire Ed-Tech Private Limited	Business Development Associate
131	R SREE LAKSHMI	MBA	Wayspire Ed-Tech Private Limited	Business Development Associate
132	SAMIR GUPTA	BBA (H) (Research)	Wayspire Ed-Tech Private Limited	Business Development Associate
133	SHEETAL	MBA	Wayspire Ed-Tech Private Limited	Business Development Associate
134	SHIVANI	MBA	Wayspire Ed-Tech Private Limited	Business Development Associate
135	VIPIN KHATANA	BBA (H) (Research)	Irish Trio Pvt Ltd	Sales Executive
136	DEEPANSHI	BBA (H) (Research)	Adicts Media	Account Executive

137	ANMOL CHADHA	BBA (H) (Research)	Nuform Social AI Auto Pvt Ltd	Operation Marketing
138	DIVYA SARPAUL	BBA (H) (Research)	JKM Marketing Services LLP	Human Resource Assistant
139	MANAMI MONDAL	BBA (H) (Research)	Aggarwal Air Products	Human Resource Executive
140	AMARDEEP JHA	BBA (H) (Ent.) with GCEC Global (Research)	Savi Global Limited	Sales Executive
141	SIMRAN AGGARWAL	BBA (H) (Research)	K.L Technology	Sales Executive
142	KANAN MEHTA	BBA (H) (Research)	Pixel Pop Digital	Production Executive
143	PRATYUSH	BBA (H) (Research)	Azoox Technologies Private Limited(Elecbits)	Assistant Manager
144	GUNICA SHARDA	BBA (H) in BI and Analytics SAMATRIX (Research)	Kadiyan Associates	Marketing
145	TARUN YADAV	BBA (H) in BI and Analytics SAMATRIX (Research)	Kadiyan Associates	Marketing
146	HARSHIT MIGLANI	BBA (H) LSCM Safespress (Research)	Usha Agency	General Manager
147	RAHUL JOSHI	BBA (H) (Research)	RPS Textile	Finance Associate
148	DAKSH SAINI	BBA (H) (Research)	Kanhaiya Sweets Alwar	General Manager
149	DEEPANSHU GOYAL	BBA (H) LSCM Safespress (Research)	Manish Trading Company	Sales Executive
150	ISHIKA CHAUDHARY	BBA (H) (Research)	Saawariya Style Treasure	Retail Sales Associate
151	SANJU YADAV	BBA (H) (Research)	Saawariya Style Treasure	Retail Sales Associate
152	KALI KAPOOR	BBA (H) in BI and Analytics SAMATRIX (Research)	Recruitment Cell	Recruitment Analyst
153	KANIKA BADAYA	MBA In Digital Marketing (imarticus learning)	Investment Time	Investment Analyst
154	NEHA YADAV	BBA (H) in BI and Analytics SAMATRIX (Research)	Daily Needs Marketing	Finance & Accounting Intern
155	RENU SHARMA	BBA (H) in BI and Analytics SAMATRIX (Research)	Kadiyan Associates	Data Analyst
156	DIVYA KUMARI	MBA In Digital Marketing (imarticus learning)	PreGrad Pvt Ltd	Leads Generation Executive
157	VANSHIKA SHARMA	BBA (H) in BI and Analytics SAMATRIX (Research)	Leverage edu	Business development Executive
158	ASHMIT SHARMA	B.Com Program	Betterway	Finance & Operations Intern
159	NIDHI	BBA (H) (Ent.) with GCEC Global (Research)	Vishwakarma Enterprises	Business Development Executive
160	NEHA NEGI	BBA (H) (Research)	Unicommerce	Management Trainee - Talent Acquisition
161	MEGHA RAJORIYA	MBA In Digital Marketing (imarticus learning)	Vcommission Media Pvt Ltd	Digital Marketing Executive
162	SANYA	MBA In Digital Marketing (imarticus learning)	Vcommission Media Pvt Ltd	Digital Marketing Executive

163	KRISHAN SINGH	BBA (H) (Ent.) with GCEC Global (Research)	PolicyBazaar.com	Associate Sales Consultant
164	DALER SINGH	MBA In Digital Marketing (imarticus learning)	Genshi Solutions Private Limited	Content Development Intern(Marketing)
165	RAHUL KUMAR SINGH	BBA (H) (Research)	LaganPartners Matrimonial	Sales Manager
166	AYUSH YADAV	BBA (H) (Research)	LaganPartners Matrimonial	Sales Manager
167	SHAGUN UNIYAL	BBA (H) (Research)	V.S. Electric.Co	Marketing Coordinator
168	ANTRIKSH RAJTA	BBA (H) (Ent.) with GCEC Global (Research)	Rajta Golden Transport Company	Operations Executive
169	MAYANK KATARIA	B.Com Program	Om Services Pvt Ltd	Data Verification
170	GARGI KATARIA	BBA (H) in BI and Analytics SAMATRIX (Research)	U God Esports	Event Moderator
171	PALATTLA SUJITH REUEL	MBA	PVR Infra	Business Development Intern
172	SAKSHAM BISHNOI	BBA (H) (Research)	Yunikaa International FZE	Executive
173	VIPUL AMIT GOEL	BBA (H) in BI and Analytics SAMATRIX (Research)	AVS Engineering and Consultants	Marketing Intern
174	LAKSHAY	BBA (H) LSCM Safespress (Research)	Gr Construction	Personal Assistant

SOMC ALUMNI



Student Spotlight:
Kristin Sajeerv(Batch
2022-25)

K.R. Mangalam University takes pride in celebrating the achievements of its alumni who continue to excel in their academic and professional journeys. One such achiever is Kristin Sajeerv, currently pursuing a PGDM at Delhi School of Business, with a focused interest in Finance and Data Analytics.

An alumna of the BBA program from at K.R. Mangalam University, Kristin demonstrated a meritorious academic record and a strong commitment to learning during his undergraduate years. Her time at the university laid a solid foundation for his analytical thinking and professional aspirations.

Beyond academics, Kristin has consistently showcased initiative and leadership. She is presently serving as a Campus Ambassador at Unstop, actively contributing to student engagement and professional networking. Adding to her diverse portfolio, she also hosts podcasts on Spotify, where she explores ideas, personal growth, and meaningful conversations, reflecting her curiosity and communication skills.

With a unique blend of analytical aptitude and active extracurricular involvement, Kristin aspires to build a dynamic career at the intersection of finance, data analytics, and impactful decision-making.

STUDENTS' CORNER



**Mansi Sharma BBA III
Year, Semester VI**

Looking back on my BBA journey at K.R. Mangalam University, I can proudly say that it has been one of the most enriching and transformative phases of my life. From the very beginning, the university provided a vibrant, inclusive, and student-friendly environment that encouraged learning, creativity, and personal growth. The campus life was dynamic and engaging, offering numerous opportunities to participate in academic activities, events, workshops, and extracurricular initiatives that helped shape my overall personality.

One of the most remarkable aspects of my experience at KRMU was the faculty. The professors were not only highly knowledgeable and experienced in their respective fields but were also approachable, supportive, and genuinely invested in the success of every student. Their constant guidance, mentorship, and encouragement motivated me to push my boundaries and develop both academically and professionally.

The curriculum was well-structured and industry-oriented, which helped me gain practical exposure alongside theoretical knowledge. Through presentations, projects, internships, and interactive learning sessions, I was able to enhance my communication, analytical, and leadership skills. The university also provided excellent opportunities for networking and career development, which significantly boosted my confidence and prepared me for future professional challenges.

K.R. Mangalam University gave me much more than just a degree — it provided me with valuable experiences, lifelong memories, meaningful friendships, and the confidence to pursue my career aspirations with determination. I am truly grateful to the university, my mentors, and my peers for making this journey so memorable and rewarding.

THOUGHTS FROM FACULTY



Behavioral Finance: Bridging Psychology and Financial Decision- Making

Have you ever wondered why investors panic during market crashes or chase stocks when prices are already high? Classical finance assumes that people are rational and always make decisions that maximize wealth. However, real-world behavior tells a very different story. This is where behavioral finance comes in—an area of study that blends psychology with finance to understand how emotions and cognitive biases influence financial decisions.

The foundations of behavioral finance were laid by scholars such as Daniel Kahneman and Richard Thaler, who demonstrated that individuals do not always act logically when dealing with money. Instead, decisions are often shaped by fear, overconfidence, past experiences, and social influences. One of the most influential ideas in this field is prospect theory, which explains that people feel the pain of losses more intensely than the pleasure of gains. This simple insight explains why many investors hold on to losing stocks for too long and sell winning investments too early.

In everyday financial behavior, biases are more common than we realize. For instance, overconfidence bias leads investors to believe they can outperform the market, often resulting in excessive trading and poor returns. Similarly, herd behavior causes individuals to follow the crowd—buying when everyone else is buying and selling when panic spreads. This is clearly visible during stock market bubbles and crashes. Another common bias is anchoring, where people rely too heavily on initial information, such as the price at which they bought a stock, even when market conditions have changed.

In the Indian context, behavioral finance becomes even more relevant. With the rise of online trading platforms and increased retail participation, many new investors enter the market with limited financial knowledge but high expectations. Social media tips, peer influence, and fear of missing out (FOMO) often drive investment decisions rather than sound analysis. As a result, markets sometimes reflect sentiment more than fundamentals.

Understanding behavioral finance is not just important for investors but also for financial advisors, educators, and policymakers. By recognizing these biases, individuals can make more informed and disciplined financial decisions. For example, setting clear investment goals, avoiding impulsive decisions, and diversifying portfolios can help reduce the impact of emotional biases.

In conclusion, behavioral finance reminds us that managing money is not just about numbers—it is about understanding human behavior. Even the most intelligent individuals can make poor financial choices if they are driven by emotions rather than logic. By becoming aware of these psychological traps, investors can move one step closer to making smarter and more rational financial decisions in an increasingly complex financial world.



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