

MÉLANGE

Volume-2 Issue-3



EDITOR'S DESK

The beginning of a new year, or in this case new term, always brings in a surge of positivity and rejuvenation. With a brand-new spirit, we make new resolutions and begin new endeavours. We are no different, with higher spirits and greater aspirations of pivoting the way to become a globally recognised management school for developing socially responsible and mindful business leaders.

Adding another feather to its hat, IIM Bodh Gaya has introduced a new program for students at the undergraduate level. The five-year Integrated Programme in Management comes as a gateway for students looking forward to stepping into the corporate world.

This isn't the only reason for us to celebrate the beginning of the new year. With COVID-19 guidelines in check, we started welcoming students on campus, and it is safe to say that we missed out on a whole lot of campus life. But better late than never! We are hopeful of getting back on track because celebrations are so much more fun here, and we can't wait to share them with our mates on campus.

The various clubs and committees have been as active as always, and our in-house talent has been achieving accolades not just within the institute but outside too. The past quarter has been full of opportunities and accomplishments for us as individuals and as a fraternity. We present to you this newsletter to show the Mélange - or a mixture as we say, of what happened.

Last year has made it abundantly clear that life can throw a curveball at us any time, but it is on us to make the most of the opportunity that presents itself. Hereby we remind ourselves of our mission - to become mindful leaders of business, be socially relevant in the global economy and enhance academic excellence by adapting emerging trends in teaching, learning practices and research.

So, here's to a fresh start and a pleasant year ahead!

Anugya Dhyani
Ayushi Mishra
Sarah Gajbhiye
(PGP-06)

DIRECTOR'S DESK



Greetings from IIM Bodh Gaya.

Extraordinary times call for exceptional hard work. That is precisely what our team has done over the past six months. Under the recurrent shadow of the pandemic, we have strived relentlessly and thrived magnificently.

We ushered in 2021 with great enthusiasm. We started the classes in the 'blended mode,' resumed celebrating campus festivals, and much more.

We planned to be more than we were the year before. We continued with the Doctoral degree program from the previous year. We launched a five-year undergraduate Integrated Programme in Management (IPM) in 2021 with a vision of providing world-class interdisciplinary business education to high school pass-outs.

We added a new feather in our hat by organizing the maiden International Management Conference, which saw a tremendous response from the academic fraternity worldwide. Amid the complications imposed by COVID-19, we had a flawless conference with almost 500 participants. We also seamlessly organized the Retail Conclave, Youth Entrepreneurship Summit (YES 2021), and the maiden CSR Summit; the first among all 3rd generation IIMs; that witnessed massive participation from the academia and industry alike.

Completing our final and summer placements for the fifth and sixth batches, respectively, was yet another enormous achievement for us. We achieved a hundred percent placement record. The recently concluded placement season at IIM Bodh Gaya was a testament to our resilience and indomitable spirit. Our students gave their best while effectively adapting to the new normal.

The institute made profound partnerships with leading brands in the industry, tie-ups with premier institutions in India and abroad, and built rapport with several field experts to provide holistic development to our students.

We are proud of our mission of creating mindful business leaders for the world, and I am sure that our students, faculty, and staff alike will leave an indelible mark in the coming days.

I wish you the very best.

DR.VINITA SAHAY
DIRECTOR, IIM BODHGAYA

A man and a woman are walking outdoors on a paved path. The man, on the left, is wearing a grey and white striped long-sleeved shirt and blue jeans, carrying a black bag over his shoulder. The woman, on the right, is wearing a red top and blue jeans, also carrying a bag. They are both smiling and looking towards the right. In the background, there is a large, leafy tree and a grassy area.

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and much more.....

PLACEMENTS



With the end of yet another summer and placement season, IIM Bodh Gaya recorded a rise in the recruiters and companies for the batches.

Despite the unprecedented times this year, we saw an exponential rise in statistics. The average CTC rose to nearly 10 LPA this year from 9.57 LPA last year. The highest package offered is 17.3 lacs, which is 7% higher than the previous year. Despite 75% of the batch comprising freshers, its diversity managed to rope in first-time recruiters, including the likes of McKinsey & Co, NLMK Steel India Ltd., Volvo Eicher, etc., thus increasing the number of visiting companies from 50 to 86 in a year.

The Summer Placements saw highly esteemed recruiters, namely Morgan Stanley, Ultratech, Deloitte, Shriram Group, Viatrix, Dalmia Group, Galiakotwala, TVS Credit, Godrej & Boyce, Bosch, Jio Creative Labs, NALCO, Asian Paints, Zagggle, and DSM, amongst others, hiring students from the institute for the very first time, whereas legacy recruiters such as Kotak Mahindra Bank, BNY Mellon, RBI, APML, and Tata Steel continued to place their trust in the institute. For the batch of 2020-22, the average stipend stands at Rs. 41,900, whereas the highest stipend is Rs. 1,40,000.

INTEGRATED PROGRAMME IN MANAGEMENT



IIM Bodh Gaya has now joined the league of institutes offering the Integrated Programme in Management, a course designed for recent school pass-outs interested in the management field. This course provides them with the privilege to skip the extra steps to attain the required education, which is generally found at the postgraduate level. Dr. Vinita Sahay, Director, IIM Bodh Gaya aims to help the young generation by “catching them young, allowing them to dream and facilitating them to fulfil it”.

The course curriculum is spread over a duration of five years, with the first three years dedicated to undergraduate courses, while the last two to core management studies culminating in an MBA.

It is a one-of-a-kind and innovative curriculum for young pupils interested in management and leadership. IIM Bodhgaya aims to attract young students through IPM and mould them into great leaders through world-class education. IPM students will be prepared for leadership roles and positions of responsibility in various industries thanks to a combination of analytical rigour and broad exposure.

THIRD ANNUAL CONVOCATION



IIM Bodh Gaya conducted its third convocation on the 20th of April 2021. The ceremony was held virtually for batches PGP04 and 05 owing to the pandemic. Mr. Uday Kotak, Chairman of the Board of Governors, Dr. Vinita Sahay, Director and the faculty were among those who attended the event physically while the rest of the fraternity, including the graduating students and their families, joined virtually. The chief guest of the celebration was Shri M. Rajeshwar Rao, Deputy Governor, Reserve Bank of India.

The inauguration of the event was done by Mr. Kotak, followed by bestowing academic prizes to the awardees and an address to the attendees.

Students from the Post Graduate Programme in Management were among the graduates who received their degrees and titles. The Chairman's Gold Medal, Director's Gold Medal and Best Student Award were awarded to Anchit Kumar, Abhishek Panda and Ravi Shankar Baranwal from PGP04, respectively. From PGP05, Kunj Tripathi, Mohit Mittal and Manudhane Abhishek Praful were awarded the honours, respectively.

Although it was an online event, it was unique in a way that it resurrected memories of those who had studied, stayed, or taught at the institute. With this conference, the institute has added many bright students to its growing list of alumni which includes corporate executives, entrepreneurs, legislators, diplomats, educators, social changemakers, artists, and famous writers.

INTERNATIONAL MANAGEMENT CONFERENCE

IIM Bodh Gaya conducted the maiden edition of the International Management Conference on 23rd and 24th April 2021 through the virtual mode. This year's theme was "Post COVID Management Strategies: Recovery, Resilience, and Adaptation," and conceptualized thinking that "this is the time for us to recover, become resilient, and adapt to the new normal."

The conference was preceded by a two-day pre-conference workshop conducted on 21st April and 22nd April consisting of sessions by various eminent professors. The leading conference started on 23rd April and had sessions by Dr. Sanjay Madaria, Curators Distinguished Professor, Department of Computer Science, Missouri University of Science and Technology & ACM Distinguished Scientist; Dr. Arun Elias, Associate Dean, Wellington School of Business, New Zealand; Dr. Yanki Hartijasti, Assistant Professor of Economics and Business, University of Indonesia; Mr. Neeraj Khandelwal, Vice President - Financial Services Analytics, GENPACT; and Prof. Justin Paul, Distinguished Professor, Editor-in-chief, International Journal of Consumer Studies, and Associate Editor Journal of Business Research. More than 275 papers were presented in 54 tracks by expert researchers, scholars, and industry specialists with deep insights on major themes such as Digitalization, Online Shopping, Mobile Marketing, Reinforcing Organisation values, Indian economy, Post COVID tourism, online education, etc.



RETAIL CONCLAVE

On 25th March 2021, the first edition of Retail Conclave was organized virtually. Industry veterans like Mr. Devendra Chawla, Managing Director & CEO, Spencer's Retail & Nature's Basket; Mr. Suhail Seth, CounselAge India's Founder and Managing Director; Mr. Vasanth Kumar, Senior Advisor, Samara Capital; Mr. B.S. Nagesh, Founder, TRRAIN; and Mr. Atul Parvatiyar, Center Director & Marketing Professor, Texas Tech University, were invited to speak to the audience and share their useful experience. Following the case, a panel discussion titled "Beyond the Pandemic: The Future of Retailing: New Opportunities, New Challenges" was held. Mr. Atul Parvatiyar, Mr. B.S. Nagesh, and Mr. Vasanth Kumar were the panelists, with Dr. Vinita Sahay as the moderator.

25th March, 2021
IIM Bodh Gaya

Retail Conclave'21
FIRST EDITION

'Experience is the New Product'

KEYNOTE SPEAKER
Suhel Seth
Founder and Managing Partner, CounselAge India

"Consumer experience as future of retail"

25th March, 2021
5 PM - 7:30 PM

IIM BODH GAYA
सत्यमेव जयते

KEYNOTE SPEAKER
Devendra Chawla
MD & CEO, Spencer's Retail & Nature's Basket

"Omnichannel and Personalization"

25th March, 2021
5 PM - 7:30 PM

IIM BODH GAYA
सत्यमेव जयते

RETAIL CONCLAVE 2021
IIM BODH GAYA

Panelist
Atul Parvatiyar
Center Director & Marketing Professor, Texas Tech University

25th March, 5 PM - 7:30 PM

RETAIL CONCLAVE 2021
IIM BODH GAYA

"Beyond the Pandemic - The Future of Retailing: New Opportunities, New Challenges"

Moderator
Dr. Vinita Sahay
Director, IIM Bodh Gaya

25th March, 5 PM - 7:30 PM

RETAIL CONCLAVE 2021
IIM BODH GAYA

Panelist
B.S. Nagesh
Founder, TRRAIN

25th March, 5 PM - 7:30 PM

RETAIL CONCLAVE 2021
IIM BODH GAYA

Panelist
Vasanth Kumar
Senior Advisor, Samara Capital

25th March, 5 PM - 7:30 PM

RETAIL CONCLAVE 2021
IIM BODH GAYA

"Beyond the Pandemic - The Future of Retailing: New Opportunities, New Challenges"

YOUTH ENTREPRENEURSHIP SUMMIT



YES 2021 was organized by Envision - the Entrepreneurship and Industrial Relations Cell of IIM Bodh Gaya. YES, or Youth Entrepreneurship Summit, is IIM Bodh Gaya's annual flagship festival, which seeks to instill and grow the entrepreneurial spirit. The institute's E-Cell organizes the annual event to instill the importance of teamwork and collaboration among the masses. The summit was organized with NABARD (National Bank for Agriculture and Rural Development) and Live Long Wealth as its Title and Co-Title Sponsors, respectively, with other collaborators being Boudhik Ventures, LWT Academy, The Startup Lab, Hostel Fund, and Skiify.



ALUMNI MEET

The Alumni Relations Committee of IIM Bodh Gaya successfully conducted its first-ever Virtual Alumni Meet 2021 on the 8th of May 2021, under the guidance of Dr. Teena Bharti, Chairperson, ARCom. It was an incredible get-together of alumni, students, and faculty. Many of our alumni attended the meet and shared their experiences and life after graduating from the institute.

The event also updated the alumni with the institute's latest happenings and gave an opportunity for those who started their own ventures, to highlight their businesses. There were many fun activities planned, along with a little tribute from the committee. The session was concluded with the vote of thanks to the working committee and everyone present in the meet.

The event was a great success in its prime purpose of connecting and networking with the alumni and a reunion for students and teachers who reminisced a lot of shared memories.



SYMPOSIUM 2021



The Admission Committee of IIM Bodh Gaya successfully organized "Symposium 2021" for the incoming batch of PGP 07 to set right their queries and solve all their doubts regarding life at the institute, academics, placements, and much more.

The highlight of the session was the Q&A round. Prof. Prabhat Ranjan, Chairperson, Admission Committee with his team took care of general admissions and college-related queries, the career development cell solved all doubts regarding placements and the bank representatives left no scholar loan doubts unresolved.

Symposium also invited aspirants to interact with our beloved alumni **Mr. Ronit Jaiswal, McKinsey, and Mr. Anukalpa Roy, CollegeDunia**. They shared their valuable insights on the life of student life at a B-School and how their alma mater has shaped their way ahead.



ALUMNI RELATIONS COMMITTEE

The Alumni Relations Committee never fails to bring relevant industry experts to the institute to enhance the holistic knowledge of future managers and entrepreneurs. **Alumnus Talks** was arranged by the committee wherein **Shashwat Arora, a student of PGP03** was one of the speakers. The topic for the webinar was Summer internship programs & Career in Business Development.



In this series, the next guest was a student of PGP03 – **Sreekar JP, Accounts Executive, Ogilvy.** The topic for the webinar was Marketing & Know-hows of Advertising. Students got a chance to understand the intricacies of the domain. The speaker shared his ideologies and practices and offered eye-opening insights.

The guest for Management Unplugged 2.0 was **Aseem Garg, Associate Consultant, Bain & Company.** The topic of discussion was "Digital Disruption in the Retail Industry". Aseem briefed students about the Consulting career and his experience in the consumer goods industry.





CULTURAL COMMITTEE



Cultural Committee left no stone unturned and kept their promise of keeping the students engaged and excited.

Republic day was celebrated in blended mode, i.e., at campus and online, with great excitement and contentment. The event started with hoisting the national flag and a speech by the honourable Director, followed by songs, poetry, and a Flash Mob. The event was concluded with some fun activities planned by the committee for the faculty members.

On 16th February, students celebrated **Saraswati Puja**. The idol of *Maa Saraswati* was established, *Hawan* was done, and prasad was distributed among the students.

The event started with a marvelous rendition of *Saraswati Vandana*. The traditional attire and beautifully decorated venue increased the charm of the event. Efforts were made so that all students can feel at home being away from their homes.

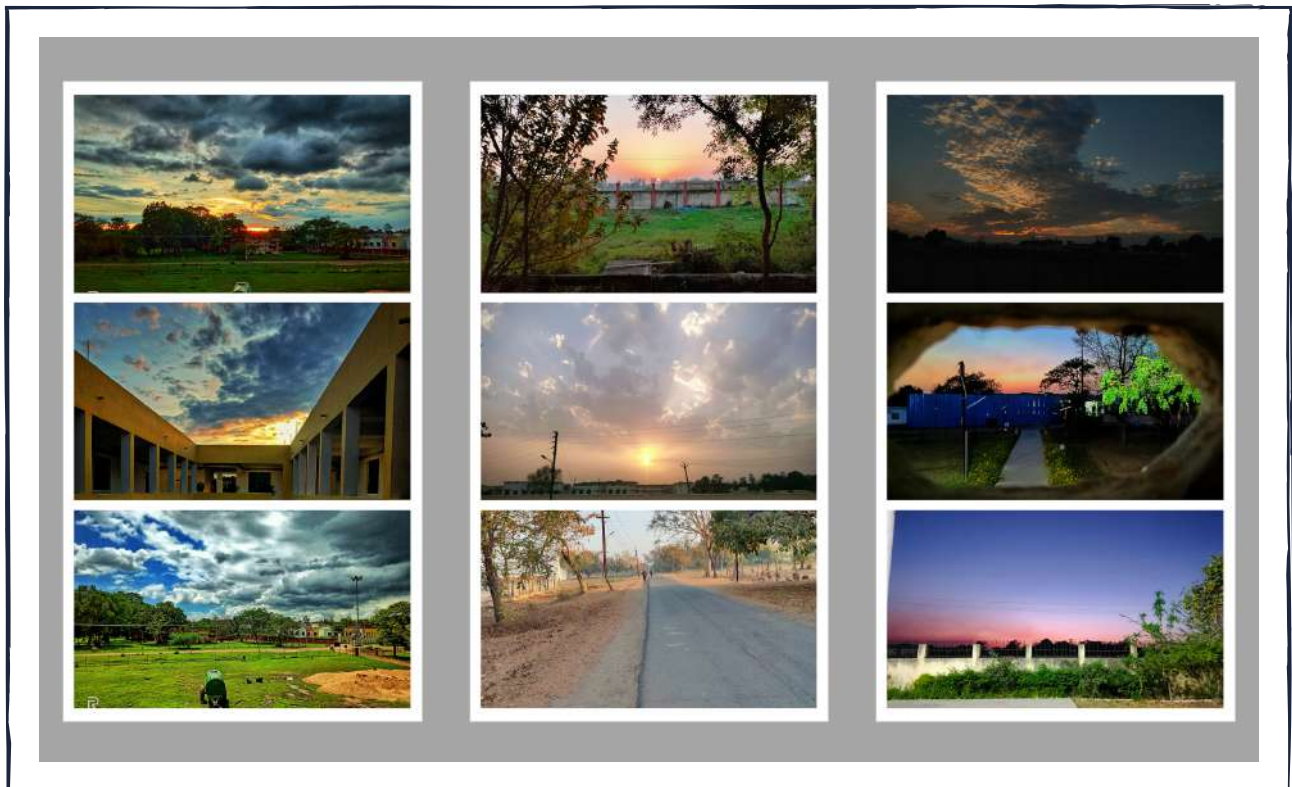




CULTURAL COMMITTEE

Cultural Committee started a social media series named **#CampusCanvas**. From reminiscing those fun and frolic moments with friends and batchmates while they were on campus to hoping to meet everyone soon again, everything was covered in this short series.

Here are a few snapshots of the series



The Musical Night was organized by the Cultural Committee. It was one of the first events held offline after the institution reopened. It was filled with music, laughter, fun, and lots of memories. It had engaging and fun events like Balloon Race, Songs & Dialogues Guessing games, etc. The evening was spent sharing beautiful stories and singing melodies to each other around a bonfire.





INTERNATIONAL RELATIONS COMMITTEE

The **International Relations Committee** left no stones unturned with their splendid work. Two collaborations with international institutions were initiated. The first was with the EQUIS accredited **Ben-Gurion University, Israel**. The university was established in 1969 and is Israel's leading research university. This cooperation signals the start of a new chapter in the creation of an exclusive exchange program for students and faculty. Another collaboration was with **Groupe ISCAE, Morocco**. It is the first public business school in Morocco and was established in 1971 under the authority of the Ministry of Industry, Trade, and Digital Economy.

Our institute also welcomed **Prof. Jose Arturo Garza-Reyes** as an adjunct professor – Supply chain and Operations Management. He is currently a professor of Operations Management and Head of the Centre for Supply Chain Improvement (CSCI) at the College of Business, Law and Social Sciences of the University of Derby, UK.





SPORTS COMMITTEE

With more than a hundred students on campus, the **Sports Committee** decided to conduct a fun series of competitions. All the badminton enthusiasts, chess experts, cricketers, table tennis, and volleyball players came together for this event.

Here is a list of the winners :

CRICKET - AATISH'21

TEAM STRICKERS

RAHUL SONAWANE	(PGP06)
AKSHAY PUNYANI	(PGP06)
KUSHAGRA VARSHNEY	(PGP06)
ANUPAM TIWARI	(PGP06)
FARISH RAHMAN MP	(PGP06)
AJIT KUMAR SAH	(PGP05)
LAKSHMI NARASIMHA D	(PGP05)

TEAM ANGRY MONKS

AVINASH YAMALA	(PGP05)
AKASH MALVIYA	(PGP06)
ABHISHEK KUMAR	(PGP06)
HEMANT	(PGP06)
MAHESH WAGH	(PGP05)
SAGAR LAWADE	(PGP06)
VEERENDRA NAIDU KANDI	(PGP05)
MANKARAN	(PGP05)



Table Tennis - NISHANA

Team Veerendra

VEERENDRA
ANIKET
NARASIMHA
SAI KIRAN
ADARSH
MALLIKARJUN

Team Sagar

SAGAR
SURYA
VIKAS
VIKRAM
BHARGAV



Chess - CHECKMATE'21

WINNER

SHUBHAM
PGP 05

RUNNERS UP

NARASIMHA
PGP 05



Volleyball - PRA YAAS'21

TEAM PRANSHU

PRANSHU PRABHAKAR	(PGP05)
AVINASH YAMALA	(PGP05)
VEERENDRA NAIDU KANDI	(PGP05)
ABHISHEK KUMAR	(PGP06)
B.V.SAI KIRAN	(PGP05)
KUNJ TRIPATHI	(PGP05)
HRISHIKESH LINGAYAT	(PGP05)
KALLURU SURYA	(PGP06)

TEAM NARASIMHA

LAKSHMI NARASIMHA D	(PGP05)
V BHARGAV SAI	(PGP05)
CHAVALI SAI SRIRAM	(PGP05)
UJJWAL	(PGP05)
ARVIND	(PHD)
DEVASHISH SRIVASTAVA	(PGP05)
VISHAL	(PGP06)
ADARSH AGARWAL	(PGP06)



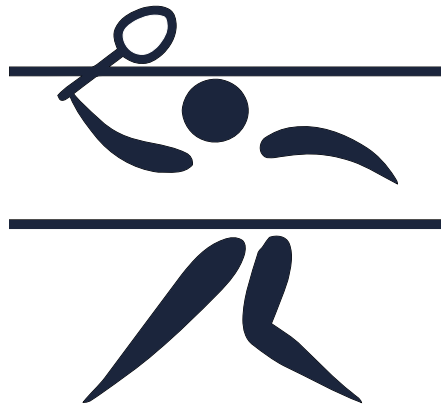
Badminton - SMASH'21(Girls)

Team Shimona

SIHMONA
NIRMITI
VAIBHAVI
ANUSHKA
DIVYANSHI
ANUBHUTI

Team Yachi

YACHI
APOORVA
PRATUSHI
MANSI
MONTRINA



Badminton - SMASH'21(Boys)

Team Avinash

AVINASH
CHIRAG
BHARGAV
KUMAR CHIRANJEEVI
RAGHAV
ANUPAM

Team Vikas

VIKAS
ARUN TEJA
SHOBHIT
ADITYA
DILEEP
PRATYAKSH





PRAGATI CLUB



On February 28th, 2021, Pragati - IIM Bodh Gaya's Social Responsibility Club - unveiled the first edition of Kalpvriksha - The CSR Summit. .

The summit commenced with a panel discussion on the topic "**CSR in COVID.**" The panel consisted of Mr. Vinod Kulkarni, CSR Head - Tata Motors; Ms. Zarnain Fatima, CSR Manager - Vedanta Resources and Mr. Kishore Kumar, CSR Head - Microsoft India. Ms. Kavitha Natarajan, Senior CSR at CGI India, was the moderator for the session who made the discussion extremely engaging.

The second session took place in the afternoon and was moderated by Dr. Nidhi Mishra, Assistant Professor, IIM Bodh Gaya. The topic of discussion was "Social Entrepreneurship". The members on the panel were Mr. Sharad Sagar, CEO- Dexterity Global Group; Mr. Harshal Dhoke, Shashi Dream Foundation; Mr. Nivesh Raj, The Leadership 30 and Mr. Atchuta Rao, Chairman - National Farmathon.



Pragati also launched a new initiative called "**Tarakki**" on 10th February 2021, thus reaching another milestone in the history of key CSR achievements of IIM Bodh Gaya. Tarakki has paved its way for the upliftment of the underprivileged children around the campus. The club has partnered with Central Public Works Department to open a small school for underprivileged children for this purpose. Around 30 IIM Bodh Gaya students volunteered to teach construction workers' students on a daily basis.

Village Adoption under Unnat Bharat Abhiyan:

Under this initiative, students of IIM Bodh Gaya visited five villages in the vicinity of the new campus. The following villages, namely 'Turi Buzurg, Turi Khurd, Bapunagar, Mohdar, Rampur,' will be assisted by the institute in the field of literacy, sanitary awareness, livelihood, etc.

Happy Period (Menstrual Hygiene Awareness Program):

Happy Period is an ongoing awareness program of the Pragati club, which started on 15th March to inculcate menstrual hygiene habits among rural women. There are nearly 100 female workers involved in constructing the permanent campus of IIM Bodhgaya and are provided free sanitary napkins on a monthly basis for three months.



HRise CLUB

HRise, the HR club of IIM Bodh Gaya, conducted a fun competition named the **Brain Game**. Through the given tasks, the participants got to know which hemisphere of the brain dominates them.

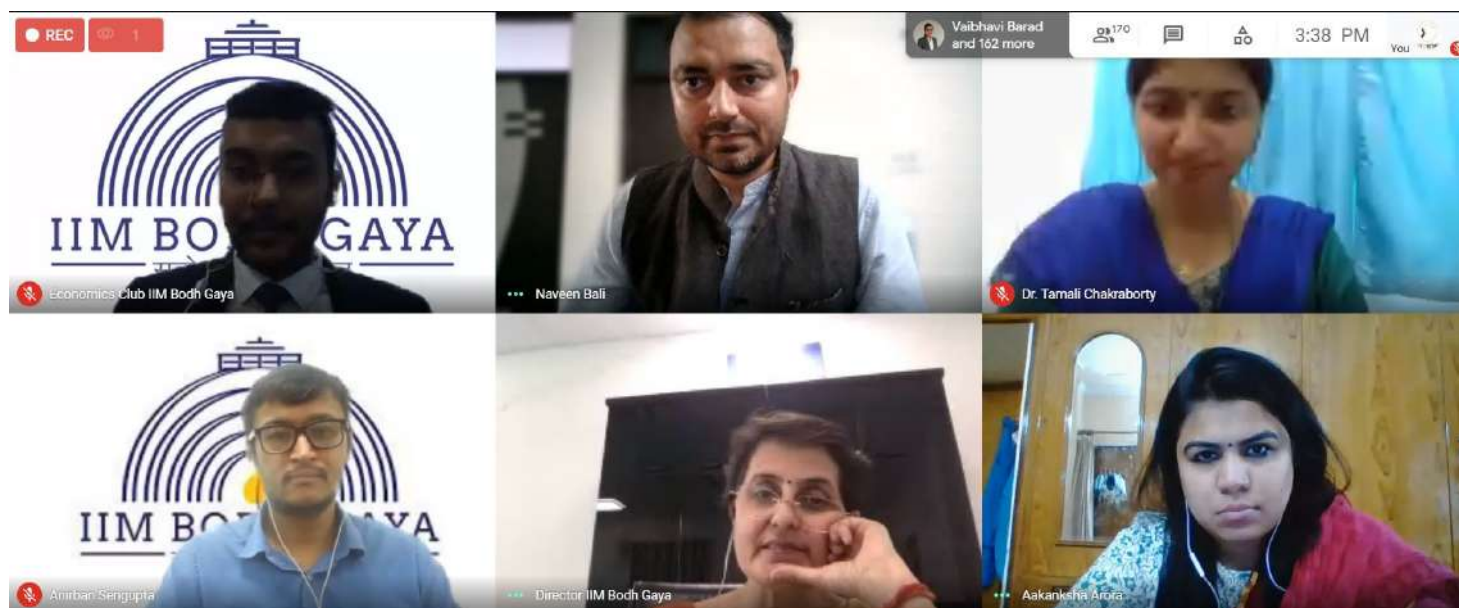
The Club also celebrated **Employee Appreciation Day**, which provided an opportunity for everyone to shower their appreciation and gratitude towards their colleagues and friends.

Continuing the tradition of the various insightful webinars held for the betterment of students, HRise held a webinar on the topic "An Evolving workspace: Future Skills & Expectation from Managers/Employees". It was conducted by Cpt. Pranav Prasoon, Head of Human Resources, Renault India. He has also served in the Indian Army for 6 years and taken up various HR roles in his career. It served as a good insight into the evolving corporate world for the HRM enthusiasts in the institute.





ECONOMICS CLUB



Arthashastra - IIM Bodh Gaya's Economics Club hosted a webinar on the Indian economy. The event revolved around the impact of policies and governance on the Indian Economy as a response to the pandemic and the Indian Economic Survey 2020-21.

Ms. Aakanksha Arora, Batch 2013, Indian Economic Service, Deputy Director, Department of Economic Affairs, Ministry of Finance, was the guest speaker ; Ms. Gurvinder Kaur, Batch 2014, Indian Economic Service, Deputy Director, Department of Economic Affairs, Ministry of Finance; and Dr. Naveen Bali, Consultant, Ministry of Finance, O/o Principal Economic Adviser also graced the event.

CAMPUS LIFE

One tone that has dominated every content that has been published last year was regarding the NEW NORMAL. Not only did it find a permanent spot in the articles, but it also became slightly successful in making a temporary difference in the experience of the class of 2021 and 2022. Nevertheless, as the guidelines eased and institutions reopened, the students finally got the chance to come to campus. Some arrived with prior memories, others meeting for the first time – just the wholesome experience everyone had hoped for, for months.

The campus of IIM Bodh Gaya finally got reunited with its most prized possession, its students. Festival celebrations, birthday treats, End Term presentations, pleading for deadline extensions, and last night exam preparations were all restored. Most importantly, the mess food was duly served and handled by the **Hostel & Mess Committee**. The shenanigans of being in a B-School were finally experienced. Sadly, the batch of 2022 had to wait a year to experience this, but it is said better late than never. We finally reached the place where we belong.



We take this time to give a little shout-out to our lovely seniors of PGP-05, who not only guided us with courses and case studies but also created some life-long happy memories.

Best of luck in your journey!

RESEARCH PAPERS PUBLISHED

Faculties of the institute work meticulously in research domains. Here is a list of the top journals & research papers published this academic year.

FACULTY NAME	PAPER NAME	JOURNAL
RAVEESH KRISHNANKUTTY	<i>Determinants of payout choice between open market repurchase, tender offer repurchase and special dividends.</i>	Cogent Economics & Finance
HEMANTH SUMAN	<i>The impact of using a naïve approach in the limited-stop bus service design problem.</i>	Transportation Research Part A: Policy and Practice
CHANDAN PRASAD	<i>Typology of Online Reviewers Based on Their Motives for Writing Online Reviews</i>	Journal of Electronic Commerce in Organizations
CHANDAN PRASAD	<i>Do promotion and prevention focus influence impulse buying: The role of mood regulation, shopping values, and impulse buying tendency.</i>	Journal of Retailing and Consumer Services
CHANDAN PRASAD	<i>Measuring personality congruency effects on consumer brand intentions in celebrity-endorsed brands</i>	Journal of Consumer Marketing
AMRESH KUMAR	<i>E-Grocery Retailing Mobile Application: Discerning Determinants of Repatronage Intentions in an Emerging Economy</i>	Journal of Human-Computer Interaction,
ANKUR CHAUHAN	<i>The interplay of circular economy with industry 4.0 enabled smart city drivers of healthcare waste disposal.</i>	Journal of cleaner production
CHANDAN PRASAD	<i>. Role of Shopping App Attributes in Creating Urges for Impulse Buying: An Empirical Investigation Using SEM and Neural Network Technique</i>	Journal of Electronic Commerce in Org.
VISHWA GADA	<i>Earnouts in M&A deal structuring: The impact of CEO prevention focus.</i>	Journal of International Management



Hemanth Suman



Chandan Prasad



Amresh Kumar



Ankur Chauhan



Viswa Gada



Raveesh Krishnankutty

MILESTONE



Google Business Academy 2021 is an invite-only developmental program aimed at developing digital marketing skills. Forty students across top B-schools were selected for this program. It includes online sessions by Googlers, live interactive video events, a case competition involving group work for six weeks. **Maitrayee Sudhakar Bhoyar, PGP 06** was selected for the program. She was the only student to be a part of this from any third-generation IIM.



InsidellM conducted a competition named 'YouTube Content Creator Hunt,' to find creators for their YouTube channel in which students from various top B-school participated. **Sarah Gajbhiye, PGP 06** student, was selected as one of the creators of the YouTube channel. She was awarded prize money and currently creates content for the MBA Education centric YouTube channel.

NATIONAL COMPETITION ACHIEVEMENTS

Surbhi Sharma

Hackpions
by EY GDS

Rank 1

**A Gokil
Laya Wilson
Mithun S
Muhammed Unais
Uthara S**

Ahmedabad University
Rank 1

**Ansumant Tiwari
Kamalendu Singh Pangtey
Roshan Kumar Sahoo**

IBS Mumbai Konflux
Rank 1

**Sri Lekha Budigina
Aditi
Abhinaw Anand**

IGNITE 2.0 Competition
IIM Kashipur
Rank 2

**Abhinay Sai
Anjani Raghuwanshi
Kumar Gaurav**

Brandwiser
NMIMS Bangalore
Rank 2

Mrinmoyee Das Biswas

IFMR GSB
Article Writing Competition
Rank 3

**Utkarsh Ram Tripathi
Akash Malviya
Omkar Ashtikar**

Pioneer Competition

LBSIM Delhi
Rank 1

**Adarsh Agrawal
Paras Jangir
Utkarsh Ram Tripathi**

MOQSH Competition

Shiv Nadar University
Rank 1



Newsletter by Media & PR Cell and Publication Cell

Media & PR Cell



Kashish Arora



**Mrinmoyee Das
Biswas**



Ayushi Gupta



Ayushi Mishra



Anugya Dhyani



**Sammeta Uday
Narshimha**



**Kalluru Sai
Surya**



Shobhna Jha



Oorja Agarwal



Adarsh Agarwal

Publication Cell



Sarah Gajbhiye



Abshi Meghana



Abhinaw Anand