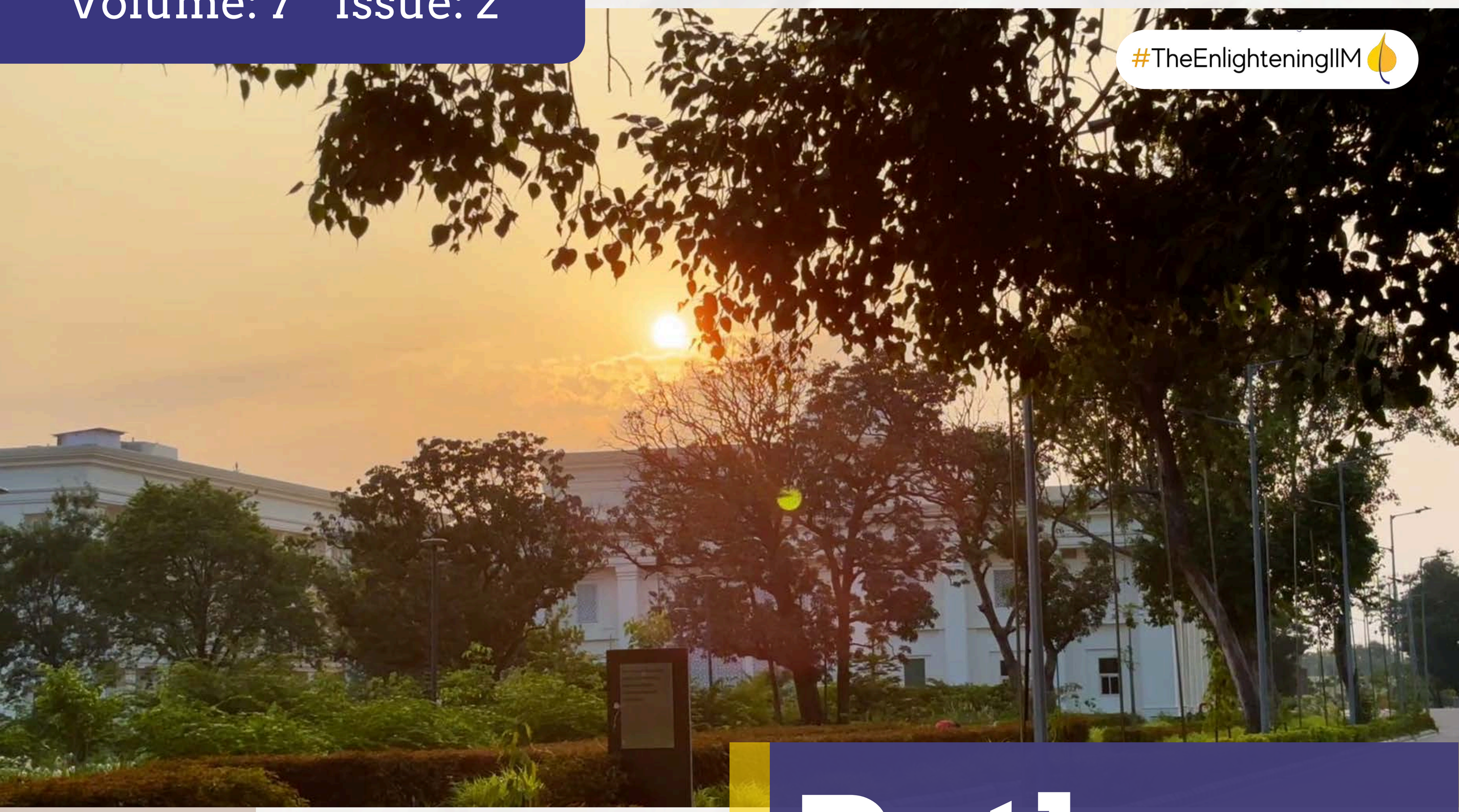
Quarterly Newsletter

June 2026
Volume: 7 Issue: 2

10 YEARS OF ACADEMIC EXCELLENCE

IIM BODH GAYA
सब्बे भद्राणि पस्सन्तु



Cover Photo by
Harsh , IPM 05

Pathway

Glimpses





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About IIM Bodh Gaya

Established in 2015 by the Ministry of Education, the Indian Institute of Management Bodh Gaya represents the modern evolution of India's premier management brand and embodies a distinctive mission within the IIM system. While building on the prestigious heritage of the IIMs renowned globally for prioritizing critical thinking over rote learning, this institute has carved its own identity by fostering socially responsible managers and emotionally mature leaders, earning it the epithet of "The Enlightening IIM."

In a relatively short span, IIM Bodh Gaya has grown into a vibrant residential campus with a diverse student body of over 1,600 students enrolled across its full-time programs, including the flagship Master of Business Administration (MBA), MBA in Digital Business and AI (DBAI), MBA in Hospital & Healthcare Management (HHM), the integrated five-year Integrated Programme in Management (IPM), and the Ph.D. Program in Management.

The institute's academic landscape is defined by a dynamic curriculum that stays in constant consonance with industry trends. The MBA programs span two years of immersive, case-based learning enhanced with corporate engagements and live projects, preparing students for leadership across sectors. The IPM, a five-year integrated program, combines foundational and advanced management education with experiential learning and international immersion, culminating in dual degrees (BBA and MBA). The Ph.D. Program cultivates cutting-edge researchers and thought leaders equipped for careers in academia and industry.

Beyond traditional classroom pedagogy, the learning experience at IIM Bodh Gaya is enriched by the Harvard-style case study method, frequent sessions with industry experts, research-oriented projects, and global learning opportunities. The institute's faculty comprises distinguished researchers whose work regularly appears in top-tier international journals, ensuring that students are exposed to the latest global business theories and practice.

A cornerstone of the IIM Bodh Gaya experience is its commitment to internationalization and cultural diversity. The institute has established exchange partnerships with reputable institutions across Europe, Asia, Latin America, and beyond, offering students the opportunity to immerse themselves in diverse academic and business cultures. These collaborations prepare graduates to lead with global perspective and adaptability in prominent domestic and multinational organizations.

The spirit of IIM Bodh Gaya is deeply intertwined with its historic location in Bodh Gaya, long celebrated as a global center of learning. Situated near the sites of the ancient Nalanda and Vikramshila universities where scholars once gathered from across the world and the UNESCO World Heritage Mahabodhi Temple, the campus provides a serene yet stimulating backdrop for academic pursuit. Students live and learn amid iconic landmarks like the 80-feet Great Buddha statue and the Indosan Nippon temple, blending ancient heritage of wisdom with modern professional excellence. This unique environment enriches the educational journey and nurtures the next generation of socially conscious, globally minded leaders.

Our Mindful Journey - Vision, Mission, and Core values

Vision
To be a globally recognised management school for developing socially responsible and mindful business leaders.

Mission
To develop mindful business leaders with social responsibility and global perspective through academic excellence in learning practices and research.

Core Values

- **Mindfulness:** We cultivate focused awareness of the present moment with purpose and non-judgment, fostering clarity, compassion, and thoughtful action.
- **Leadership:** We lead with authenticity, integrity, and transparency to build trust, inspire commitment, and drive success aligned with organizational goals.
- **Social Responsibility:** We practise ethical standards, community engagements, and foster a positive impact on society and environment.
- **Sustainability:** We work towards a sustainable future ensuring the long-term wellbeing, economic viability, social equity, and environmental protection for both the planet and its inhabitants.
- **Life-long Learning:** We promote a culture of continuous learning by embracing curiosity, adapting to change, and encouraging the pursuit of knowledge through flexibility and innovation.

Culture

- **A Force for Good:** We think about the world we inhabit. Our thinking is free and genuine. We identify business as force that can shape a sustainable and just planet. We thus, look to balance financial, societal and ecological concerns.
- **Diversity:** We believe in diversity of thought and innovation. We have a team of diverse and dedicated faculty and students who are the drivers of cognition and research.
- **Collaboration:** We collaborate to innovate and create. We develop and intellectual approach through team effort. We shape the future and overcome challenges by looking out for each other.

Board of Governers



CHAIRPERSON
Mr. L Ramkumar
Independent Director, Angel Investor & Mentor
Former Managing Director
Tube Investment of India Ltd.



Ms. S. Falguni Nayar
Founder & CEO
Nykaa.com



Mr. Gaurav Gupta
EVP and Head, Financial Crime Intelligence
Axis Bank



Mr. Sandip Ghose
Ex- Director
NISM, Navi Mumbai



Mr. Damodar Mall
CEO Grocery Retail
Reliance Retail Limited



Shri P.K. Banerjee
Joint Secretary (Mgt. & MC & Scholarship)
Ministry of Education



Mr. Ajay Yadav
Secretary, Education Department
Government of Bihar



Mr. Rituraj Kishore Sinha
Group Managing Director of
SIS Group Enterprises
SIS India (Security & Intelligence Services Ltd.) Delhi



Dr. Vinita S. Sahay
Director
Indian Institute of Management
Bodh Gaya



Dr. Janmejaya Sinha
Chairman
Boston Consulting Group, India



Ms. Prabha Narasimhan
Managing Director
Colgate Palmolive India Ltd.



Dr. Vittal Rangan S
Assistant Professor
Indian Institute of Management
Bodh Gaya



Dr. Aviral Kumar Tiwari
Associate Professor
Indian Institute of Management
Bodh Gaya

Director's Note



Dr. Vinita S. Sahay

The April–June quarter of 2026 has been one of steady institutional momentum for IIM Bodh Gaya, marked by significant milestones in academics, governance outreach, and campus life. As we move deeper into our journey of building a centre of managerial excellence rooted in the values of the region, this quarter reflected both our growing external engagement and the vibrancy of our campus community.

The quarter began on a proud note with our 8th Convocation Ceremony, held on 4th April 2026. Watching our graduating cohort step into the next chapter of their journey is always a moment of immense pride for the institute — a reaffirmation of the values of mindfulness, excellence, and integrity that we continue to instil in every batch that passes through these halls.

Our commitment to nation-building through Management Development Programmes continued with renewed vigour this quarter. The Institute conducted an extensive series of MDPs for the Water Resource Department, Government of Bihar, training officials across six successive batches (Batch 14 through Batch 19) between April and May 2026, collectively equipping over 150 officers with technical and administrative capabilities to strengthen water resource governance across the state. In parallel, we conducted a dedicated MDP on AI Based Prompt Engineering for the Department of Planning & Development, Government of Bihar, training 35 officers in the practical application of artificial intelligence tools — a step that reflects our institute's growing role in equipping public administration for a technology-driven future.

Our engagement with national capacity-building initiatives also deepened, as we conducted NFLP 17 and NFLP 18 for faculty members of MMTTP under the Ministry of Education, Government of India, training 34 and 31 faculty participants respectively in leadership and pedagogical excellence. Furthering our mission of inclusive economic growth, the institute conducted two batches of the RAMP programme for the Directorate of Industrial Development, Government of Bihar, supporting 28 and 39 micro-entrepreneurs from underprivileged backgrounds in building sustainable livelihoods and entrepreneurial capability.

Beyond the classroom and boardroom, the quarter also nurtured our community's sense of well-being, with the institute marking International Day of Yoga on 21st June 2026 — a reminder that holistic growth, both institutional and personal, remains at the heart of everything we do at IIM Bodh Gaya.

As we close this quarter, I am reminded once again of how each of these engagements — with government departments, with entrepreneurs, with faculty across the nation, and with our own students and staff — weaves together the larger fabric of our mission: to translate management excellence into effective governance and grassroots development. Together, we continue to build an environment where knowledge meets purpose, ensuring that we remain at the forefront of management education.

Dr. Vinita S. Sahay
Director, IIM Bodh Gaya

Editorial

From Walls to Well-being: Governing and Growing at the Grassroots

The second quarter of 2026 at IIM Bodh Gaya carried forward the momentum of the year with a season defined less by scale and more by depth — a quarter where the Institute's energy turned outward, toward governance, capability-building, and public service, even as it paused to mark milestones that anchor its own institutional story.

The quarter opened in a spirit of arrival and departure at once. The 8th Convocation Ceremony, held on 4th April, brought the Institute together to celebrate a graduating cohort stepping into the world carrying the values this campus works so hard to instil — a fitting overture to a quarter that would go on to be defined by outreach and service.

That spirit of service found its fullest expression in the Institute's unwavering engagement with public institutions. Through April and May, IIM Bodh Gaya ran an extensive, near-continuous series of Management Development Programmes for the Water Resource Department, Government of Bihar — six batches in succession, training well over a hundred and fifty officers in the technical and administrative capabilities needed to govern one of the state's most vital resources. Alongside this, the Institute partnered with the Department of Planning & Development, Government of Bihar on a forward-looking programme in AI-based prompt engineering, equipping thirty-five officers to bring emerging technology into the everyday work of public planning. The Ministry of Education, Government of India, too, returned to the Institute twice over the quarter, entrusting it with the leadership development of its faculty through NFLP 17 and NFLP 18 — a continuing vote of confidence in the Institute's role as a builder of builders.

Perhaps the quarter's quietest but most meaningful work came through its engagement with entrepreneurship at the grassroots. Under the RAMP programme, run in partnership with the Directorate of Industrial Development, Government of Bihar, the Institute worked with over sixty micro-entrepreneurs from underprivileged backgrounds across two batches — a reminder that management education, at its best, reaches far beyond boardrooms and into the hands of those building something from very little.

As the quarter drew to its close, the campus turned inward, if only briefly, to mark International Day of Yoga on 21st June — a moment of stillness amid months of outward motion, and a reaffirmation that institutional impact must always be matched by individual well-being.

What this quarter makes clear is that IIM Bodh Gaya's outreach is not incidental to its identity — it is the identity. Whether training officers to govern water resources, equipping planners with new technology, developing the next generation of faculty leaders, or standing beside first-generation entrepreneurs, the Institute's second quarter of 2026 was, above all, a quarter of service translated into skill — proof that the strength of this institution lies not only in what it teaches within its walls, but in what it carries beyond them.

MDP Events

NFLP 17

Conducted from 30 March to 3 April 2026, NFLP 17 brought together 34 faculty participants from the MMTTP (Ministry of Education, Government of India) in an offline format. The programme continued the National Faculty Leadership Programme's focus on strengthening leadership and pedagogical capabilities among faculty members, equipping them with the skills needed to drive institutional excellence.



MDP on AI Based Prompt Engineering

Conducted from 20 to 24 April 2026 for the Department of Planning & Development, Government of Bihar, this offline programme trained 35 officers in AI-based prompt engineering. The session equipped participants with practical skills in leveraging artificial intelligence tools for planning, analysis, and governance functions, reflecting the department's push toward technology-driven administration.

MDP for WRD Officials Batch 16

Running from 20 to 25 April 2026, this offline batch trained 28 officers of the Water Resource Department, Government of Bihar, as part of the ongoing capacity-building series designed to strengthen technical governance and administrative efficiency within the department.



MDP for WRD Officials Batch 14

Held from 6 to 11 April 2026, this batch trained 26 officers from the Water Resource Department, Government of Bihar. Conducted offline, the programme was part of a continuing series aimed at strengthening technical and managerial capabilities among WRD officials to support effective water resource governance across the state.

MDP for WRD Officials Batch 15

From 13 to 18 April 2026, 29 officers from the Water Resource Department, Government of Bihar, participated in this offline training batch. The programme built on earlier cohorts, reinforcing administrative and technical competencies essential for efficient resource management in the department.



MDP for WRD Officials Batch 17

From 27 April to 2 May 2026, 22 officers from the Water Resource Department, Government of Bihar, underwent offline training in this batch, continuing the institute's sustained engagement with the department to build stronger administrative capacity.

MDP Events

MDP for WRD Officials Batch 17

From 27 April to 2 May 2026, 22 officers from the Water Resource Department, Government of Bihar, underwent offline training in this batch, continuing the institute's sustained engagement with the department to build stronger administrative capacity.



MDP for WRD Officials Batch 19

Held from 11 to 16 May 2026, this batch brought together 23 officers from the Water Resource Department, Government of Bihar, for offline training, marking the continuation of the institute's long-running partnership with the department.

MDP for WRD Officials Batch 18

Conducted from 4 to 9 May 2026, this offline programme trained 26 officers from the Water Resource Department, Government of Bihar, further extending the series of capacity-building interventions for the department's officer cadre.



NFLP 18

From 11 to 15 May 2026, NFLP 18 trained 31 faculty participants from the MMTTP (Ministry of Education, Government of India) in an offline format, continuing the National Faculty Leadership Programme's emphasis on developing leadership and academic management skills among faculty.



RAMP Batch 18

Also held from 20 to 22 May 2026, this offline batch trained 39 micro-entrepreneurs from underprivileged backgrounds under the Directorate of Industrial Development, Government of Bihar, reinforcing the RAMP initiative's mission of building sustainable livelihoods through skill and business development.

RAMP Batch 17

Conducted from 20 to 22 May 2026 for the Directorate of Industrial Development, Government of Bihar, this offline programme trained 28 micro-entrepreneurs from underprivileged backgrounds. The session focused on strengthening entrepreneurial and business management skills to support inclusive economic growth at the grassroots level.

8th Convocation Ceremony

IIM Bodh Gaya marked a significant milestone in its academic calendar with the 8th Convocation Ceremony, held on 4th April 2026. The event brought together graduating students, proud families, faculty members, and the broader Institute community to celebrate the culmination of years of hard work, perseverance, and intellectual growth.

The ceremony was a fitting tribute to a cohort that had weathered the rigours of a demanding academic journey, one shaped not just by classroom learning but by leadership opportunities, collaborative projects, and countless moments of personal and professional growth. As graduates crossed the stage to receive their degrees, the occasion stood as a powerful reminder of the values the Institute strives to instil in every student who walks through its gates — mindfulness, excellence, and integrity.









Beyond the formal proceedings, the Convocation was also a moment of reflection for the wider Institute community. Faculty members watched with pride as students they had mentored and guided stepped confidently into the next phase of their careers, while families shared in a celebration years in the making. For the graduating batch, the ceremony was not just an ending but a beginning — a launchpad into industry, entrepreneurship, public service, and beyond, carrying with them the identity of IIM Bodh Gaya wherever they go. The 8th Convocation thus stood as both a celebration of individual achievement and a reaffirmation of the Institute's growing legacy in shaping future leaders.

STS



IPM(BBA) Best Student

EDALIS

MBA Medalists



TS



MBA DBM Medalists

GOL

MBA HHM Medalists



Conference on Contemporary Issues in Emerging Market Conference 2026 (CIEMC 2.0)

The Indian Institute of Management Bodh Gaya successfully hosted the Conference on Contemporary Issues in Emerging Market Conference 2026 (CIEMC 2.0) on 24–25 April 2026 in collaboration with the Peoples' Friendship University of Russia (RUDN University). The conference was organized under the theme "Reimagining Emerging Market Economies: Growth with Stability and Sustainability," bringing together policymakers, academicians, researchers, industry experts, and scholars from across India and abroad.

The conference received an overwhelming response with over 470 research paper submissions, featuring more than 300 presentations from participants representing 25+ Indian states and multiple countries. The event served as a platform for meaningful discussions on sustainable growth, innovation, governance, geopolitical uncertainties, and the evolving role of emerging economies in the global landscape.





Dr. Vinita Sahay, Director, IIM Bodh Gaya, emphasized the need to develop mindful leaders for sustainable and inclusive growth. Through international participation and insightful deliberations, CIEMC 2.0 reaffirmed the Institute's commitment to advancing research, policy dialogue, and innovative solutions for emerging market economies

The inaugural session was graced by Shri Suman K. Bery, Vice-Chairperson, NITI Aayog, while the valedictory session featured Dr. V. Anantha Nageswaran, Chief Economic Advisor to the Government of India, as the Chief Guest. The conference also hosted distinguished speakers including Shri Manoj Kumar Singh, IAS, CEO, State Transformation Commission, Government of Uttar Pradesh, and Dr. Rashmi Singh, IAS, Secretary, Department of Women and Child Development, Government of NCT of Delhi. International academicians and experts from RUDN University, the University of Messina (Italy), the World Bank Group, NITI Aayog, Business Standard, and other leading institutions enriched the discussions through keynote addresses and panel sessions.

APRIL 2026


शैक्षणिक भवन : उरुवेला ACADEMIC BLOCK : U


8th Annual Convocation
Saturday, April 4, 2026
Chief Guest
Shri Ashishkumar Chauhan
Managing Director & CEO




RUDN university
International Conference on Contemporary Issues in Emerging Markets
CIEMC 2.0


शैक्षणिक भवन : उरुवेला ACADEMIC BLOCK : URUVELA
8th Annual Convocation

IIM Bodhgaya hosts stakeholder consultation on biodiversity governance in Bihar government

To commemorate the International Day of Biodiversity 2026, IIM Bodh Gaya, in collaboration with the Bihar State Biodiversity Board (BSBB), organised a stakeholder consultation on the theme "Acting Locally for Global Impact." The event brought together experts, academicians, government officials, and community representatives to discuss the sustainable use and conservation of Bihar's biological resources.

The consultation featured an expert panel on Access Benefit Sharing (ABS) of Forest Produce in Bihar, highlighting the importance of community participation, biodiversity governance, and the preservation of traditional ecological knowledge. The discussions also emphasised strengthening Biodiversity Management Committees and promoting sustainable livelihoods through responsible resource management.





The event concluded with stakeholder recommendations based on ongoing research conducted by IIM Bodh Gaya faculty under a BSBB-funded project. Participants collectively adopted the Bihar Biodiversity Action Statement, reaffirming their commitment to nature-positive development and collaborative biodiversity conservation across the state.

MAY 2026


10
YEARS OF ACADEMIC EXCELLENCE
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10
YEARS OF ACADEMIC EXCELLENCE
IIM BODH GAYA
INTERNATIONAL DAY FOR BIODIVERSITY 2026
Stakeholder Consultation on Distribution, Economics, Trade, Marketing (Value Addition) of Biological Resources in Aurangabad, Gaya & Rohtas
"Acting Locally for Global Impact"
Patron
Prof. Vinita Sahay
Director
IIM Bodh Gaya
Conveners
Dr. Payal Dey
Dr. Anup Soren
Date and Time - 18th May, 2026, 9 AM
Venue - IIM Bodh Gaya
Uruvela, Prabandh Vihar
Bodh Gaya - 824234, Gaya, Bihar, India
#TheEnlighteningIIM

IIM Bodhgaya signing up an MoU with Association of Diagnostics Manufacturers of India (ADMI)

IIM Bodh Gaya has signed a strategic Memorandum of Understanding (MoU) with the Association of Diagnostics Manufacturers of India (ADMI), the apex body representing India's in vitro diagnostics (IVD) manufacturing sector. The collaboration aims to strengthen the integration of academia and industry by creating meaningful opportunities for students while contributing to the advancement of India's rapidly growing healthcare and diagnostics ecosystem.

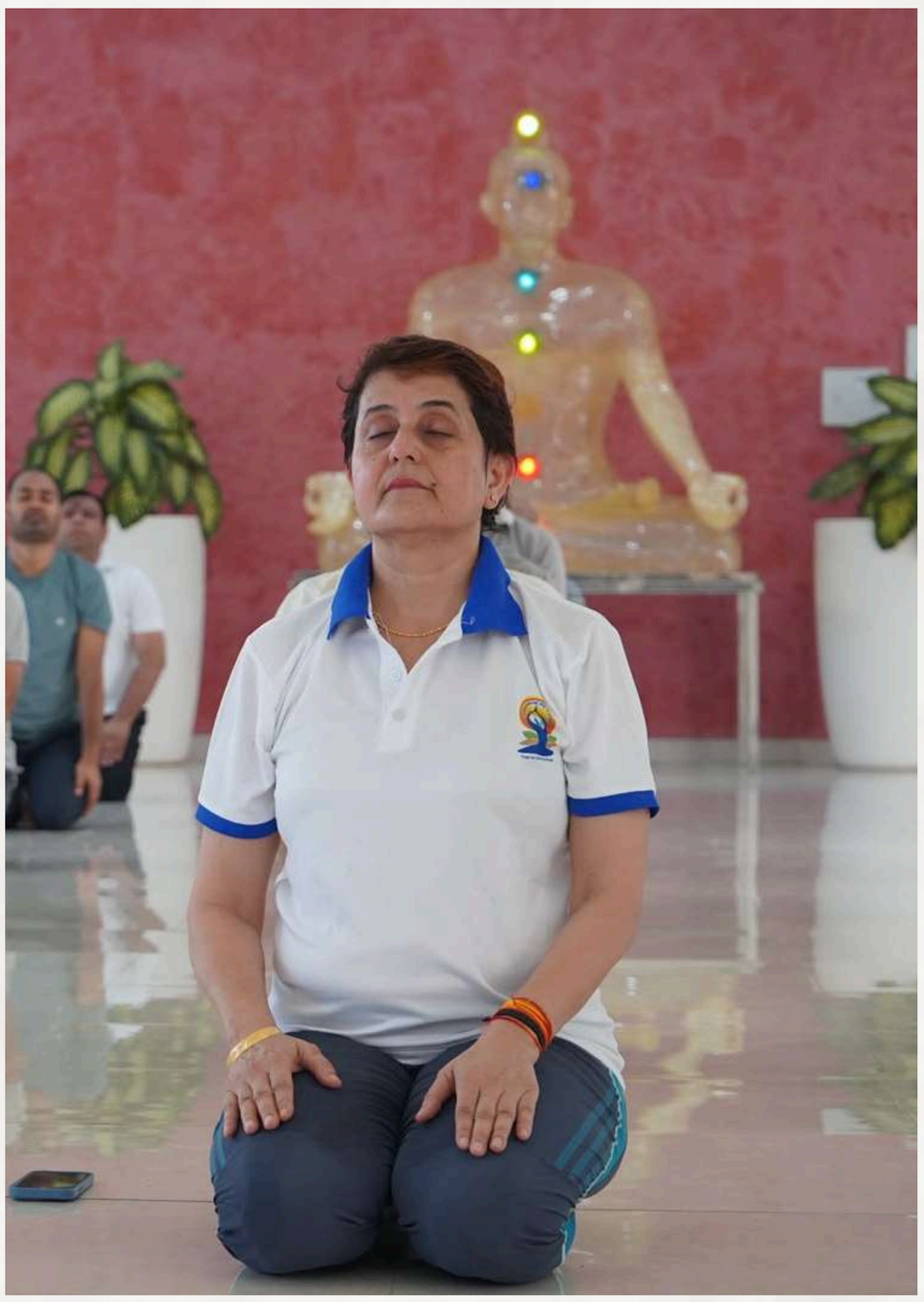
As part of the partnership, ADMI will collaborate with IIM Bodh Gaya to enrich the MBA (Hospital & Healthcare Management) programme through industry-oriented curriculum development, leadership lectures, live projects, summer internships, and final placements. The MoU also facilitates joint research initiatives, including research papers, white papers, business case studies, and consulting projects, enabling students and faculty to engage with real-world challenges in the healthcare sector.

Beyond academics, the collaboration will promote knowledge exchange through national and international seminars, conferences, industry conclaves, and Management Development Programmes for professionals in the diagnostics manufacturing sector. By connecting classroom learning with industry expertise, this partnership reinforces IIM Bodh Gaya's commitment to developing future-ready healthcare leaders and supporting innovation and excellence in India's diagnostics industry.



International Day of Yoga

On 21st June 2026, IIM Bodh Gaya joined institutions across the country in observing International Day of Yoga, a global celebration dedicated to the practice of yoga and its role in fostering physical, mental, and emotional well-being. For a campus that often runs at the pace of deadlines, presentations, and case studies, the day offered a welcome and necessary pause — a chance for the community to slow down and reconnect with practices of mindfulness and balance.



Students, faculty, and staff came together in a shared space of stillness, participating in yoga sessions that emphasized breath, posture, and presence. The observance was more than a wellness activity; it was a reflection of the Institute's broader philosophy that academic excellence and personal well-being are not competing priorities but complementary ones. In the midst of a demanding management education, moments like these serve as important reminders that resilience is built not only through hard work but through balance and self-care as well.



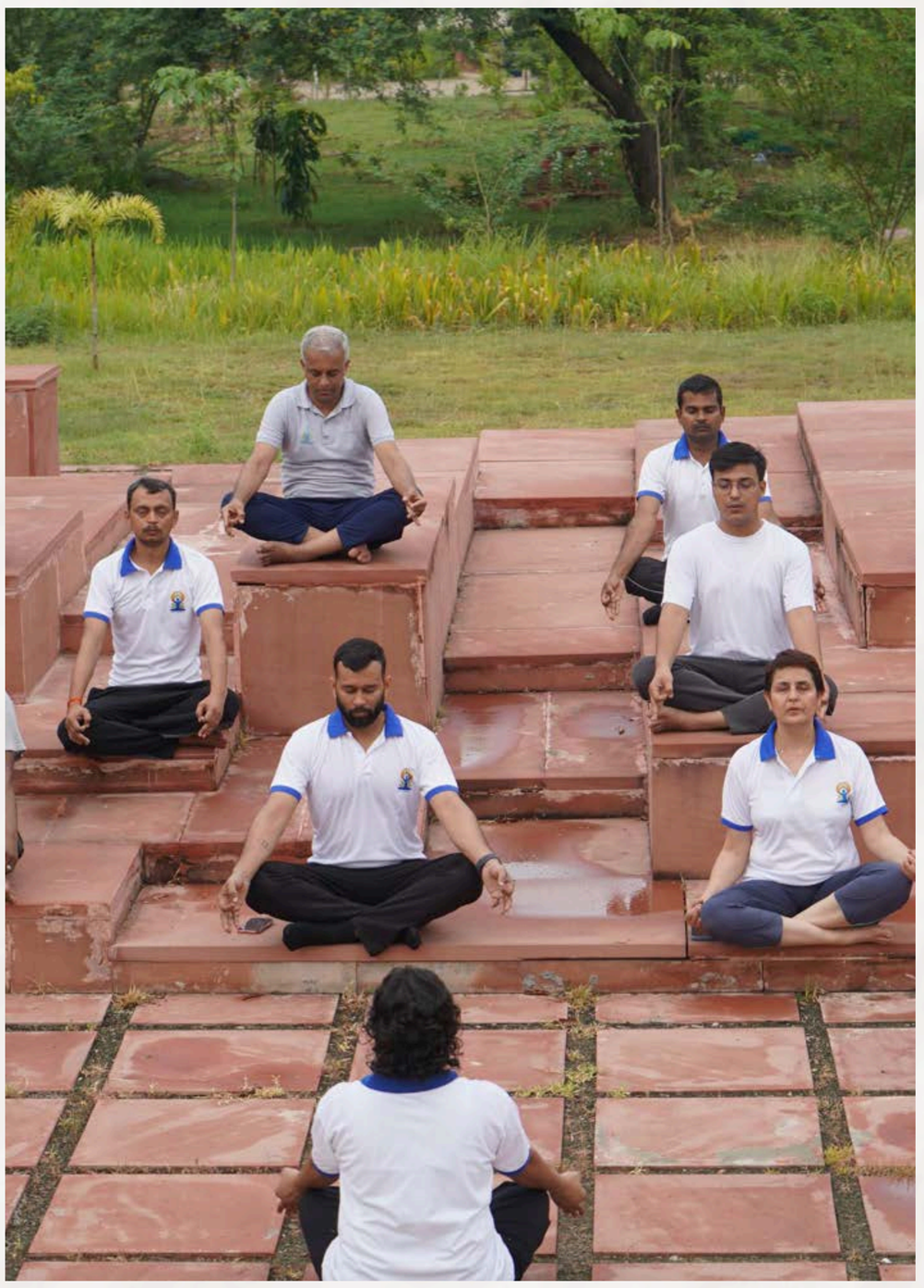


The celebration also reinforced a sense of community on campus, bringing together people from different departments, batches, and backgrounds in a shared, non-academic pursuit. As the Institute continues to grow in scale and ambition, occasions such as International Day of Yoga serve as grounding reminders of the human element at the heart of institutional life — one rooted in care, calm, and collective well-being.

JUNE 2026











Faculty and Student Achievements

Shikha Thakur



Shikha Thakur, DBM student, has successfully completed the "Inside LVMH certificate program". Gained a deeper understanding of luxury brand management, storytelling, customer-centricity, and the role of creativity in building iconic brands.

Sourav Prasad



Sourav prasad, a Phd scholar, has won the ''Best Research Paper Award in the Finance Track'' – First Prize at RSFE 2026, a recognition of his rigorous research contribution to the field of finance.

Shraddha Sahu



Shraddha Sahu,DBM student, has emerged as the Winner of the ''Head & Shoulders Brand Champion Challenge'', showcasing strong strategic and brand-marketing acumen on a national platform.

Abhranil Chakraborty



Abhranil Chakraborty,IPM student, showcased his athletic skill by finishing as Runner-Up at the Intra District Badminton Tournament, reflecting his dedication to balancing academics with sporting excellence.

Shah Heet Kevinkumar



Shah Heet Kevinkumar, IPM student, cleared the globally recognized CFA Level 1 examination, a significant milestone for students pursuing a career in investment management and finance.

Faculty and Student Achievements



Shirso Dasgupta

Shirso Dasgupta, IPM student, cleared the CFA Level 1 examination, reflecting strong analytical and financial acumen built during his time at the institute.



Shreya Mehrotra

Shreya Mehrotra ,IPM student, impressed audiences with her performance, securing the Runner-Up position in the dance competition at IIM Ranchi's cultural fest, Rush 3.0.



Gaurav Chaudhary

Gaurav Chaudhary, MBA student, cleared the CFA Level 1 examination, marking an important step forward in his finance career journey.



Aviral Singh

Aviral Singh, MBA student, cleared the CFA Level 1 examination, joining his peers in this notable academic achievement.



Manav Khatwani

Manav Khatwani ,IPM student, cleared the CFA Level 1 examination, demonstrating strong dedication to his financial studies.

Faculty and Student Achievements

Israa Yoosaph AK



Israa Yoosaph AK ,MBA student, represented the institute on an academic platform by presenting a research paper at the IPPN Conference, contributing to scholarly discourse in her area of study.

Asmita Pal



Asmita Pal, HHM student, secured the 1st Runner-Up position at Kotler's Konundrum, the flagship marketing case competition of IIM Ahmedabad, competing against some of the sharpest marketing minds from premier B-schools across the country.

Sheo Rama



Sheo Rama ,PhD scholar, undertook a one-month research visit to the University of Auckland Business School, New Zealand, an opportunity that allowed for valuable academic exchange and exposure to international research practices.

Divyanshu Singh



Divyanshu Singh ,MBA student, led his team to victory at the National Buildathon 2026 (organized by Forge India and Unstop), where they conceptualized and built GigShield — an innovative fintech solution designed to provide portable welfare benefits, verified income records, and credit access to India's 7.7 million gig workers through a unified financial identity infrastructure.

Faculty and Student Achievements

Sundaram Kumar



Sundaram Kumar, DBM student, represented the fashion brand Very Much Indian at the 2026 Pune Times Fashion Week, contributing to influencer engagement and event marketing as the brand showcased its collection on Day 1 of the two-day event. The showcase featured personalities like Sakshi Tanwar and Irina Rudakova, with the opportunity made possible through the leadership of Slony Gambhir.



Boudhayan Ganguly

Assistant Professor,
IT Systems and Analytics

Title of Publication : Does Physical Infrastructure of Schools Necessarily Lead to Better Education Outcomes? An Empirical Evidence from Sub-national India.

Type of Publication : Paper

Journal/Conference/Publisher Name : Global Business Review

This paper examines whether states that invest more in school infrastructure necessarily achieve better educational outcomes. Using the Shannon Entropy measure to objectively assign weights to infrastructure attributes and the TOPSIS approach to rank states, the study finds that physical infrastructure alone does not critically drive educational performance. Rather, infrastructure combined with qualitative and quantitative interventions — including governance mechanisms and strategic planning — leads to better outcomes. The findings suggest that funding decisions should be made contingent on performance monitoring and incentive-designing mechanisms to improve education across states.

Dr. Jitendra Yadav

Associate Professor
Marketing



Title of Publication : Assessing Factors Influencing Brand Equity and Fan Engagement in Digital Social Landscape

Type of Publication : Article

Journal/Conference/Publisher Name : Event Management

This study proposes and validates a framework for sports brand equity in the digital age, extending Aaker's brand identity principles and Keller's customer-based brand equity model. Drawing on exploratory factor analysis (250 responses) and confirmatory factor analysis with structural equation modeling (570 responses), the research identifies five key enablers of sports brand equity: digital experience, team interaction, e-milieu, the arena, and fan engagement. The findings reveal that e-milieu and digital experience indirectly impact brand equity through fan engagement, with fandom type playing a moderating role. Dr. Yadav was also honoured with the Editorial Contribution Award 2026 by Springer Nature in recognition of his distinguished contribution to academic publishing.



Sanjay Kaushal

Associate Professor

Humanities and Liberal Arts (Business Communication)

Title of Publication : Negotiating Multilingualism in Indian Classrooms: Teacher-Student Communication in Policy and Practice

Type of Publication : Article

Journal/Conference/Publisher Name : Educational Researcher

This essay reviews emerging research on teacher-student communication across India's multilingual classrooms, arguing that formal language policy alone is insufficient to ensure equitable participation in learning. Foregrounding adaptive strategies such as translanguaging, visual scaffolding, and peer mediation, the essay introduces the concept of "communicative justice" — the idea that meaningful inclusion requires recognizing students' linguistic repertoires and supporting teachers' communicative agency. It calls for systemic investment in multilingual pedagogy, inclusive assessment, and discourse-based research to align India's NEP 2020 vision with actual classroom realities.

Dr. Pinaz Tiwari

Associate Professor

Marketing



Title of Publication :Nuts over Mutts: The Expansion Dilemma

Type of Publication :Case Study

Journal/Conference/Publisher Name : Ivey Publishing

This case study follows Manvi Gupta, co-founder of Nuts over Mutts (NOM), a premium dog nutrition start-up in India, as she faces a pivotal strategic decision — whether to enter the booming cat food segment, deepen the existing dog portfolio, or pursue a hybrid approach. Set against the backdrop of strong subscription retention and a ₹2 billion 2028 revenue target, the case presents a nuanced dilemma balancing brand identity, operational capacity, and investor expectations, making it a compelling teaching resource on brand strategy and entrepreneurial growth.

Dr. Tiwari has also been awarded the PRAVRITTI Research Grant by PFRDA to investigate how digital narratives and behavioural factors — including the influence of finfluencers — shape millennial attitudes toward retirement savings and pension schemes.



Prof. Bishal Dey Sarkar

Associate Professor

Operations Management & Quantitative Techniques

Title of Publication : From E-Commerce to Quick Commerce: Prioritizing Strategic and Stakeholder Consequences in Urban Retail Logistics
Type of Publication : Article

Journal/Conference/Publisher Name : Asia Pacific Journal of Marketing and Logistics

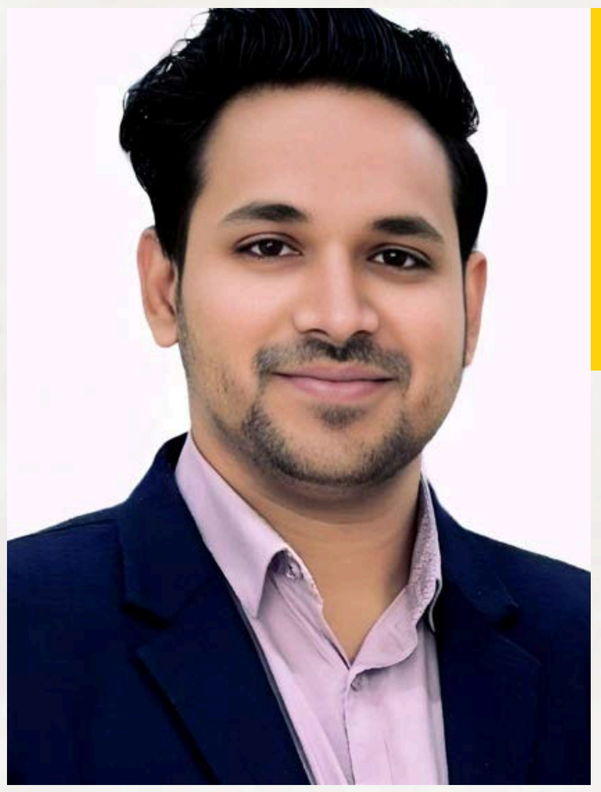
This study examines the strategic and stakeholder-related consequences of the shift from conventional e-commerce to quick commerce (q-commerce) in urban retail logistics. Combining the Resource-Based View and Stakeholder Theory, and using a Delphi study with industry and academic experts, the research prioritizes seventeen consequences of q-commerce adoption using the COCOSO multi-criteria decision-making approach. The findings reveal that firms prioritize capability-enhancing outcomes such as sales volume and competitive advantage, while stakeholder concerns like gig worker welfare and environmental impact receive comparatively lower priority — highlighting a critical capability–stakeholder trade-off in modern logistics decision-making.

Title of Publication Powering the Future: Unlocking Energy Storage Market Performance Through Business Model Innovation in Smart Grids

Type of Publication :Paper

Journal/Conference/Publisher Name : Energy Reports

This research investigates the key drivers of energy storage market (ESM) performance through the lens of business model innovation in smart grid ecosystems. Using Structural Equation Modeling and Confirmatory Factor Analysis on data from 184 energy-sector stakeholders, the study finds that profitability has the strongest influence on ESM performance, followed by competitiveness, technological development, and organizational learning. The paper proposes a model-based framework for emerging economies, offering decision-makers a roadmap to foster smarter, more sustainable energy innovation.



Dr. Vishal Ashok Wankhede

Associate Professor

Operations Management and Quantitative Techniques

Title of Publication : Nuts over Mutts: The Expansion Dilemma

Type of Publication : Case

Journal/Conference/Publisher Name : Ivey Publishing

This case study centres on Manvi Gupta, co-founder of Nuts over Mutts (NOM), a fast-growing premium dog nutrition start-up in India, who faces a critical strategic crossroads — whether to expand into the rapidly growing cat food segment, deepen NOM's existing dog-centric portfolio, or pursue a hybrid approach. With strong subscription retention and an ambitious ₹2 billion revenue target set for 2028, the case presents a rich managerial dilemma involving brand identity preservation, operational readiness, and investor pressure. It serves as a compelling teaching tool on brand strategy, entrepreneurial decision-making, and the challenges of scaling a niche consumer brand in an evolving market.

Title of Publication : Transformative Integration: Which Success Factors Lead to Effective Industry 4.0 and Lean Six Sigma Collaboration?

Type of Publication : Article

Journal/Conference/Publisher Name : International Journal of Lean Six Sigma

This study identifies and prioritizes the critical success factors (CSFs) required for the effective integration of Industry 4.0 and Lean Six Sigma. Using a two-stage approach combining exploratory factor analysis and gray-based DEMATEL, the research quantifies the importance of integration dimensions and examines their cause-and-effect relationships. The findings provide industrial leaders with a structured priority order of CSFs to streamline operations and gain competitive advantage through modular innovation. Dr. Wankhede has also been recognized as a World's Top 5% Scientist in the 2025 SciRank Global Registry, based on rigorous bibliometric analysis — a testament to his outstanding research impact.



Samant Saurabh

Associate Professor

IT Systems and Analytics

Title of Publication : A Consistency-Based Geometric and Interpretable Linear-Time Algorithm for Best-Worst Method via Orthogonal Regression

Type of Publication : Article

Journal/Conference/Publisher Name : Omega

This paper introduces OR-BWM (Orthogonal Regression Best-Worst Method), a novel linear-time algorithm that reframes the Best-Worst Method as an orthogonal regression problem rather than an optimization problem. Evaluated against leading methods including Min-Max nonlinear formulation and Logarithmic Least Squares, OR-BWM demonstrates superior execution time, strong robustness under noisy inputs, and top-tier consistency — making it a significant methodological contribution to multi-criteria decision-making.

Title of Publication : Prioritizing Smart Campus Features: Hierarchical Structuring and Fuzzy DEMATEL-Based Approach
Type of Publication : Article
Journal/Conference/Publisher Name : Built Environment Project and Asset Management

This research develops a concise, five-category hierarchical framework of smart campus features to support better strategic planning and resource allocation. Addressing the gap left by unorganized and impractical feature lists in existing literature, the study employs fuzzy DEMATEL to analyse causal interdependencies under uncertainty, enabling institutions to make more informed and structured decisions for smart campus development.

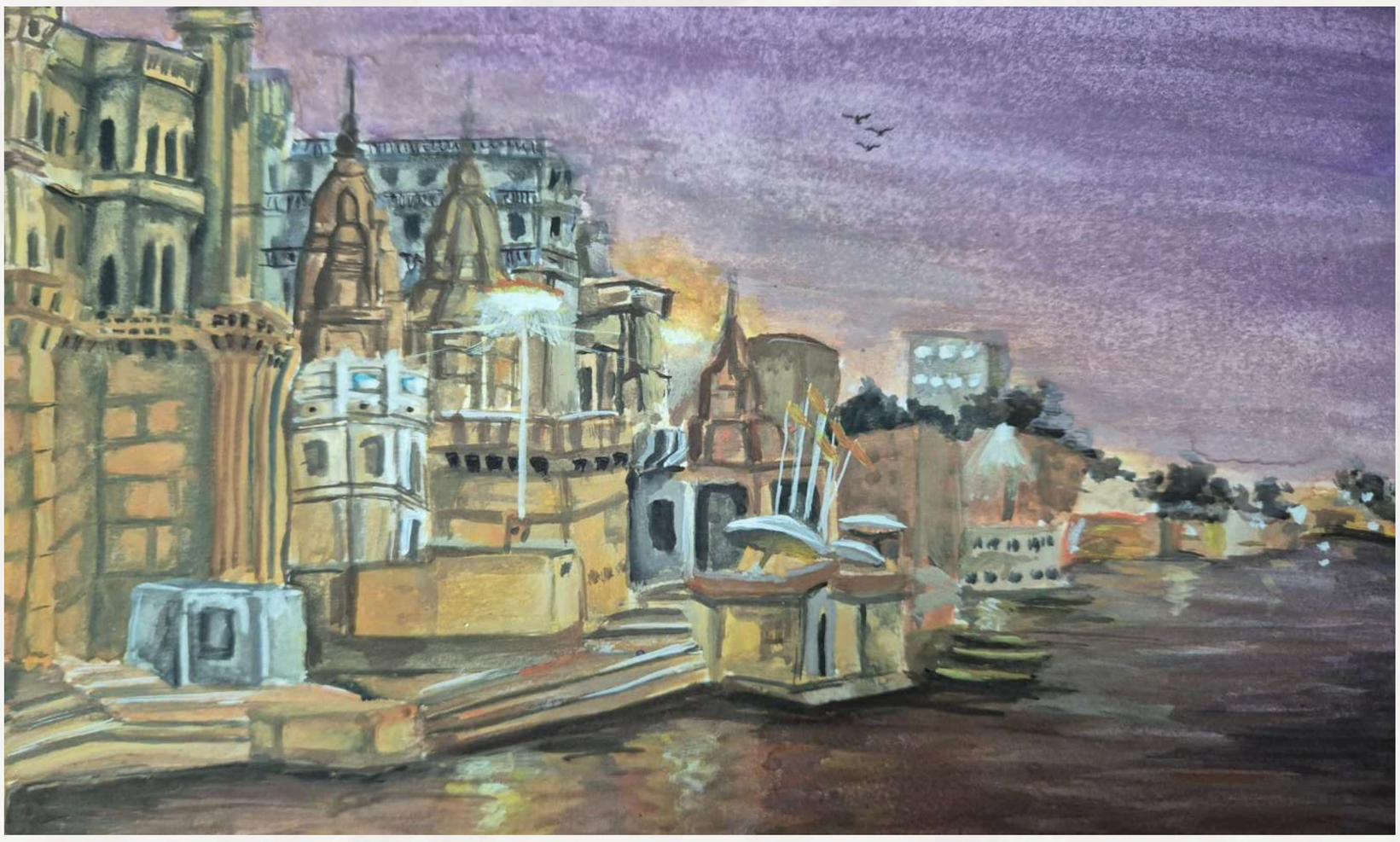
Title of Publication : "I Quit Because…": A Psychological Interpretation of Push-Pull Dynamics of Employee Attrition Informed by Explainable Machine Learning
Type of Publication : Article
Journal/Conference/Publisher Name : Acta Psychologica

This study employs advanced ensemble machine learning models along with explainable AI methods (SHAP and PFI) to decode the psychological drivers behind employee attrition. Interpreting results through the Self-Determination Theory and Job Demands-Resources framework, the research introduces a Precision HR Diagnostic Framework grounded in push-pull mechanisms, offering HR practitioners actionable insights to foster employee empowerment and reduce attrition.

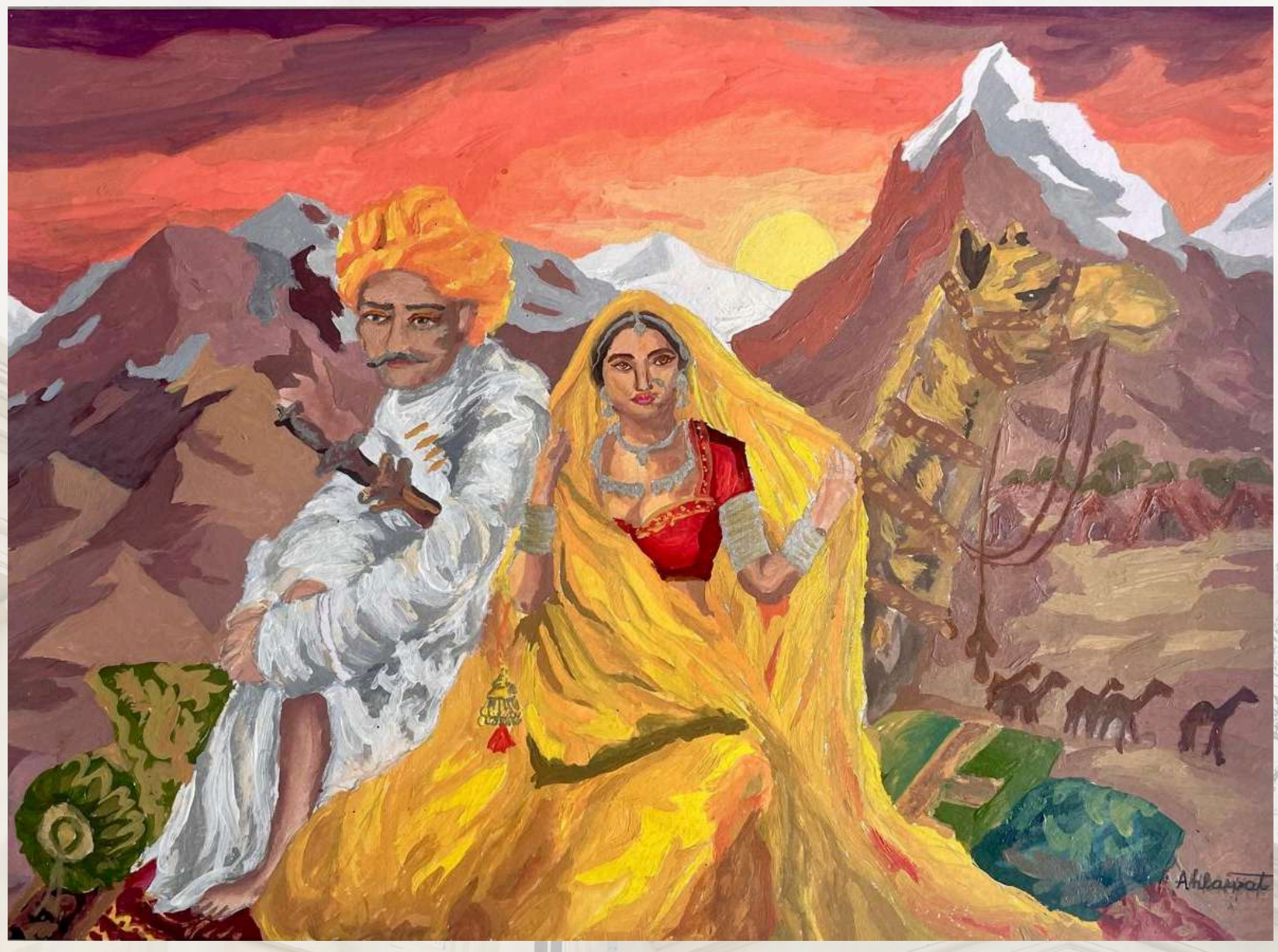
Prof. Saurabh has also been awarded a Research Grant (PRAVRITTI) by PFRDA under the DRG Initiative to study pension readiness and retirement investment trends among tech-savvy Indian individuals, examining how digital narratives and behavioural factors shape retirement planning decisions.

Visual Arts Section

Courtesy to the Arts and Literature Club, Eclectica, for their artistic contributions.



By:- Sayonee Ghosh, IPM 05



By:- Arnav Ahlawat, IPM 04

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Pathway

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