



ASIAN
BUSINESS
SCHOOL



ANNUAL REPORT

2023-24

2 YEAR **PGDM**

POST GRADUATE DIPLOMA
IN MANAGEMENT

EQUIVALENT TO MBA DEGREE



ASIAN BUSINESS SCHOOL OVERVIEW



Asian Business School is an institute of academic excellence and one of the few institutes having an AICTE approved PGDM which is accredited by National Board of Accreditation and granted equivalence to MBA degree by AIU (Association of Indian Universities). Our programs are purposeful and professionally oriented and the core advantage of studying at ABS is to get an internationally recognized qualification, by the finest academic minds who impart holistic knowledge by deductive learning methodology. The support from the industry is immense in the form of internship and job placements. The founders of ABS believe that education and training are vital inputs for human resource developments which in turn are essential for the economic well being and growth of the society. Asian Business School was established to prepare the youth for taking advantage of the unprecedented opportunities and face the challenges posed by the economic reforms which have radically changed the complexion of business and their management across the world. ABS is run by a non-profit society registered under the Societies Registration Act XXI of 1860. It may be added that Asian Academy of Film & Television run by this Society is one of ten best film schools in the world for short term courses. ABS has strong industry - business school interface to integrate class room teaching and training along with practical experience in the field to bridge the gap between theory and practice. ABS focuses on enhancing the capabilities of the students to lead and manage businesses by learning to adopt a systematic approach to identify problems and finding their solutions using analytical, problem solving and decision making skills and understanding financial and accounting aspects of the business in a logical manner. Asian Business School also prepares its students to pursue opportunities for doing business with optimum utilization of available resources. In other words, due emphasis is laid on inculcating the spirit of entrepreneurship among its students. Personality development, physical fitness, personal grooming and training in communication skills are an integral part of education and training at ABS for preparing its students to enter the business world with determination and necessary self confidence.

ASIAN BUSINESS SCHOOL OVERVIEW



VISION

To be globally recognized business school providing Growth with Education.

MISSION

- To ensure dissemination of quality education with the practical application of knowledge for developing required management skills.
- To nurture leaders of high integrity, grounded in strong values, and equipped with the critical thinking and decision-making abilities.
- To develop individuals having an entrepreneurial and innovative mind set.
- To incorporate research for understanding and addressing the dynamic business environment.

Program Educational Outcomes

PEO1: The graduates will acquire the ability to apply application-oriented learning in the field of business management and develop leadership skills for managing dynamic business environments

PEO2: Graduates will attain high levels of proficiency in their respective domains and demonstrate high ethical standards and refined interpersonal skills.

PEO3: Graduates will reflect competency to emerge globally as recognized leaders in entrepreneurial ventures

PEO4: Graduates will possess the capability to understand and conduct research and apply critical thinking in taking complex business decisions for achieving organizational goals.

BOARD OF GOVERNORS



DR. SANDEEP MARWAH

PRESIDENT - ASIAN EDUCATION GROUP



AKSHAY MARWAH

CHIEF EXECUTIVE OFFICER,
ASIAN EDUCATION GROUP



MOHIT MARWAH

MANAGING DIRECTOR,
ASIAN EDUCATION GROUP



**DR. LALITYA VIR
SRIVASTAVA**

DIRECTOR, ASIAN BUSINESS SCHOOL



**DR. SAURABH
SHARMA**

DIRECTOR, ASIAN EDUCATION GROUP



**DR. GURDEEP SINGH
RAINA**

DIRECTOR, ASIAN EDUCATION GROUP

MESSAGE FROM DIRECTOR



At Asian Business School (ABS), the pursuit of excellence is not just a goal—it is a way of life. In today's globalized economy, success is driven by the right combination of knowledge, skills, and attitude. ABS nurtures its students to excel in corporate careers while also fostering a deep awareness of critical global research issues. Our institution has cultivated a disciplined and dynamic learning environment, ensuring high-quality education through an industry-driven curriculum. This approach transforms students into well-rounded professionals, equipped to thrive in competitive global markets. To instill a global perspective and work culture, ABS has established Memorandums of Understanding (MOUs) with renowned institutions worldwide. Our students actively engage in international research collaborations, further broadening their horizons. A highlight of this global engagement is the fully sponsored one-week study trip to Oxford Business School, United Kingdom. This unique opportunity allows students to gain firsthand insights into international markets through interactive sessions. Additionally, ABS recently collaborated with the National University of Bangladesh to host an International Conference, fostering cross-cultural research and academic exchange. Our Research and Development Cell (RDC) has been at the forefront of intellectual advancement, organizing an international conference and two national seminars to address pressing societal and business challenges. Furthermore, the RDC has conducted two Faculty Development Programs (FDPs) to enhance faculty expertise and skill sets. This year, the cell also published two books, co-authored by faculty members and students, reflecting ABS's commitment to academic contribution. ABS had the honor of hosting esteemed personalities, including Dr. V.K. Singh, Union Minister of State; Mr. Angelo George, CEO of Bisleri International Ltd.; and Ms. Shivani Malik, Founder and CEO of Mother's Kitchen. In total, 20 distinguished guests visited our campus, offering invaluable industry insights to our students. Our various clubs and cells organized a total of 14 academic and extracurricular events, providing students with a platform for holistic development. Furthermore, our students showcased their talent and determination by participating in external competitions, earning accolades for the institution. We take immense pride in our accomplished alumni, whose contributions make a meaningful impact on society. To honor their achievements, we proudly confer the Distinguished Alumni of the Month Award, celebrating their dedication and success. At ABS, we remain committed to equipping our students with the knowledge, character, and skills necessary to excel. As they embark on their transformative educational journey, we encourage them to embrace challenges, explore new opportunities, and push their boundaries. Through dedication and perseverance, ABS students will not only make their families proud but also contribute significantly to society and the nation.

Dr. Lalitya Vir Srivastava
Director
Asian Business School, Noida

STUDENT ACCOLADES

PRIZES WON BY STUDENTS IN EXTERNAL EVENTS

Event	Student	Prize / Position	Organized by
FOREsutra - A Competition on Social Issues	Anuj Kumar Singh	19 all over India Plus Rs. 10,000/- reward	Fore School of Management
Hackathon	Prakhar Sharma Arshita Singh	Ist Cash prize Rs. 20,000 and 1 month online internship opportunity	U first Coaching, A UK-Based Organization
India's Biggest Marketing Challenge of 2024	Shriya Agarwal Ritesh Priyanshu Raj Aman Mishra	IIInd Cash prize Rs. 10,000 and Trophy	DMAC
Marketing Case Analysis Competition - Vikasamarka	Himanshi Pandey Gautam Sharma Jasmine Sa	III Cash prize of Rs. 5000	Great Lakes Institute of Management, Gurgaon
International Conference	Ratik Gupta Isha Gupta Siddhu Sahu Sonam Pandey Anand Abhishek	Paper Presentation in International Conference on Socio Economic Transformation & Its Impact on Business	JIS University
International Conference	Sneha Kumari Khushboo Bhardwaj Kshitiz Gupta	Paper Presentation in the International Conference The Impact of Celebrity Endorsement on Consumer Purchasing Behaviour in Relation to Personal Care Products in Delhi	Maharishi University of Information Technology

STUDENT PUBLICATIONS

S.No.	Name	Batch	Title of Paper / Book Chapter	Journal / Magazine / Book	Month/Year
1.	Arshita Singh	2023-25	Transforming Operations with ZOHO	Cases in Business: A Collection of Cases in New Paradigms of Business Management, ISBN: 9789395651943	Feb 2024
2.	Md. Shawez Tariq	2023-25	Blooms with a Purpose: A Deep Dive into Phool. Co's Social and Environmental Impact	Cases in Business: A Collection of Cases in New Paradigms of Business Management, ISBN: 9789395651943	Feb 2024
3.	Md. Alishan Azam	2023-25	Blooms with a Purpose: A Deep Dive into Phool. Co's Social and Environmental Impact	Cases in Business: A Collection of Cases in New Paradigms of Business Management, ISBN: 9789395651943	Feb 2024
4.	Nishant Singh	2023-25	Reviving The 'Mocha' A Case of Cafe Coffee Day Brand Story of Its Phoenix Like Revival	Cases in Business: A Collection of Cases in New Paradigms of Business Management, ISBN: 9789395651943	Feb 2024
5.	Arifa Akhter	2023-25	"Unveiling Viral Alchemy: Decoding the Ice Bucket Challenge and Als Awareness's Online Triumph"	Cases in Business: A Collection of Cases in New Paradigms of Business Management, ISBN: 9789395651943	Feb 2024
6.	Radha Dwivedi	2023-25	"Unveiling Viral Alchemy: Decoding the Ice Bucket Challenge and Als Awareness's Online Triumph"	Cases in Business: A Collection of Cases in New Paradigms of Business Management, ISBN: 9789395651943	Feb 2024
7.	Muskan Sinha	2023-25	Nightlights as Indicator of Growth in Economic Activity	Cases in Business: A Collection of Cases in New Paradigms of Business Management, ISBN: 9789395651943	Feb 2024
8.	Shipra Sharma	2023-25	Nightlights as Indicator of Growth in Economic Activity	Cases in Business: A Collection of Cases in New Paradigms of Business Management, ISBN: 9789395651943	Feb 2024
9.	Preksha Jain	2023-25	Transformation Which Amazon Go Store Brings in Digital Era	Cases in Business: A Collection of Cases in New Paradigms of Business Management, ISBN: 9789395651943	Feb 2024
10.	Unnati Gupta	2023-25	Transformation Which Amazon Go Store Brings in Digital Era	Cases in Business: A Collection of Cases in New Paradigms of Business Management, ISBN: 9789395651943	Feb 2024
11.	Sonam Pandey	2023-25	Sustainability Speaks: Patagonia's Iconic Campaign	Cases in Business: A Collection of Cases in New Paradigms of Business Management, ISBN: 9789395651943	Feb 2024
12.	Isha Gupta	2023-25	Sustainability Speaks: Patagonia's Iconic Campaign	Cases in Business: A Collection of Cases in New Paradigms of Business Management, ISBN: 9789395651943	Feb 2024
13.	Raman Kumar Singh	2023-25	Sustainability Speaks: Patagonia's Iconic Campaign	Cases in Business: A Collection of Cases in New Paradigms of Business Management, ISBN: 9789395651943	Feb 2024

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S.No.	Name	Batch	Title of Paper / Book Chapter	Journal / Magazine / Book	Month/Year
14.	Rahul Brahma	2023-25	The Fiasco Turned Winner	Cases in Business: A Collection of Cases in New Paradigms of Business Management, ISBN: 9789395651943	Feb 2024
15.	Sumit Chaudhary	2023-25	Marketing With Emotions: A Case Study of Friendship Day Advertising by Ceat	Cases in Business: A Collection of Cases in New Paradigms of Business Management, ISBN: 9789395651943	Feb 2024
16.	Hemant Yadav	2023-25	Blackbuck: India's Logistics Unicorn in The Trucking Industry	Cases in Business: A Collection of Cases in New Paradigms of Business Management, ISBN: 9789395651943	Feb 2024
17.	Souvik Sen	2023-25	Blackbuck: India's Logistics Unicorn in The Trucking Industry	Cases in Business: A Collection of Cases in New Paradigms of Business Management, ISBN: 9789395651943	Feb 2024
18.	Md. Shawez	2023-25	Taylor Swift and Her Global Influence - The Rise of Swiftonomics	Cases in Business: A Collection of Cases in New Paradigms of Business Management, ISBN: 9789395651943	Feb 2024
19.	Preksha Jain	2023-25	Taylor Swift and Her Global Influence - The Rise of Swiftonomics	Cases in Business: A Collection of Cases in New Paradigms of Business Management, ISBN: 9789395651943	Feb 2024
20.	Harsh Bhatia	2023-25	Navigating The Challenges: A CaseStudy of ABC Ltd.' S Employee Turnover Dilemma	Cases in Business: A Collection of Cases in New Paradigms of Business Management, ISBN: 9789395651943	Feb 2024
21.	Ishita Sajwan	2023-25	Navigating The Challenges: A CaseStudy of ABC Ltd.' S Employee Turnover Dilemma	Cases in Business: A Collection of Cases in New Paradigms of Business Management, ISBN: 9789395651943	Feb 2024
22.	Jasmine Sa	2023-25	Case Study Santa's Transformation: Coca-Cola's Iconic Marketing Campaign and The Evolution of Christmas Traditions	Cases in Business: A Collection of Cases in New Paradigms of Business Management, ISBN: 9789395651943	Feb 2024
23.	Siddhi Sahu	2023-25	Deloitte UK: From Talk to Action- A Case Study in Employee Driven Sustainable Transformation	Cases in Business: A Collection of Cases in New Paradigms of Business Management, ISBN: 9789395651943	Feb 2024
24.	Siddhi Sahu	2023-25	The Chaotic Growth of Open Ai: From Non-Profit Beginnings to Billion-Dollar Battles	Cases in Business: A Collection of Cases in New Paradigms of Business Management, ISBN: 9789395651943	Feb 2024
25.	Ayush Gupta	2023-25	The Chaotic Growth of Open Ai: From Non-Profit Beginnings to Billion-Dollar Battles	Cases in Business: A Collection of Cases in New Paradigms of Business Management, ISBN: 9789395651943	Feb 2024

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S.No.	Name	Batch	Title of Paper / Book Chapter	Journal / Magazine / Book	Month/Year
26.	Shivam Singh	2023-25	Economic Ramifications of a Financial Fraud: A Case Study of Telgi Scam Hariom Sringari,	Cases in Business: A Collection of Cases in New Paradigms of Business Management, ISBN: 9789395651943	Feb 2024
27.	Hariom Sringari	2023-25	Economic Ramifications of a Financial Fraud: A Case Study of Telgi Scam Hariom Sringari,	Cases in Business: A Collection of Cases in New Paradigms of Business Management, ISBN: 9789395651943	Feb 2024
28.	Komal Prity	2023-25	A Case Study on The Takeover of Air India by Tata from The Indian Government and The Subsequent Renovation of The Airline	Cases in Business: A Collection of Cases in New Paradigms of Business Management, ISBN: 9789395651943	Feb 2024
29.	Sakshi Kesarwan	2023-25	A Case Study on The Takeover of Air India by Tata from The Indian Government and The Subsequent Renovation of The Airline	Cases in Business: A Collection of Cases in New Paradigms of Business Management, ISBN: 9789395651943	Feb 2024
30.	Siddharth Sati	2023-25	An Analysis of The Efficacy, Production, And Distribution Challenges of Covaxin by Bharat Biotech	Cases in Business: A Collection of Cases in New Paradigms of Business Management, ISBN: 9789395651943	Feb 2024
31.	Shashank Kumar Singh	2023-25	Genomic Revolution: Unraveling The Future of Healthcare Through Personalized Medicine	Cases in Business: A Collection of Cases in New Paradigms of Business Management, ISBN: 9789395651943	Feb 2024
32.	Gautam Kumar Dixit	2023-25	Genomic Revolution: Unraveling The Future of Healthcare Through Personalized Medicine	Cases in Business: A Collection of Cases in New Paradigms of Business Management, ISBN: 9789395651943	Feb 2024
33.	Anushka Aggarwal	2023-25	Applying Artificial Intelligence to Explore Online Harassment and Cyberbullying Prevention	Impact of AI on Advancing Women's Safety, ISBN: 9798369326794	Jan 2024
34.	Ms. Vaishnavi Raj Gupta	2022-24	Universal Human Values	Education Life Skill and Training by Aadi Publications, ISBN: 978-93-92586-49	Jan 2024
35.	Likita Negi	2022-24	Leadership Competencies: Is It Time for A Paradigm Shift?	Education Life Skill and Training by Aadi Publications, ISBN: 978-93-92586-49	Jan 2024
36.	Kshitiz Gupta	2022-24	How Can Life Skills Help Younger Generation to Make Better Life Choices	Education Life Skill and Training by Aadi Publications, ISBN: 978-93-92586-49	Jan 2024
37.	Aanchal Gupta	2022-24	Life Skills with An Emotional Focus	Education Life Skill and Training by Aadi Publications, ISBN: 978-93-92586-49	Jan 2024
38.	Atishay Jain	2022-24	Digital Ethics and Cyber Security	Education Life Skill and Training by Aadi Publications, ISBN: 978-93-92586-49	Jan 2024

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S.No.	Name	Batch	Title of Paper / Book Chapter	Journal / Magazine / Book	Month/Year
39.	Likita Negi	2022-24	Critical Analysis of Nep 2020 And Its Implantation	New Education Policy -Nep 2020- A New Paradigm to Empower India, ISBN: 978-93-94503-03-7	Oct 2023
40.	Shariq Hassan	2022-24	Critical Analysis of Nep 2020 And Its Implantation	New Education Policy -Nep 2020- A New Paradigm to Empower India, ISBN: 978-93-94503-03-7	Oct 2023
41.	Ritika Singh	2022-24	Will India's New National Education Policy (Nep) Represent A Paradigm Transitionin Indian Higher Education?	New Education Policy -Nep 2020- A New Paradigm to Empower India, ISBN: 978-93-94503-03-7	Oct 2023
42.	Apurva Jain	2022-24	Will India's New National Education Policy (Nep) Represent A Paradigm Transitionin Indian Higher Education?	New Education Policy -Nep 2020- A New Paradigm to Empower India, ISBN: 978-93-94503-03-7	Jan 2024
43.	Garvita Gupta	2022-24	Emerging Scenario of Higher Education in India in The Context of New Education Policy2020	New Education Policy -Nep 2020- A New Paradigm to Empower India, ISBN: 978-93-94503-03-7	Jan 2024
44.	Atishay Jain	2022-24	Grading System and Credit-Based Curriculum	New Education Policy -Nep 2020- A New Paradigm to Empower India, ISBN: 978-93-94503-03-7	Jan 2024
45.	Apurva Jain	2022-24	Digital Ethics and Cyber Security	Education Life Skill and Training by AADI Publications, ISBN 978-93-92586-49-1	Jan 2024
46.	Khushboo Bhardwaj	2022-24	How Can Life Skills Help Younger Generation to Make Better Life Choices	Education Life Skill and Training by AADI Publications, ISBN 978-93-92586-49-1	Jan 2024
47.	Sneha Kumari	2022-24	How Can Life Skills Help Younger Generation to Make Better Life Choices	Education Life Skill and Training by AADI Publications, ISBN 978-93-92586-49-1	Jan 2024
48.	Shariq Hassan	2022-24	Leadership Competencies: Is It Time for A Paradigm Shift?	Education Life Skill and Training by AADI Publications, ISBN 978-93-92586-49-1	Jan 2024
50.	Anand Abhishek	2023-25	Marketing Opportunities in the Digital Economy	Book of Abstracts: Socio- Economic Transformation and its Impact on Business, ISBN: 978-8-19-701969-2	Jan 2024
51.	Isha Gupta	2023-25	Profit with Principles: Harmonizing Ethical AI in Digital Economy	Book of Abstracts: Socio- Economic Transformation and its Impact on Business, ISBN: 978-8-19-701969-2	Jan 2024
52.	Sonam Pandey	2023-25	Profit with Principles: Harmonizing Ethical AI in Digital Economy	Book of Abstracts: Socio- Economic Transformation and its Impact on Business, ISBN: 978-8-19-701969-2	Jan 2024
53.	Ratik Gupta	2023-25	Analyzing the Impact of Covid-19 on Stock Markets: A Technical Analysis of Select Stocks	Book of Abstracts: Socio- Economic Transformation and its Impact on Business, ISBN: 978-8-19-701969-2	Jan 2024

STUDENTS PAPER PRESENTATION INTERNATIONAL CONFERENCE

S.No.	International Conference	Batch	Organised by- College Name	Research Paper	Year	Name of the Students
01.	International Conference On Law And Management	2022-24	Maharishi University Of Information Technology	Influence Of Celebrity Endorsement On Buying Behaviour With Respect To Personal Care Products In Delhi	28th And 29th Of August, 2023	Sneha Kumari
02.	International Conference On Law And Management	2022-24	Maharishi University Of Information Technology	Influence Of Celebrity Endorsement On Buying Behaviour With Respect To Personal Care Products In Delhi	28th And 29th Of August, 2023	Khushboo Bhardwaj
03.	International Conference On Law And Management	2022-24	Maharishi University Of Information Technology	Influence Of Celebrity Endorsement On Buying Behaviour With Respect To Personal Care Products In Delhi	28th And 29th Of August, 2023	Kshitiz Gupta
04.	International Research Conference On Digital Transformation In Business (Ircdtb - 2023)	2023-25	Atharva Institute Of Management Studies , Mumbai	"Digital Assistance In Businesses: Transformative Trends And Strategic Implications"	25th & 26th Nov 2023	Saumya Mishra
05.	International Research Conference On Digital Transformation In Business (Ircdtb - 2023)	2023-25	Atharva Institute Of Management Studies , Mumbai	The Impact Of Digital Transformation On Traditional Business Model	25th & 26th Nov 2023	Hemant Yadav
06.	International Research Conference On Digital Transformation In Business (Ircdtb - 2023)	2023-25	Atharva Institute Of Management Studies , Mumbai	The Impact Of Digital Transformation On Traditional Business Model	25th & 26th Nov 2023	Mohd. Shawez Tariq
07.	International Research Conference On Digital Transformation In Business (Ircdtb - 2023)	2023-25	Atharva Institute Of Management Studies , Mumbai	The Impact Of Digital Transformation On Traditional Business Model	25th & 26th Nov 2023	Shivam Singh
08.	International Research Conference On Digital Transformation In Business (Ircdtb - 2023)	2023-25	Atharva Institute Of Management Studies , Mumbai	The Evolution Of E - Commerce In The Era Of Digital Transformation	25th & 26th Nov 2023	Pradeep Yadav
09.	International Research Conference On Digital Transformation In Business (Ircdtb - 2023)	2023-25	Atharva Institute Of Management Studies , Mumbai	The Evolution Of E - Commerce In The Era Of Digital Transformation	25th & 26th Nov 2023	Radha Dwivedi

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10.	International Research Conference On Digital Transformation In Business (Ircdtb - 2023)	2023-25	Atharva Institute Of Management Studies , Mumbai	The Evolution Of E - Commerce In The Era Of Digital Transformation	25th & 26th Nov 2023	Sakshi Kesarwani
11.	International Research Conference On Digital Transformation In Business (Ircdtb - 2023)	2023-25	Atharva Institute Of Management Studies , Mumbai	The Digital Restyling Of Healthcare To E-Health	25th & 26th Nov 2023	Aman Kumar Purbey
12.	International Research Conference On Digital Transformation In Business (Ircdtb - 2023)	2023-25	Atharva Institute Of Management Studies , Mumbai	The Digital Restyling Of Healthcare To E-Health	25th & 26th Nov 2023	Aditi Rastogi
13.	International Research Conference On Digital Transformation In Business (Ircdtb - 2023)	2023-25	Atharva Institute Of Management Studies , Mumbai	The Digital Restyling Of Healthcare To E-Health	25th & 26th Nov 2023	Vishaka Tiwary
14.	International Research Conference On Digital Transformation In Business (Ircdtb - 2023)	2023-25	Atharva Institute Of Management Studies , Mumbai	The Digital Restyling Of Healthcare To E-Health	25th & 26th Nov 2023	Nikita Dalal
15.	International Research Conference On Digital Transformation In Business (Ircdtb - 2023)	2023-25	Atharva Institute Of Management Studies , Mumbai	Riding The Wave: Challenges And Opportunities In Tidal And Wave Power	25th & 26th Nov 2023	Souvik Sen
16.	International Research Conference On Digital Transformation In Business (Ircdtb - 2023)	2023-25	Atharva Institute Of Management Studies , Mumbai	Riding The Wave: Challenges And Opportunities In Tidal And Wave Power	25th & 26th Nov 2023	Jaydeep Mohanty
17.	International Research Conference On Digital Transformation In Business (Ircdtb - 2023)	2023-25	Atharva Institute Of Management Studies , Mumbai	Riding The Wave: Challenges And Opportunities In Tidal And Wave Power	25th & 26th Nov 2023	Jeremiah Ramesh
18.	International Research Conference On Digital Transformation In Business (Ircdtb - 2023)	2023-25	Atharva Institute Of Management Studies , Mumbai	The Role Of Artificial Intelligence And Machine Learning In Digital Transformation In Business.	25th & 26th Nov 2023	Raman Kumar Singh
19.	International Research Conference On Digital Transformation In Business (Ircdtb - 2023)	2023-25	Atharva Institute Of Management Studies , Mumbai	The Role Of Artificial Intelligence And Machine Learning In Digital Transformation In Business.	25th & 26th Nov 2023	Rahul Bhrama
20.	International Research Conference On Digital Transformation In Business (Ircdtb - 2023)	2023-25	Atharva Institute Of Management Studies , Mumbai	Digital Transformation In Retail Sector With Reference To Amazon Go Stores	25th & 26th Nov 2023	Preksha Jain
21.	International Research Conference On Digital Transformation In Business (Ircdtb - 2023)	2023-25	Atharva Institute Of Management Studies , Mumbai	Digital Transformation In Retail Sector With Reference To Amazon Go Stores	25th & 26th Nov 2023	Unnati Gupta
22.	International Research Conference On Digital Transformation In Business (Ircdtb - 2023)	2023-25	Atharva Institute Of Management Studies , Mumbai	Transmuting Efficacy Of Artificial Intelligence In Business Analytics And Business Intelligence	25th & 26th Nov 2023	Komal Prity

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23.	International Research Conference On Digital Transformation In Business (Ircdtb - 2023)	2023-25	Atharva Institute Of Management Studies , Mumbai	Transmuting Efficacy Of Artificial Intelligence In Business Analytics And Business Intelligence	25th & 26th Nov 2023	Namrata Das
24.	International Research Conference On Digital Transformation In Business (Ircdtb - 2023)	2023-25	Atharva Institute Of Management Studies , Mumbai	Transmuting Efficacy Of Artificial Intelligence In Business Analytics And Business Intelligence	25th & 26th Nov 2023	Arifa Akhter
25.	International Research Conference On Digital Transformation In Business (Ircdtb - 2023)	2023-25	Atharva Institute Of Management Studies , Mumbai	Digital Transformation In Business	25th & 26th Nov 2023	Abhishek Chatterj
26.	International Research Conference On Digital Transformation In Business (Ircdtb - 2023)	2023-25	Atharva Institute Of Management Studies , Mumbai	Digital Transformation In Business	25th & 26th Nov 2023	Arshita Singh
27.	International Research Conference On Digital Transformation In Business (Ircdtb - 2023)	2023-25	Atharva Institute Of Management Studies , Mumbai	Role Of Digital Transformation In Finance, Ans Its Impact On Business.	25th & 26th Nov 2023	Ayush Gupta, Ratik Gupta
28.	International Research Conference On Changing Contours Of Human Rights And Social Security	2022-24	Asian Law College, Noida	Mental Health Problems Plaguig Business And Its Employees In India.	29th April 2023	Ujjawal Joshi
29.	17th International Conference Gj-Intconmite 2023 On "Innovation For Smart, Inclusive And Sustainable Growth"	2023-25	Gjimt, Mohali	Nexus Of Education & Innovation With Sustainable Development	22nd Dec 2023	Sonam Pandey
30.	17th International Conference Gj-Intconmite 2023 On "Innovation For Smart, Inclusive And Sustainable Growth"	2023-25	Gjimt, Mohali	Nexus Of Education & Innovation With Sustainable Development	22nd Dec 2023	Siddhi Sahu
31.	17th International Conference Gj-Intconmite 2023 On "Innovation For Smart, Inclusive And Sustainable Growth"	2023-25	Gjimt, Mohali	Nexus Of Education & Innovation With Sustainable Development	22nd Dec 2023	Isha Gupta
32.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2023-25	Asian Business School, Noida	Revolutionizing Finance: Exploring The Impact Of Blockchain Technology	11th & 12th December 2023	Vishesh Srivastava
33.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2023-25	Asian Business School, Noida	Revolutionizing Finance: Exploring The Impact Of Blockchain Technology	11th & 12th December 2023	Prerna Galhotra

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34.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2023 -25	Asian Business School, Noida	Revolutionizing Finance: Exploring The Impact Of Blockchain Technology	11th & 12th December 2023	Harsh Jaiswal
35.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2022 -24	Asian Business School, Noida	The Role Of Digital Transformation In Marketing	11th & 12th December 2023	Mayuri Agarwal
36.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2022 -24	Asian Business School, Noida	The Role Of Digital Transformation In Marketing	11th & 12th December 2023	Shalu Kumari
37.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2022 -25	Asian Business School, Noida	Global Education: Global Awareness And Viewpoints	11th & 12th December 2023	Damini Singh
38.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2022 -25	Asian Business School, Noida	Changing Dynamics Of Global Education: Studying The Impact Of Digitalization On Global Education	11th & 12th December 2023	Ayuesh Gupta
39.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2022 -25	Asian Business School, Noida	Changing Dynamics Of Global Education: Studying The Impact Of Digitalization On Global Education	11th & 12th December 2023	Tanu Nigam
40.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2022 -25	Asian Business School, Noida	Changing Dynamics Of Global Education: Studying The Impact Of Digitalization On Global Education	11th & 12th December 2023	Gauri Verma
41.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2022 -25	Asian Business School, Noida	Global Education In The Digital Age: Navigating Transformative Dynamics And Regional Variances	11th & 12th December 2023	Sonam Pandey

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S.No.	International Conference	Batch	Organised by- College Name	Research Paper	Year	Name of the Students
41.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2022-25	Asian Business School, Noida	Global Education In The Digital Age: Navigating Transformative Dynamics And Regional Variances	11th & 12th December 2023	Isha Gupta
42.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2022-25	Asian Business School, Noida	Global Education In The Digital Age: Navigating Transformative Dynamics And Regional Variances	11th & 12th December 2023	Siddhi Sahu
43.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2022-25	Asian Business School, Noida	Global Education In The Digital Age: Navigating Transformative Dynamics And Regional Variances	11th & 12th December 2023	Siddhi Sahu
44.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2022-25	Asian Business School, Noida	Using Ai To Develop Sustainability Strategies For A Changing Global Economy	11th & 12th December 2023	Kshitiz Gupta
45.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2022-24	Asian Business School, Noida	Using Ai To Develop Sustainability Strategies For A Changing Global Economy	11th & 12th December 2023	Khushboo Bhardwaj
46.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2022-24	Asian Business School, Noida	Using Ai To Develop Sustainability Strategies For A Changing Global Economy	11th & 12th December 2023	Sneha Kumari
47.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2022-24	Asian Business School, Noida	Research Paper Topic: The Role Of Financial Derivatives In Managing Risk And Enhancing Returns From A Retail Investor's Perspective	11th & 12th December 2023	Ritika Singh
48.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2022-24	Asian Business School, Noida	Using Ai To Develop Sustainability Strategies For A Changing Global Economy	11th & 12th December 2023	Mohini Chauhan

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S.No.	International Conference	Batch	Organised by- College Name	Research Paper	Year	Name of the Students
49.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2022-24	Asian Business School, Noida	Research Paper Topic: The Role Of Financial Derivatives In Managing Risk And Enhancing Returns From A Retail Investor's Perspective	11th & 12th December 2023	Bhavya Sharma
50.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2023-25	Asian Business School, Noida	The Changing Dynamics Of Education In Healthcare To E-Health.	11th & 12th December 2023	Aman Kumar Purbey
51.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2023-25	Asian Business School, Noida	Global Education In The Digital Age: Navigating Transformative Dynamics And Regional Variances	11th & 12th December 2023	Aditi Rastogi
52.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2022-24	Asian Business School, Noida	Exchange Traded Fund (Etf's) Vs Mutual Fund: Comparative Analysis	11th & 12th December 2023	Palak Singh
53.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2022-24	Asian Business School, Noida	Exchange Traded Fund (Etf's) Vs Mutual Fund: Comparative Analysis	11th & 12th December 2023	Priyansh Srivastava
54.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2022-24	Asian Business School, Noida	Exchange Traded Fund (Etf's) Vs Mutual Fund: Comparative Analysis	11th & 12th December 2023	Aadharsh Chhabra
55.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2022-24	Asian Business School, Noida	A Conceptual Framework Of Marketing Mix And Consumer Behaviour	11th & 12th December 2023	Atishay Jain
56.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2022-24	Asian Business School, Noida	A Conceptual Framework Of Marketing Mix And Consumer Behaviour	11th & 12th December 2023	Gaurav Shahi

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S.No.	International Conference	Batch	Organised by- College Name	Research Paper	Year	Name of the Students
57.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2022-24	Asian Business School, Noida	The Role Of Digital Marketing In Consumer Behavior	11th & 12th December 2023	Apurva Jain
58.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2022-24	Asian Business School, Noida	The Role Of Digital Marketing In Consumer Behavior	11th & 12th December 2023	Vikahyat Modi
59.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2023-25	Asian Business School, Noida	The Impact Of E-Learning On The Indian Education System	11th & 12th December 2023	Aashutosh Anand
60.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2022-24	Asian Business School, Noida	A Study To Analyse The Impact Of Pricing Strategies And Menu Design On Sales And Profitability In A Fast-Food Qsr Chain	11th & 12th December 2023	Gautam Sharma
61.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2022-24	Asian Business School, Noida	A Study To Analyse The Impact Of Pricing Strategies And Menu Design On Sales And Profitability In A Fast-Food Qsr Chain	11th & 12th December 2023	Jasmine Sa
62.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2022-24	Asian Business School, Noida	A Study To Analyse The Impact Of Pricing Strategies And Menu Design On Sales And Profitability In A Fast-Food Qsr Chain	11th & 12th December 2023	Himanshi Pandey
63.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2022-24	Asian Business School, Noida	The Study On Discernment Of The Impact Of Trade War Between Usa And China On The Global Economy	11th & 12th December 2023	Jatin Kumar Shukla
64.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2022-24	Asian Business School, Noida	The Study On Discernment Of The Impact Of Trade War Between Usa And China On The Global Economy	11th & 12th December 2023	Anchal Mishra

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65.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2022-24	Asian Business School, Noida	The Study On Discernment Of The Impact Of Trade War Between Usa And China On The Global Economy	11th & 12th December 2023	Pritam Goswami
66.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2023-25	Asian Business School, Noida	Imapct Of Digital Marketing Strategies On Consumer Buying Behaviour	11th & 12th December 2023	Anand Abhishek
67.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2023-25	Asian Business School, Noida	Imapct Of Digital Marketing Strategies On Consumer Buying Behaviour	11th & 12th December 2023	Anuj Kumar Mishra
68.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2023-25	Asian Business School, Noida	Imapct Of Digital Marketing Strategies On Consumer Buying Behaviour	11th & 12th December 2023	Piyush Sharma
69.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2023-25	Asian Business School, Noida	The Rise Of Technology In Education	11th & 12th December 2023	Raman Kumar Singh
70.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2023-25	Asian Business School, Noida	The Rise Of Technology In Education	11th & 12th December 2023	Rahul Brahma
71.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2023-25	Asian Business School, Noida	The Rise Of Technology In Education	11th & 12th December 2023	Sumit Chaudhary
72.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2023-25	Asian Business School, Noida	Fostering Sustainability Education Through Technological Innovation: Embracing Opportunities And Overcoming ChallengesIn Kerala State	11th & 12th December 2023	Jeremiah Ramesh

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73.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2023 -25	Asian Business School, Noida	Fostering Sustainability Education Through Technological Innovation: Embracing Opportunities And Overcoming ChallengesIn Kerala State	11th & 12th December 2023	Souvik Sen
74.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2023 -25	Asian Business School, Noida	E-Learning Impacts On Rural India	11th & 12th December 2023	Deepali
75.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2023 -25	Asian Business School, Noida	E-Learning Impacts On Rural India	11th & 12th December 2023	Ashish Ranjan
76.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2023 -25	Asian Business School, Noida	E-Learning Impacts On Rural India	11th & 12th December 2023	Abhishek Tiwari
77.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2023 -25	Asian Business School, Noida	Global Collaborations In Higher Education Navigating Challenges And Enhancing Opportunities	11th & 12th December 2023	Abhishek Chatterji
78.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2023 -25	Asian Business School, Noida	Global Collaborations In Higher Education Navigating Challenges And Enhancing Opportunities	11th & 12th December 2023	Prakhar Sharma
79.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2023 -25	Asian Business School, Noida	The Rise Of Edtech In Global Education	11th & 12th December 2023	Pulkrit Singh
80.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2023 -25	Asian Business School, Noida	The Rise Of Edtech In Global Education	11th & 12th December 2023	Piyush Singh

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81.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2023 -25	Asian Business School, Noida	The Rise Of Edtech In Global Education	11th & 12th December 2023	Sakshi Kesarwani
82.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2023 -25	Asian Business School, Noida	The Rise Of Edtech In Global Education	11th & 12th December 2023	Pulkit Singh
83.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2023 -25	Asian Business School, Noida	The Rise Of Edtech In Global Education	11th & 12th December 2023	Vishakha Tiwary
84.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2023 -25	Asian Business School, Noida	The Rise Of Edtech In Global Education	11th & 12th December 2023	Piyush Singh
85.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2023 -25	Asian Business School, Noida	Harmony In Education: Navigating Technological Advancements And Bridging Educational Gaps	11th & 12th December 2023	Vinita Soni
86.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2023 -25	Asian Business School, Noida	Harmony In Education: Navigating Technological Advancements And Bridging Educational Gaps	11th & 12th December 2023	Vikram Kumar
87.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2023 -25	Asian Business School, Noida	Harmony In Education: Navigating Technological Advancements And Bridging Educational Gaps	11th & 12th December 2023	Manisha Kumari
88.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2023 -25	Asian Business School, Noida	Bridging The Gap: A Comprehensive Review Of Youth Financial Education And Policy Implementation	11th & 12th December 2023	Anushka Agarwal

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89.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2022-24	Asian Business School, Noida	Transformation In Education Pre And Post Covid	11th & 12th December 2023	Pratham Singh
90.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2023-25	Asian Business School, Noida	Transformation In Education Pre And Post Covid	11th & 12th December 2023	Mr. Kushal Gupta
91.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2023-25	Asian Business School, Noida	Navigating The Digital Divide In The Education System	11th & 12th December 2023	Souvik Sen
92.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2023-25	Asian Business School, Noida	Navigating The Digital Divide In The Education System	11th & 12th December 2023	Jaydeep Mohanty
93.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2023-25	Asian Business School, Noida	Navigating The Digital Divide In The Education System	11th & 12th December 2023	Ashutosh Jaiswal
94.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2023-25	Asian Business School, Noida	Navigating The Digital Divide In The Education System	11th & 12th December 2023	Jeremiah Ramesh
95.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2023-25	Asian Business School, Noida	Young Entrepreneurs As Changemakers	11th & 12th December 2023	Somya Tiwari
96.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2023-25	Asian Business School, Noida	Young Entrepreneurs As Changemakers	11th & 12th December 2023	Deepak Mourya

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97.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2022-24	Asian Business School, Noida	Young Entrepreneurs As Changemakers	11th & 12th December 2023	Ali Asgar
98.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2023-25	Asian Business School, Noida	Enhancing Global Education: Strategies Fo A Connected Future	11th & 12th December 2023	Karan Kumar
99.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2023-25	Asian Business School, Noida	Enhancing Global Education: Strategies Fo A Connected Future	11th & 12th December 2023	Amritansh Kumar
100.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2023-25	Asian Business School, Noida	Enhancing Global Education: Strategies Fo A Connected Future	11th & 12th December 2023	Kumari Puja Singh
101.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2023-25	Asian Business School, Noida	Facilitating Multicultural Education	11th & 12th December 2023	Ifra Jawed
102.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2023-25	Asian Business School, Noida	Facilitating Multicultural Education	11th & 12th December 2023	Awantika Mishra
103.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2023-25	Asian Business School, Noida	Facilitating Multicultural Education	11th & 12th December 2023	Sulekha Dutta
104.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2023-25	Asian Business School, Noida	Facilitating Multicultural Education	11th & 12th December 2023	Sahil Nigam

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105.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2023 -25	Asian Business School, Noida	Digital Literacy A Cornerstone Of 21 St Century	11th & 12th December 2023	Srishti Kumari
106.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2023 -25	Asian Business School, Noida	Digital Literacy A Cornerstone Of 21 St Century	11th & 12th December 2023	Rashi Agarwal
107.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2023 -25	Asian Business School, Noida	Digital Literacy A Cornerstone Of 21 St Century	11th & 12th December 2023	Sony Kumari
108.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2023 -25	Asian Business School, Noida	Potential Of Digital Transformation On The Traditional Education Model	11th & 12th December 2023	Hemant Yadav
109.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2023 -25	Asian Business School, Noida	Potential Of Digital Transformation On The Traditional Education Model	11th & 12th December 2023	Sarika Pandey
110.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2023 -25	Asian Business School, Noida	Potential Of Digital Transformation On The Traditional Education Model	11th & 12th December 2023	Arifa Akhter
111.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2023 -25	Asian Business School, Noida	Potential Of Digital Transformation On The Traditional Education Model	11th & 12th December 2023	Akansha Saxena
112.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2023 -25	Asian Business School, Noida	Navigating The Present And Shaping The Future Of Sustainable & Inclusive Education For Specially Abled People.	11th & 12th December 2023	Nikita Dalal

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113.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2023 -25	Asian Business School, Noida	Navigating The Present And Shaping The Future Of Sustainable & Inclusive Education For Specially Abled People.	11th & 12th December 2023	Shruti Deshwal
114.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2023 -25	Asian Business School, Noida	Growing Greener Learners: Sustainable Practices In Education	11th & 12th December 2023	S. Revathi
115.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2023 -25	Asian Business School, Noida	Growing Greener Learners: Sustainable Practices In Education	11th & 12th December 2023	Sonika Kushwaha
116.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2023 -25	Asian Business School, Noida	Growing Greener Learners: Sustainable Practices In Education	11th & 12th December 2023	Sonali Gupta
117.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2023 -25	Asian Business School, Noida	Growing Greener Learners: Sustainable Practices In Education	11th & 12th December 2023	Srishti Verma
118.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2023 -25	Asian Business School, Noida	Changing Dynamics Of Global Education	11th & 12th December 2023	Abhishek Chatterji
119.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2023 -25	Asian Business School, Noida	Changing Dynamics Of Global Education	11th & 12th December 2023	Prakhar Sharma
120.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2023 -25	Asian Business School, Noida	Changing Dynamics Of Global Education	11th & 12th December 2023	Ardan Som

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121.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2023 -25	Asian Business School, Noida	Changing Dynamics Of Global Education	11th & 12th December 2023	Harsh Singh
122.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2023 -25	Asian Business School, Noida	The Vitality Of Ai In Today's Education System	11th & 12th December 2023	Md Shawez Tariq
123.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2023 -25	Asian Business School, Noida	The Vitality Of Ai In Today's Education System	11th & 12th December 2023	Ms. Unnati Gupta
124.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2023 -25	Asian Business School, Noida	The Vitality Of Ai In Today's Education System	11th & 12th December 2023	Preksha Jain
125.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2023 -25	Asian Business School, Noida	The Study Of Employee Training And Development On Employee Performance.	11th & 12th December 2023	Sagar Seth
126.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2023 -25	Asian Business School, Noida	The Study Of Employee Training And Development On Employee Performance.	11th & 12th December 2023	Sonal Jain
127.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2023 -25	Asian Business School, Noida	The Study Of Employee Training And Development On Employee Performance.	11th & 12th December 2023	Vishal
128.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2023 -25	Asian Business School, Noida	The Study Of Employee Training And Development On Employee Performance.	11th & 12th December 2023	Kirti Yadav

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129.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2023 -25	Asian Business School, Noida	Changing Dynamics Of Global Education	11th & 12th December 2023	Aditya Bisht
130.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2023 -25	Asian Business School, Noida	Changing Dynamics Of Global Education	11th & 12th December 2023	Abhinav Kumar Sharma
131.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2023 -25	Asian Business School, Noida	Impact Of Artificial Intelligence On The Global Education	11th & 12th December 2023	Akshit Vijay
132.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2023 -25	Asian Business School, Noida	Impact Of Artificial Intelligence On The Global Education	11th & 12th December 2023	Priyanshi
133.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2023 -25	Asian Business School, Noida	Impact Of Artificial Intelligence On The Global Education	11th & 12th December 2023	Vaibhav Shrotri
134.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2023 -25	Asian Business School, Noida	Impact Of Artificial Intelligence On The Global Education	11th & 12th December 2023	Abhishek
135.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2023 -25	Asian Business School, Noida	Green Campus Initiative: A Comprehensive Examination Of Global Environmental Challenges And Post-Implementation Benefits	11th & 12th December 2023	Aman Mishra
136.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2023 -25	Asian Business School, Noida	Green Campus Initiative: A Comprehensive Examination Of Global Environmental Challenges And Post-Implementation Benefits	11th & 12th December 2023	Aman Bhatt

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137.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2023 -25	Asian Business School, Noida	Green Campus Initiative: A Comprehensive Examination Of Global Environmental Challenges And Post-Implementation Benefits	11th & 12th December 2023	Ankit Kumar
138.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2023 -25	Asian Business School, Noida	Enhancing Global Education: Strategies For A Connected Future	11th & 12th December 2023	Anas Noor Khan
139.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2023 -25	Asian Business School, Noida	Designing A Holistic Classroom : Assimilating Indigeneous Knowledge With Modern Approaches	11th & 12th December 2023	Hariom Sringari
140.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2023 -25	Asian Business School, Noida	Designing A Holistic Classroom : Assimilating Indigeneous Knowledge With Modern Approaches	11th & 12th December 2023	Shivam Singh
141.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2023 -25	Asian Business School, Noida	Designing A Holistic Classroom : Assimilating Indigeneous Knowledge With Modern Approaches	11th & 12th December 2023	Garima Makhija
142.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2023 -25	Asian Business School, Noida	Air Quality Impact On Child's Health And Their Overall Growth	11th & 12th December 2023	Danish Akram
143.	Absic 2023 - 11th International Conference On "Changing Dynamics Of Global Education" In Collaboration With Northern University Bangladesh (Nub)	2023 -25	Asian Business School, Noida	Air Quality Impact On Child's Health And Their Overall Growth	11th & 12th December 2023	Bhavesh Shadeja

STUDENTS BOOK CHAPTER PUBLICATIONS

S.No.	Book Name	Batch	Chapter Title	Year	Name of the Students
1.	Socio- Economic Transformation and its Impact on Business, ISBN 978-8-19-701969-2	2023-2025	Marketing Opportunities in the Digital Economy	2024	Anand Abhishek
2.	Socio- Economic Transformation and its Impact on Business, ISBN 978-8-19-701969-2	2023-2025	Profit with Principles: Harmonizing Ethical AI in Digital Economy	2024	Isha Gupta
3.	Socio- Economic Transformation and its Impact on Business, ISBN 978-8-19-701969-2	2023-2025	Profit with Principles: Harmonizing Ethical AI in Digital Economy	2024	Siddhi Sahu
4.	Socio- Economic Transformation and its Impact on Business, ISBN 978-8-19-701969-2	2023-2025	Profit with Principles: Harmonizing Ethical AI in Digital Economy	2024	Sonam Pandey
5.	Socio- Economic Transformation and its Impact on Business, ISBN 978-8-19-701969-2	2023-2025	Analyzing the impact of COVID-19 on Stock Markets: A Technical Analysis of Select Stocks	2024	Ratik Gupta
6.	IGI Global (Scopus Indexed) DOI: 10.4018/979-8-3693-1435-7, ISBN: 9798369314357 EISBN: 9798369314364	2022-2024	Applying Artificial Intelligence to Explore Online Harassment and Cyberbullying Prevention: Applying Artificial Intelligence to explore Online Harassment and Cyberbullying Prevention	Dec-23	Anushka Aggarwal
7.	New Education Policy -NEP 2020- A New Paradigm to Empower India by Mittal Publication ISBN 978-93-94503-03-7	2022-2024	Critical Analysis of NEP 2020 and its Implantation	Dec-23	Likita Negi
8.	New Education Policy -NEP 2020- A New Paradigm to Empower India by Mittal Publication ISBN 978-93-94503-03-7	2022-2024	Critical Analysis of NEP 2020 and its Implantation	Dec-23	Shariq Hassan
9.	New Education Policy -NEP 2020- A New Paradigm to Empower India by Mittal Publication ISBN 978-93-94503-03-7	2022-2024	Will India's New National Education Policy (NEP) Represent a Paradigm Transition in Indian Higher Education?	Dec-23	Ritika Singh
10.	New Education Policy -NEP 2020- A New Paradigm to Empower India by Mittal Publication ISBN 978-93-94503-03-7	2022-2024	Will India's New National Education Policy (NEP) Represent a Paradigm Transition in Indian Higher Education?	Dec-23	Apurva Jain
11.	New Education Policy -NEP 2020- A New Paradigm to Empower India by Mittal Publication ISBN 978-93-94503-03-7	2022-2024	EMERGING SCENARIO OF HIGHER EDUCATION IN INDIA IN THE CONTEXT OF NEW EDUCATION POLICY 2020	Dec-23	GARVITA GUPTA
12.	New Education Policy -NEP 2020- A New Paradigm to Empower India by Mittal Publication ISBN 978-93-94503-03-7	2022-2024	"Grading System and Credit-Based Curriculum"	Dec-23	GARVITA GUPTA

STUDENTS BOOK CHAPTER PUBLICATIONS

S.No.	Book Name	Batch	Chapter Title	Year	Name of the Students
13.	Education Life Skill and Training by Aadi Publications, ISBN 978-93-92586-49-1	2022-2024	Universal Human Values	Jan-24	Ms. Vaishnavi Raj Gupta
14.	Education Life Skill and Training by Aadi Publications, ISBN 978-93-92586-49-1	2022-2024	Leadership Competencies: Is it time for a paradigm shift?	Jan-24	Likita Negi
15.	Education Life Skill and Training by Aadi Publications, ISBN 978-93-92586-49-1	2022-2024	Leadership Competencies: Is it time for a paradigm shift?	Jan-24	Shariq Hassan
16.	Education Life Skill and Training by Aadi Publications, ISBN 978-93-92586-49-1	2022-2024	Life skills with an emotional focus	Jan-24	Aanchal Gupta
17.	Education Life Skill and Training by Aadi Publications, ISBN 978-93-92586-49-1	2022-2024	Digital Ethics and Cyber Security	Jan-24	Atishay Jain
18.	Education Life Skill and Training by Aadi Publications, ISBN 978-93-92586-49-1	2022-2024	Digital Ethics and Cyber Security	Jan-24	Apurva Jain
19.	Cases in Business: A Collection of Cases in New Paradigms of Business Management. Kunal Books, Delhi, ISBN: 978-93-95651-94-3	2023-2025	Blooms with a Purpose: A Deep Dive into Phool. Co's Social and Environmental Impact	Jan-24	Md. Shawez Tariq
20.	Cases in Business: A Collection of Cases in New Paradigms of Business Management. Kunal Books, Delhi, ISBN: 978-93-95651-94-3	2023-2025	Blooms with a Purpose: A Deep Dive into Phool. Co's Social and Environmental Impact	Jan-24	Md. Alishan Azam
21.	Cases in Business: A Collection of Cases in New Paradigms of Business Management. Kunal Books, Delhi, ISBN: 978-93-95651-94-3	2023-2025	"Unveiling Viral Alchemy: Decoding the ICE Bucket Challenge and ALS Awareness' Online Triumph"	Jan-24	Arifa Akhter
22.	Cases in Business: A Collection of Cases in New Paradigms of Business Management. Kunal Books, Delhi, ISBN: 978-93-95651-94-3	2023-2025	"Unveiling Viral Alchemy: Decoding the ICE Bucket Challenge and ALS Awareness' Online Triumph"	Jan-24	Radha Dwivedi
23.	Cases in Business: A Collection of Cases in New Paradigms of Business Management. Kunal Books, Delhi, ISBN: 978-93-95651-94-3	2023-2025	Transformation which Amazon Go Store Brings in Digital Era	Jan-24	Unnati Gupta
24.	Cases in Business: A Collection of Cases in New Paradigms of Business Management. Kunal Books, Delhi, ISBN: 978-93-95651-94-3	2023-2025	Transformation which Amazon Go Store Brings in Digital Era	Jan-24	Preksha Jain
25.	Cases in Business: A Collection of Cases in New Paradigms of Business Management. Kunal Books, Delhi, ISBN: 978-93-95651-94-3	2023-2025	The Fiasco Turned Winner	Jan-24	Raman Kumar Singh

STUDENTS BOOK CHAPTER PUBLICATIONS

S.No.	Book Name	Batch	Chapter Title	Year	Name of the Students
26.	Cases in Business: A Collection of Cases in New Paradigms of Business Management. Kunal Books, Delhi, ISBN: 978-93-95651-94-3	2023-2025	The Fiasco Turned Winner	Jan-24	Rahul Brahma
27.	Cases in Business: A Collection of Cases in New Paradigms of Business Management. Kunal Books, Delhi, ISBN: 978-93-95651-94-3	2023-2025	Blackbuck: India's Logistics Unicorn in the Trucking Industry	Jan-24	Hemant Yadav
28.	Cases in Business: A Collection of Cases in New Paradigms of Business Management. Kunal Books, Delhi, ISBN: 978-93-95651-94-3	2023-2025	Blackbuck: India's Logistics Unicorn in the Trucking Industry	Jan-24	Souvik Sen
29.	Cases in Business: A Collection of Cases in New Paradigms of Business Management. Kunal Books, Delhi, ISBN: 978-93-95651-94-3	2023-2025	Navigating the Challenges: A Case Study of ABC Ltd.'s Employee Turnover Dilemma	Jan-24	Harsh Bhatia
30.	Cases in Business: A Collection of Cases in New Paradigms of Business Management. Kunal Books, Delhi, ISBN: 978-93-95651-94-3	2023-2025	Navigating the Challenges: A Case Study of ABC Ltd.'s Employee Turnover Dilemma	Jan-24	Ishita Sajwan
31.	Cases in Business: A Collection of Cases in New Paradigms of Business Management. Kunal Books, Delhi, ISBN: 978-93-95651-94-3	2023-2025	Deloitte UK: From Talk to Action – A Case Study in Employee Driven Sustainable Transformation	Jan-24	Siddhi Sahu
32.	Cases in Business: A Collection of Cases in New Paradigms of Business Management. Kunal Books, Delhi, ISBN: 978-93-95651-94-3	2023-2025	The Chaotic Growth of Open AI: From Non-Profit Beginnings to Billion-Dollar Battles	Jan-24	Ayush Gupta
33.	Cases in Business: A Collection of Cases in New Paradigms of Business Management. Kunal Books, Delhi, ISBN: 978-93-95651-94-3	2023-2025	The Chaotic Growth of Open AI: From Non-Profit Beginnings to Billion-Dollar Battles	Jan-24	Siddhi Sahu
34.	Cases in Business: A Collection of Cases in New Paradigms of Business Management. Kunal Books, Delhi, ISBN: 978-93-95651-94-3	2023-2025	A Case Study on the Takeover of Air India by Tata from the Indian Government and the Subsequent Renovation of the Airline	Jan-24	Komal Prity
35.	Cases in Business: A Collection of Cases in New Paradigms of Business Management. Kunal Books, Delhi, ISBN: 978-93-95651-94-3	2023-2025	A Case Study on the Takeover of Air India by Tata from the Indian Government and the Subsequent Renovation of the Airline	Jan-24	Sakshi Kesarwani
36.	Cases in Business: A Collection of Cases in New Paradigms of Business Management. Kunal Books, Delhi, ISBN: 978-93-95651-94-3	2023-2025	Genomic Revolution: Unraveling the Future of Healthcare Through Personalized Medicine	Jan-24	Gautam Kumar Dixit
37.	Cases in Business: A Collection of Cases in New Paradigms of Business Management. Kunal Books, Delhi, ISBN: 978-93-95651-94-3	2023-2025	Genomic Revolution: Unraveling the Future of Healthcare Through Personalized Medicine	Jan-24	Shashank Kumar Singh
38.	Cases in Business: A Collection of Cases in New Paradigms of Business Management. Kunal Books, Delhi, ISBN: 978-93-95651-94-3	2023-2025	Transforming Operations with Zoho	Jan-24	Arshita Singh

STUDENTS BOOK CHAPTER PUBLICATIONS

S.No.	Book Name	Batch	Chapter Title	Year	Name of the Students
39.	Cases in Business: A Collection of Cases in New Paradigms of Business Management. Kunal Books, Delhi, ISBN: 978-93-95651-94-3	2023-2025	Reviving the 'mocha'-A Case of Café Coffee Day Brand Story of its Phoenix like Revival	Jan-24	Nishant Singh
40.	Cases in Business: A Collection of Cases in New Paradigms of Business Management. Kunal Books, Delhi, ISBN: 978-93-95651-94-3	2023-2025	Nightlights as Indicator of Growth in Economic Activity	Jan-24	Muskan Sinha
41.	Cases in Business: A Collection of Cases in New Paradigms of Business Management. Kunal Books, Delhi, ISBN: 978-93-95651-94-3	2023-2025	Nightlights as Indicator of Growth in Economic Activity	Jan-24	Shipra Sharma
42.	Cases in Business: A Collection of Cases in New Paradigms of Business Management. Kunal Books, Delhi, ISBN: 978-93-95651-94-3	2023-2025	Sustainability Speaks: Patagonia's Iconic Campaign	Jan-24	Sonam Pandey
43.	Cases in Business: A Collection of Cases in New Paradigms of Business Management. Kunal Books, Delhi, ISBN: 978-93-95651-94-3	2023-2025	Sustainability Speaks: Patagonia's Iconic Campaign	Jan-24	Isha Gupta
44.	Cases in Business: A Collection of Cases in New Paradigms of Business Management. Kunal Books, Delhi, ISBN: 978-93-95651-94-3	2023-2025	Marketing with Emotions: A Case study of Friendship Day Advertising by CEAT	Jan-24	Sumit Chaudhary
45.	Cases in Business: A Collection of Cases in New Paradigms of Business Management. Kunal Books, Delhi, ISBN: 978-93-95651-94-3	2023-2025	Taylor Swift and her Global Influence - The Rise of Swiftonomics	Jan-24	Preksha Jain
46.	Cases in Business: A Collection of Cases in New Paradigms of Business Management. Kunal Books, Delhi, ISBN: 978-93-95651-94-3	2023-2025	Taylor Swift and her Global Influence - The Rise of Swiftonomics	Jan-24	Mohd. Shawez
47.	Cases in Business: A Collection of Cases in New Paradigms of Business Management. Kunal Books, Delhi, ISBN: 978-93-95651-94-3	2022-2024	Santa's Transformation: Coca-Cola's Iconic Marketing Campaign and the Evolution of Christmas Traditions	Jan-24	Jasmine Sa
48.	Cases in Business: A Collection of Cases in New Paradigms of Business Management. Kunal Books, Delhi, ISBN: 978-93-95651-94-3	2023-2025	Economic Ramifications of a Financial Fraud: A Case Study of Telgi Scam	Jan-24	Hariom Sringari
49.	Cases in Business: A Collection of Cases in New Paradigms of Business Management. Kunal Books, Delhi, ISBN: 978-93-95651-94-3	2023-2025	Economic Ramifications of a Financial Fraud: A Case Study of Telgi Scam	Jan-24	Shivam Singh
50.	Cases in Business: A Collection of Cases in New Paradigms of Business Management. Kunal Books, Delhi, ISBN: 978-93-95651-94-3	2023-2025	An Analysis of the Efficacy, Production and Distribution Challenges of COVAXIN by Bharat Biotech	Jan-24	Siddharth Sati

DISTINCTIONS ACHIEVED BY STUDENTS IN THE COLLEGE 2023-24

SEMESTER TOPPERS BATCH 2022-24



Jasmine Sa (GPA 8.7)

SEMESTER I



Jasmine Sa (GPA 8.8)

SEMESTER II



Sneha Kumari (GPA 8.8)

SEMESTER II



Ritika Singh (GPA 8.9)

SEMESTER III



Ritika Singh (GPA 8.9)

SEMESTER IV

BATCH TOPPER : RITIKA SINGH (GPA 8.7)



Ritika Singh (GPA 8.7)

SEMESTER TOPPERS BATCH 2023-25



Vanshika Goyal (GPA 9.2)

SEMESTER I



Shruti Deshwal (GPA 9.6)

SEMESTER II

STUDENT OF THE MONTH

Months	Year	StudentName	Batch
August	2023	Gautam Sharma	2022-24
		Jaspreet Kaur	2023-25
September	2023	Anushka Aggarwal	2022-24
		Daksh Grover	2023-25
October	2023	Shariq Hasan Khan	2022-24
		Sonam Pandey	2023-25
November	2023	Sneha Kumari	2022-24
		Siddharth Sati	2023-25
December	2023	Debangshu Guha	2022-24
		Saumya Tiwari	2023-25
January	2024	Ritika Singh	2022-24
		Isha Gupta	2023-25
February	2024	Garvita Gupta	2022-24
		Ayuresh Gupta	2023-25
March	2024	Bharat Dwivedi	2022-24
		Vishesh Srivastava	2023-25
April	2024	Kshitiz Gupta	2022-24
		Shree Tiwari	2023-25
May	2024	Kushagra Yadav	2023-25



CERTIFICATES OF MERIT AWARDED FOR THE CONTRIBUTION TO THE COLLEGE ACTIVITIES DURING THE YEAR 2023-24



Event	Name of the Winner	
Lights, Camera Action	Anuj Kumar Singh	
Azadi ka Celebration (11th Aug 2023)	Shivam Seth	
	Surbhi Kumari	
	Swapnil	
	Garvita Gupta	
	Daksh Grover	
	Tanu Nigam	
	Siddhi sahu	
	Sonam Pandey	
	Isha Gupta	
	Arpit Gupta	
	Azim Haider	
Master Sports League2.0 (20thOct2023)	Rishab Kukreti	Chess
	Kanishka Rao	Shot Put
	Kamalendu Acharya	Shot Put
	Harshit Mahendiyan	Carrom
	Neha Batra	50 M Dash
	Saurabh Kumar Mishra	50 M Dash
	Aman Kumar Purbey	Kabaddi
	Anku Rani	Kabaddi
	Ayush Rai	Kabaddi
	Kriti Yadav	Kabaddi
	Raunak Nandy	Kabaddi
	Rishabh Jadon	Kabaddi
	Sandeep Kumar	Kabaddi
	Saurabh Kumar Mishra	Kabaddi
	Shrishti Kumari	Kabaddi
	Siddhi Sahu	Kabaddi
	Vikram Kumar	Kabaddi
	Yash Chauhan	Kabaddi
	Abhijeet Pandey	Basketball
	Ayush Arora	Basketball

Event	Name of the Winner	
Master Sports League2.0 (20thOct2023)	Gaurav Kumar Gupta	Basketball
	Hemant Beniwal	Basketball
	Ratik Gupta	Basketball
	Yogesh Beniwal	Basketball
	Saurabh Kumar Mishra	Tug of War
	Vishal Vaibhav	Tug of War
	Manoj Sikarwar	Tug of War
	Rishabh Jadon	Tug of War
	Karan Kumar	Tug of War
	Amritansh Kumar	Tug of War
	Pradeep Yadav	Tug of War
	Ankit Kumar	Tug of War
	Aman Kumar Purbey	Tug of War
	Sumit Chaudhary	Tug of War
	Yash Chauhan	Tug of War
	Sandeep Kumar	Tug of War
	Piyush Singh	Tug of War
	Md. Alishan Azam	Tug of War
	Anuj Gautam	Tug of War
	Kirti Yadav	Tug of War
	Srishti Kumari	Tug of War
	Kumari Puja Singh	Tug of War
	Vishakha Tiwary	Tug of War
	Neha Batra	Tug of War
	Sonal Singh	Tug of War
	Radha Dwivedi	Tug of War
	Sonam Pandey	Tug of War
	Isha Gupta	Tug of War
	Aditi Rastogi	Tug of War
	Preksha Jain	Tug of War
	Sony Kumari	Tug of War
	Keerti Choudhary	Tug of War



CERTIFICATES OF MERIT AWARDED FOR THE CONTRIBUTION TO THE COLLEGE ACTIVITIES DURING THE YEAR 2023-24



Event	Name of the Winner	
Master Sports League2.0 (20thOct2023)	Danish Akram	Volley Ball
	Souvik Sen	Volley Ball
	Pradeep Yadav	Volley Ball
	Sakshi Bakshi	Volley Ball
	Aditya Bisht	Volley Ball
	Vishesh Srivastava	Volley Ball
	Gulshan Kumar	Volley Ball
	Utkarsh Saxena	Volley Ball
	Aditi Rastogi	Kho Kho
	Aman Bansal	Kho Kho
	Ashi Shukla	Kho Kho
	Ashu Singh Rawat	Kho Kho
	Keerti Choudhary	Kho Kho
	Neha Batra	Kho Kho
	Pratham Singh	Kho Kho
	Riya Raghuwanshi	Kho Kho
	S. Revathi	Kho Kho
	Srishti Verma	Kho Kho
	Vanshita Jaiswal	Kho Kho
	Yash Tiwari	Kho Kho
Markent (9th Nov 2023)	Hemant Beniwal	
	Yogesh Beniwal	
	Jasmine Sa	
	Himanshi Pandey	
	Ishanchal Kaushik	
	Gautam Sharma	
	Anuj Gautam	
	Ritik Verma	
	Jatin Kumar	
	Rashi Agarwal	
	Ridam Raghuwanshi	
	Keerti Choudhary	

Event	Name of the Winner	
Steal the Show (24th Nov 2023)	Yastika Jindal (1st)	
	Awantika Mishra (1st)	
	Harsh Bhatia (2nd)	
Team Tank Rock-n-Roll (19th Jan 2024)	Piyush Sharma	
	Deep Makker	
	Kushal Gupta	
	Aashutosh Anand	
	Anuj Mishra	
	Sagar Seth	
	Karan Kumar	
	Unnati Gupta	
	Himanshu Gautam	
	Gauri Verma	
	Tanu Nigam	
	Surbhi Chawla	
	Anand Singh	
	Shruti Pathak	
	Rajat Tripathi	
	Shristi Kumari	
	Preet Manral	
	Subhashashis Das	
	Shruti Singh	
	Preksha Jain	
National Library Week (20th Nov 2023)	Shruti Deshwal	
Republic Day Celebration (25th Jan 2024)	Shipra Sharma	
	Vanshika Goyal	
	Yashika Garg	
	Manoj Sikarwar	
	Piyush Singh	
Biz Media Mazerik (2nd Feb 2024)	Srishti Kumari	
	Madhu Tiwari	
	Kushal Gupta	



CERTIFICATES OF MERIT AWARDED FOR THE CONTRIBUTION TO THE COLLEGE ACTIVITIES DURING THE YEAR 2023-24



Event	Name of the Winner	
Biz Media Mazerik (2nd Feb 2024)	Pratham Singh	
Table Tennis Tournament (2nd Feb 2024)	Md. Alishan	
Parivartan - Nukkad Natak (16th Feb 2024)	Ali Asgar	
	Aryan Pratap Srinet	
	Harsh Negi	
	Ashi Shukla	
	Vanshita Jaiswal	
	Sonam Pandey	
	Ayush Gupta	
	Saurabh Mishra	
	Palak Singhal	

Event	Name of the Winner	
Parivartan - Nukkad Natak (16th Feb 2024)	Pranay Mishra	
	Smrita Singh	
	Isha Gupta	
	Aman Kumar Purbey	
	Vikash Choudhary	
	Sakshi Bakshi	
	Kanishka Rao	
	Harsh Bhatia	
	Aryan Pratap Singh	
Young Asian Entrepreneur of The Year 2024 (4th May 2024)	Keshav Somany	

OUTSTANDING CONTRIBUTION TO COLLEGE MAGAZINE (THE ZINE)



Name : Surbhi Kumari
Batch : 2022
Title : Lesson from my
Journey to PGDM



Name : Komal Prity
Batch : 2023
Title : Major Learning
of 2023



Name : Medha Tiwary
Batch : 2023
Title : Pros and Cons of
Social Media



Name : Sonam Pandey
Batch : 2023
Title : The Realms of
Social Media &
its Impact on Youth



Name : Siddhi Sahu
Batch : 2023
Title : The Siren's Being
Charming : How Social
Media Lures and
Entangles Young Minds



Name : Swapnil
Batch : 2022
Title : Jeevan Ek Tyohar

OUTSTANDING CONTRIBUTION TO COLLEGE MAGAZINE (THE ZINE)



Name : Aanchal Gupta
Batch : 2022
Title : Life is a Festival :
learning from
Festive Tales



Name : Medha Tiwary
Batch : 2023
Title : Life is a Festival :
learning from
Festive Tales



Name : Snehlata Kumari
Batch : 2023
Title : Being Human -
One Step Ahead in
Helping Others



Name : Priyanshi
Batch : 2023
Title : Dreaming Freedom
Through my Lens



Name : Komal Prity
Batch : 2023
Title : Dreaming Freedom
Through my Lens



Name : Ratik Gupta
Batch : 2023
Title : Life - A festival



Name : Sneha Kumari
Batch : 2022
Title : Being Human -
One Step Ahead
in Helping Others



Name : Harsh Bhatia
Batch : 2023
Title : Dreaming Freedom
Through my Lens



Name : Ritika Singh
Batch : 2022
Title : Freedom



Name : Gaurav Shahi
Batch : 2022
Title : Dreaming Freedom
Through my Lens



Name : Gaurav Shahi
Batch : 2022
Title : Knocking a New Door :
A Road of
Opportunities

ALUMNI ASSOCIATION

DISTINGUISHED ALUMNA AWARD ALUMNI OF THE MONTH AWARD



August 2023
ANOOP RATTAN SHUKLA
2013-15



SEPTEMBER 2023
PALAK MAHAJAN
2015-17



OCTOBER 2023
SHREYA RASTOGI
2018-20



NOVEMBER 2023
HARSHI SETHI
2012-14



DECEMBER 2023
DEEPENDER SIWACH
2014-16



JANUARY 2024
RUCHI JAIN
2017-19



FEBRUARY 2024
BHAVYA PUROHIT
2020-22



MARCH 2024
SHAILJA PACHAURI
2019-21



APRIL 2024
NIYUKTI AGARWAL
2018-20



MAY 2024
SHWETA SONI
2012-14

EVENTS CONDUCTED BY ALUMNI CELL

Alumni Meet:

The Annual ABS Alumni Meet brings with it a chance for our Alumni to reconnect with their Alma Mater and their batch mates as well as juniors and seniors. It gives them an opportunity to interact with the faculty who had a significant role to play in their lives.



Alumni Meet 2023

Corporate Interface Sessions:

The Corporate Resource Cell at ABS in collaboration with the ABS Alumni Association organizes alumni sessions throughout the year wherein alumni are invited to share their experience and insights in the industry with the students and faculty in the institute.



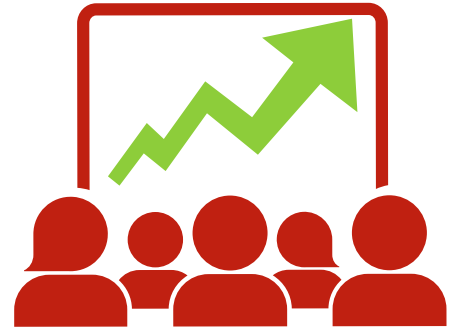
PLACEMENTS

COMPANIES OFFERED 47

» AVERAGE CTC : 7.32 (LPA)

» HIGHEST CTC : 22.00 (LPA)

» MEDIAN CTC : 6.00 (LPA)



COLLEGE LIBRARY

Library at ABS is automated through the Edumarshal ERP system and is well-stocked with Indian and International books and journals covering all areas of management, commerce etc. to meet the needs of students, faculty and research scholars from varied areas. The library is continuously augmented with the latest books and journals to help the students keep abreast of current and contemporary issues. The ABS library has a collection of thousands of books and other non-book materials, in different areas of management. The collections are updated on a regular basis with latest titles of interest as scanned from a variety of standard selection sources. It includes a unique collection of management classics, fiction and rare books. In addition, library procures select government documents, technical reports, project reports, conference reports and corporate annual reports etc. regularly.

Library Resources Details

S.No.	Available learning resources including e-resources	Number / Platform
01.	Total titles available	1565
02.	Total books available	7238
03.	Total ebooks available	2599
04.	Total journals available (Hardcopy)	26
05.	Total magazines available	6
06.	Total Newspapers available	7
07.	Online Journal Subscription	J-gate & Delnet

Library Events

Book Fair on Wheels in collaboration with National Book Trust

Books have a vital role for the students in character building and shaping of better human beings. Keeping this in mind, the Research and Development Cell of Asian Business School organized a Mobile Book Exhibition " Book Fair on Wheels" in collaboration with the National Book Trust, India, Ministry of Education, Government of India on Monday ,28th Aug 2023. The Event "Book Fair on Wheels" was inaugurated by Dr. Shweta Batra, Dean Asian Business School in the gracious presence of Dr. Swati Bhatia, Head R&D Cell, the R&D Cell members - Dr. Sarmistha Sarma, Dr. Veenu Arora, Ms. Bushra and Ms. Shipra Shrivastava, Convener Asian Business school, all faculty members and PGDM students of 1st and 2nd Year.

BOOK FAIR ON WHEELS IN COLLABORATION WITH NATIONAL BOOK TRUST



NATIONAL LIBRARY WEEK

The Library Club of Asian Business School celebrated National Library Week with great enthusiasm on November 20th, 2023. The event aimed to promote the habit of reading among students and foster a culture of learning and intellectual engagement. The activities comprised of Reading of Books where students immersed themselves in a diverse selection of books spanning various genres, from classic literature to contemporary fiction, non-fiction, and academic texts. Participants were encouraged to explore different subjects and authors to broaden their perspectives and knowledge base. Following the reading session, participants were tasked with summarizing the books they had read. This activity not only helped students develop their comprehension skills but also enabled them to distill the key themes, ideas, and insights from the texts. It encouraged analytical thinking and effective communication. To recognize outstanding efforts, a competition was held to select the best book summary prepared by a student. Each participant presented their summary, highlighting the main points and the significance of the book. The judging criteria included clarity, coherence, depth of analysis, and presentation skills.



Glimpses of National Library Week

FELICITATIONS

EMPLOYEE OF THE MONTH



JULY 2023

Name : Sumit Rastogi
Designation : Assistant
Professor
Department : Academics



JULY 2023

Name : Sarita Sharma
Designation : Manager
Admissions
Department : Admissions



AUGUST 2023

Name : Dr. Swati Bhatia
Designation : Associate
Professor
Department : Academics



AUGUST 2023

Name : Nitesh
Designation : Pantry
Boy
Department : Support Staff



SEPTEMBER 2023

Name : Tanushree Shrivastava
Designation : Assistant
Professor
Department : Academics



SEPTEMBER 2023

Name : Mukesh Kumar
Designation : Accounts
Manager
Department : Accounts



SEPTEMBER 2023

Name : Shailendra Singh
Designation : Sr. Accounts
Officer
Department : Accounts



SEPTEMBER 2023

Name : Gajendra Singh
Designation : Driver
Department : Support Staff



OCTOBER 2023

Name : Akanksha Kathuria
Designation : Assistant
Professor
Department : Academics



NOVEMBER 2023

Name : Dr. Syed Aijaz Ahmad
Designation : Assistant
Professor
Department : Academics



DECEMBER 2023

Name : Dr. Waseem Makai
Designation : Assistant
Professor
Department : Academics



JANUARY 2024

Name : Dr. Bushra
Designation : Assistant
Professor
Department : Academics

FELICITATIONS

EMPLOYEE OF THE MONTH



FEBRUARY 2024

Name : Dr. Sarmistha Sarma
Designation : Professor
Department : Academics



MARCH 2024

Name : Bandana
Designation : Hostel
Warden
Department : Administration



MARCH 2024

Name : Shubhika Gaur
Designation : Assistant
Professor
Department : Academics



APRIL 2024

Name : Dr. Shweta Batra
Designation : Professor and
Dean
Department : Academics



APRIL 2024

Name : Ravi Sharma
Designation : Assistant Professor
and Dean CRC
Department : Academics

Faculty Achievements

List of Ph.D. titles awarded



DR. BUSHRA



Dr. Gurpreet Kaur



Dr. Itinpreet Kaur

FACULTY ACCOLADES

DR. SHWETA BATRA



Publications

- To Study the Impact of ChatGPT Tool on Academic Learning: Perspective of Students and Teachers in Higher Education published in Journal of Informatics, Education and Research
- Artificial Intelligence Tools in Talent Acquisition and The Impact on HR Effectiveness published in European Economic Letters
- COVID-19 & It's Impact on Supply Chain Management published in Indian Journal of Current Trends in Management Sciences
- Enhancing Customer Experience in the Hospitality Industry through Artificial Intelligence published by Don Bosco Institute of technology Delhi Journal of Research

Book Edited

- Changing Dynamics of Global Education
- Cases in Business – A collection of cases in New Paradigm of Business Management

Book Chapters/ Cases Publications

- Blooms with a purpose: A Deep Dive into Phool. Co's Social and Environmental Impact published in Cases in Business: A Collection of Cases in New Paradigms of Business Management. Kunal Books, Delhi, ISBN: 978-93-95651-94-3
- Blackbuck: India's Logistics Unicorn in the Trucking Industry published in Cases in Business: A Collection of Cases in New Paradigms of Business Management. Kunal Books, Delhi, ISBN: 978-93-95651-94-3
- Universal Human Values published in Education Life Skills and Training book
- The Role of Artificial Intelligence in Developing an Effective Training Assessment Tool published in AI-Oriented Competency Framework for Talent Management in the Digital Economy: Models, Technologies, Applications, and Implementation book

FDP / Training/ Workshops Attended

- Leadership and Team Effectiveness conducted by NPTEL SWAYAM for 12 weeks
- Academic Writing for Research conducted by Ramanujan College for 7 days
- Innovative HR Approaches conducted by NITTTR (Ministry of Education) for 5 days
- Outcome Based Education and Academic Quality Assurance conducted by Udemy for 9 hours
- AIMA Bizlab conducted by AIMA for 8 hours
- Outcome Based Education: Learning & Assessment under NEP 2020 conducted by IMS for 5 days
- Organization Development & Change in the 21st Century by IIT Bombay for 8 weeks

Consultancy assignments for

- Digital Education Transformation Private Limited
- Amice Planners Private Limited

Resource Person

- Delivered Expert Talk on Akashwani on New Curriculum Framework on 25th September 2023
- Resource Person for Conference conducted by SK Group on 15th Nov 2023

Professional Membership

- Noida Management Association

FACULTY ACCOLADES

DR. VEENU ARORA



Conference & seminars:

- 4th International Conference on Advances in Management and Technology (ICAMT-2024) February 22-24, 2024. Happy people: how to nurture employee engagement in an uncertain economy in JBS NOIDA.
- Industry 5.0 Transition towards sustainability on 22-23rd May 2024 titled "Promoting Employee Engagement Amidst Economic Uncertainty: Strategies for Fostering Happiness" in Ashoka business school, Nashik, Maharashtra, India
- The International Research Fair "Anusandhan 2.0," on 18-19th June 2024 titled "The Integration of Artificial Intelligence in Sustainable Teaching Methodologies: A Paradigm Shift in the Classroom" in IIT Mandi.

FDP / Training/ MDP attended/Workshops Attended:

- Attended FDP on "Training of Trainers" July-Oct 2023 at IIT Roorkee (12 weeks)

Book Chapters/ Cases Publications:

- The Role of Artificial Intelligence in Developing an Effective Training Assessment Tool published in AI-Oriented Competency Framework for Talent Management in the Digital Economy: Models, Technologies, Applications, and Implementation book

Professional Membership

- FICCI FLO

SHIPRA SHRIVASTAVA



International Conference

A Study on Self-Efficacy Beliefs and Emotional Intelligence in Leadership Development || 17th GJ-INTCONMITE 2023: Innovation for Smart, Inclusive and Sustainable Development || Gian Jyoti Institute of Management and Technology

Patent

Artificial Intelligence and Deep Learning Based Analysing Data For Business Intelligence: Design number 202311013029 A

FDP / Workshops attended

- Outcome Based Education and Academic Quality Assurance || Udemy || 9 hours
- AIMA Bizlab Trainer || AIMA || 8 hours
- Innovative HR Approaches || NITTTR (Ministry of Education) || 5 days
- Professional Certification Program in HR Management and Analytics || IIM Kozikode || 5 months

FACULTY ACCOLADES

VINOD KUMAR DHAR



Professional Membership

- Noida Management Association

DR. SWATI BHATIA



Research Papers

- Atharva Journal, A Peer Reviewed Journal of Management Research, Vol 13, June 2024 (ISSN – 2231-4350), paper titled, "Role of Artificial Intelligence and Machine Learning Digital Transformation in Business".
- Atharva Journal, A Peer Reviewed Journal of Management Research, Vol 13, June 2024 (ISSN – 2231-4350), paper titled, "Beyond Tradition: Revolutionizing Global Education with Technology."
- European Economic letter, ABDC Listed, Vol:14 Issue 2(2024), ISSN 2323- 5233, C Category paper titled "A Study on Globalised Environment and Human Resource Management and Development."
- Journal of Informatics Education and Research, ABDC Listed, Vol:4 Issue 2(2024), ISSN 1526- 4726, C Category paper titled, "An Empirical Study of Ecological Sustainability on Ecological Organizational Performance."
- Gyan Management Journal an International Bi- annual Refereed Journal of Management, paper titled "The Nexus of Education and Innovation with Sustainable Development " Year 2024, Volume 18, Issue 2(July - December) ISSN 0974-7621
- Gyan Management Journal an International Bi- annual Refereed Journal of Management, paper titled " " Marketing Opportunities in the Digital Economy"" Year 2024, Volume 18, Issue 2(July - December) ISSN 0974-7621

Books Edited

- "Cases in Business: A Collection of Cases in New Paradigms of Business Management", Published by Kunal Books, Delhi (ISBN: 978-93-95651-94-3)
- "Changing dynamics of Global education", Published by Kunal Books, Delhi (ISBN: 978-81-971396-8-0)

Book Chapters/ Cases Publications

- Book chapter titled "The Impact of Perceived Risks on the Attitude and Behaviour of Online Job Seekers" is published in a book titled India's Human Development during the Amrit Mahotsav. having ISBN 978-93-91550-46-2, year 2024
- Book chapter titled "The Role of Artificial Intelligence (AI) in Developing an Effective Training Assessment Tool" in the book of "AI-Oriented Competency Framework for Talent Management in the Digital Economy: Models, Technologies, Applications, and Implementation", Hbk: 9781032576053 PBK: 9781032577685 EBK: 9781003440901 DOI: 10.1201/9781003440901, Scopus Indexed, Publisher Taylor & Francis Group USA, Published in May 2024
- Publication in Book of Proceedings titled, " Socio- Economic Transformation and its Impact on Business," ISBN 978-8-19-701969-2 published by JIS University, page no.10, paper titled, "Marketing Opportunities in the Digital Economy."
- Publication in Book of Proceedings titled, " Socio- Economic Transformation and its Impact on Business," ISBN 978-8-19-701969-2 published by JIS University, page no.17, paper titled, Profit with Principles: Harmonizing Ethical AI in Digital Economy".
- Publication in Book of Proceedings titled, " Socio- Economic Transformation and its Impact on Business," ISBN 978-8-19-701969-2 published by JIS University, page no.43, paper titled, 'Analyzing the impact of COVID-19 on Stock Markets: A Technical Analysis of Select Stocks'.

FACULTY ACCOLADES

- Case: Transforming Operations with Zoho, Published in Case Book titled “Cases in Business: A Collection of Cases in New Paradigms of Business Management”. Kunal Books, Delhi (ISBN: 978-93-95651-94-3)
- Case: Taylor Swift and her Global Influence - The Rise of Swiftonomics, Published in Case Book titled “Cases in Business: A Collection of Cases in New Paradigms of Business Management”. Kunal Books, Delhi (ISBN: 978-93-95651-94-3)

FDP / Training/ Workshops Attended

- Workshop from AIMA – AIMABizlab trainer
- MOOC – from Udemy on “Outcome Based Education and Academic Quality Assurance”
- FDP from Maryam Abacha -American University of Nigeria on Innovative Pedagogy Tools and techniques for Effective teaching and learning.
- FDP from Mangalmay Institute of Management and technology on Outcome Based Education

Patents Granted

- Patent (UK) Published & Granted “HOSPITAL ALERT MANAGEMENT SYSTEM FOR IMMEDIATE MEDICAL SERVICES”, Design number: 6310188, Grant Date: 9/21/2023, Published Date: 9/22/2023. Link: <https://www.registered-design.service.gov.uk/find/6310188>

Professional Membership

- Life Membership – Knowledge Research Academy
- Member Global Professors Welfare Association Forums – ID No.10445

Chaired / Guest Speaker

- Guest Speaker in one week FDP “Challenges in Context to Industry 4.0” 16th March 2024 to 21st March 2024 GNIOT-MBA Institute (Department of Management).
- Chaired Technical Session in International Conference on “Socio-Economic Transformation & its Impact on Business” on 9th January 2024 in JIS University, Kolkata
- Chaired Technical Session 17th International Conference GJ-IntConMITE 2023 on the theme “Innovation for Smart, Inclusive and Sustainable Growth” on 22nd Dec 2023.
- Guest Speaker in International Conference, “How to Advertise Effectively on a Tight Budget as an Entrepreneur?” Dec 15th-17th, 2023 - Strategic Alliance Team SK Associates & Group
- Chaired Technical Session in Atharva Institute of Management Studies, Mumbai AIMS – 22nd Annual Conference - International Research Conference on Digital Transformation in Business (IRCDTB 2023) on 25th & 26th November 2023

Conference / Seminar

- Presented Paper titled, “An Empirical Study of Ecological Sustainability on Ecological Organizational Performance” in International Conference PANIIMWMC 2023, IIM Sambalpur on January 22-24, 2024.
- Presented Paper titled, “A Study on Globalised Environment and Human Resource Management and Development” in International Conference ISDSI-Global2023 conference, IIM Ranchi on 27th to 29th December 2023
- Presented Paper titled, “A Study on Self-Efficacy Beliefs and Emotional Intelligence in Leadership Development” in the 17th GJ-IntConMITE held on December 22 2023

FACULTY ACCOLADES

SHUBHIKA GAUR



Publication Details

- Title: A Comparative Study of Gender Inequality in Financial Literacy among the Lucknow Millennials | DOI: <https://doi.org/10.52783/eel.v13i3.242>
- Title: COVID-19 & It's Impact on Supply Chain Management | | Journal: Indian Journal of Current Trends in Management Sciences
- Title: Nightlights as Indicator of Growth in Economic Activity | Journal: Cases in Business: A Collection of Cases in New Paradigms of Business Management. Kunal Books, Delhi (ISBN : 978-93-95651-94-3)

Books Edited

- Principles of business management Kripa Drishti Publications 978-81-968394-3-7
- Consumer behavior and marketing strategy Kripa Drishti Publications 978-81-974990-6-7

Book Chapters/ Cases Publications

Publication Details

- Title: Impact of AI on Advancing Women's Safety | Copyright: 2024 | Source Title: Impact of AI on Advancing Women's Safety | DOI: 10.4018/979-8-3693-2679-4.ch007
- Title: An Empirical Investigation on Impact of Social Media Marketing of HEI on Student Psychology | Publisher: Emberald
- Title: Relationship Between Artificial Intelligence and Education “ | Book Name: Artificial Intelligence in Academia: Challenges and Prospect for Teaching and Learning “ | Publisher: Kunal Books
- Title: Relationship Between Artificial Intelligence and Education “ | Book Name: Artificial Intelligence in Academia: Challenges and Prospect for Teaching and Learning “ | Publisher: Kunal Books
- Title: Application of Artificial Intelligence (AI) in Education “ | Book Name: Artificial Intelligence in Academia: Challenges and Prospect for Teaching and Learning “| Publisher: Kunal Books
- Title: Life skills with an emotional focus | Book Name: Education Life Skills and Training | Publisher: Aadi Publications
- Title: How Can Life Skills Help the Younger Generation to Make Better Choices | Book Name: Education Life Skills and Training | Publisher: Aadi Publications
- Title: Education: Life Skills and Trainings Digital Ethics and Cyber Security | Book Name: Education Life Skills and Training | Publisher: Aadi Publications
- Title: Leadership Competencies: Is it time for a paradigm shift? | Book Name: Education Life Skills and Training | Publisher: Aadi Publications
- Title: Universal Human Values | Book Name: Education Life Skills and Training| Publisher: Aadi Publications

FACULTY ACCOLADES

DR. SUNITA VERMA



Publication Details

- To Study the Impact of Chat GPT Tool on Academic Learning: Perspective of Students and Teachers in Higher Education (Journal of Informatics, Education and Research, 2023)

FDP / Training/ Workshops Attended

- FDP on "Organization Development & Change in the 21st Century" || August - September 2023 || IIT Bombay || 8 weeks
- Two-Week interdisciplinary Refresher Course in MOOCs 29.0 (05-19 August, 2023) "organised by (PMMMNMTT) scheme || August 2023 || Teaching Learning Center Ramanujan College in collaboration with Bareilly Collège Bareilly under the Ministry of Education sponsored Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching || 2 weeks
- Effective Literature Review for Identifying Research Gaps || August 2023 || IMI Bhubaneswar || 1 day
- Train the Trainer: Prevention of Sexual Harassment (POSH) || December 2023 || NDIM || 3 days
- Leadership Development Programme (Short Term Course) || January 2024 || University of Hyderabad -MMTTC-HRD || 7 days

DR. BUSHRA



Book Chapters/ Cases Publications

- "Digital Financial Literacy and Financial Well-Being" chapter published in "Emerging Perspectives on Financial Well-Being", <https://doi.org/10.4018/979-8-3693-1750-1.ch003>, IGI Global Publishing, Scopus Indexed.

FDP / Training/ Workshops Attended

- 12 weeks NPTEL-AICTE Faculty Development Program on Financial Management for Managers from Jan-April, 2024.
- 8 weeks NPTEL-AICTE Faculty Development Program on Corporate Finance from July-Sep, 2023.

Professional Membership

- Noida Management Association

FACULTY ACCOLADES

DR. GURPREET KAUR



Conference

- Fostering ethical organisation climate and workforce spirituality to prevent deviance misbehavior at workplace || 8th Global Leadership research conference 2023- Architecting new tenets for future of business

FDP / Training/ Workshops Attended

- Research Methodology: Techniques, Analysis and Presentation || JIMS in collaboration with Scrollwell || 7 days

DR SARMISTHA SARMA



Publications

Books Edited

1. Handbook of Research on the Interplay Between Service Quality and Customer Delight.
2. Writers Corner Case study Book.

Book Chapters/ Cases Publications

1. Envisioning delight in school education service: observations from implementation of global citizenship education (gced) in Indian schools handbook of research on the interplay between service quality and customer delight Doi: 10.4018/978-1-6684-5853-2.ch009, 2023.

FDP / Training/ Workshops Conducted

1. Chief Guest and Keynote Speaker at GJ-NatConMITE 2023 Embracing Change and Transformation, 22nd July 2023
2. Judge at International Research Conference titled Digital Transformation of Business (IRCDTB-2023), 26th November 2023 .

Consultancy assignments for

1. TCS Consultant.
2. Committee member for Curriculum Development for GCED India for Ministry of Education.
3. Subject matter Expert for IGNOU on International Supply Chain and Logistics management, Economy of Services, Services Management and Strategic Management.
4. Recorded UDYAM lecture series for Ministry of Small Scale Industries on Entrepreneurship in Assamese Language from 2023
5. Edited Entrepreneurship Curriculum for all the modules for Board of Studies Sikkim.
6. Financial and Healthcare analytics Project for Percision Consultants

FACULTY ACCOLADES

Professional Membership

- Member of Cambridge Assessment Network, June 2024.
- Member of Greening Education Partnership UNESCO.
- Member Global Sustainable Futures Progress through Partnerships Network University of Central Lancashire
- Assessor At NAAC

DR. GUNEET KAUR



Publications

- Changing Dynamics of Global Education: Studying the Impact of digitalization on global education, Atharva Journal, Volume 13, June 2024 ISSN:2231-4350
- Mapping the Literature and Future Research Agenda of Employee Engagement: A Bibliometric Analysis of the past 20 years, Journal of Informatics Education and Research, Volume 3, Issue 1 (2023), ISSN: 1526-4726

Books Edited

- Co-edited a book titled "Changing Dynamics of Global Education" published by Kunal Books with ISBN 978-81-971396-8-0

Book Chapters/ Cases Publications

- Published a case study titled "The Fiasco Turned Winner" in the book "Cases in Business: A Collection of Cases in New Paradigms of Business Management" published by Kunal Books, ISBN 978-93-95651-94-3

FDP / Training/ Workshops Attended

- Attended 5-day FDP on "Quantitative Research Techniques: PLS-SEM and ANN" from 21-25th June 2024 at Jaipuria Institute of Management

DR. RICHA SHARMA



Publications

- "Study of 6S Lean Manufacturing Tool in an Industrial Environment: A Review", 12th International Conference on Contemporary Issues in Management, ISME Bangalore.
- "Computational Intelligence in wireless sensor network" Techniques and Applications, Department of Freshmen Engineering, St. Martin's Engineering College, 19th-20th June, 2024, ISBN 978-93-92311-86-4.
- "A Case Study Examining the Effects of Total Productive Maintenance on Performance Indicators in the Manufacturing Sector", International Journal of Current Engineering & Technology, Volume 14, No 13, May-June 2024, ISSN 2347-5161.

FDP / Training/ Workshops Attended

- Participated in workshop session on "Problem Solving through 7QC Tools" organized by Confederation of Indian Industry on 21st June 2024
- Participated in the Two-week Faculty Development Programme "Quantitative and Qualitative Research Methods" organized by Birla Institute of Technology, Mesra from 20th May-31st May 2024.

FACULTY ACCOLADES

- Participated in “First Hand Experience on SPSS-Introductory Module” organized by the Research Foundation of India & RFI-CARE from 14th May to 21st May 2024.
- Participated in Short Term Course “ADVANCES IN INDUSTRIAL AND MANUFACTURING OPERATIONS: APPLICATIONS AND PRACTICES (AIMOAP-23)” organized by NIT Kurukshetra on December 15-19, 2023.

Consultancy assignments for

- The Advanced Research Society for Science and Sociology (ARSSS) is a global academic association that fosters research in Science, Engineering, Technology, and Sociology. Associated with them as a Expert Key note speaker in 2024.

Books/Manuscript Reviewer

- Selected as ACTIVE IJRAR (RMS) Member in INTERNATIONAL JOURNAL OF RESEARCH AND ANALYTICAL REVIEWS IJRAR (www.ijrar.org) | E-ISSN 2348-1269, P- ISSN 2349-5138.
- Reviewer in Emerald Publishing “Data Driven Decisions: Leveraging Insights for Winning Marketing Strategies”, Scopus Indexed.
- Core Reviewer Member of IJQCSSE Journal-IGI Global Journal.

PRIYANSHI SHARMA



Publications

- Role of Digitalization in Documentation and Preservation: An Application of Industry 4.0, Journal of Informatics Education and Research, ISSN: 1526-4726 Vol 4 Issue 3 (2024)
- Research paper titled " CRISIS MARKETING: A STUDY ON TURBULENT MARKETING CHALLENGES" published in "Journal of Research Administration" A scopus indexed journal with ISSN NO 1539-1590 in November 2023.
- Research Paper Titled "An Analysis of Factors Influencing Customers` Preference in Selecting Telecommunication Companies In NCR" published in "International Journal for Research Trends and Innovation" an International open access, peer-reviewed, refereed journal. ISSN No: 2456-3315, August 2023.

Book Chapters/ Cases Publications

- Smart Global Value Chains in Manufacturing Industry
- Book Chapter on "Financial Market & International Financial Architecture" for an edited book titled "India@75: Presidency of G20 (An economic Perspective)" ISBN No 978-93-90863-98-3 in the month of August 2023. (Certificate is attached) incentive Rs 5000 as per policy

Research paper Presentation

- Presented a research paper titled "Importance of New Education Policy and its impact on higher education in India" in the 9th PAN IIM World Management Conference held on January 22-24, 2024.

FACULTY ACCOLADES

DR RACHITA KAPOOR BHASIN



Publications

- Role of Digitalization in Documentation and Preservation: An Application of Industry 4.0, Journal of Informatics Education and Research, ISSN: 1526-4726 Vol 4 Issue 3 (2024)
- Research paper titled "CRISIS MARKETING: A STUDY ON TURBULENT MARKETING CHALLENGES" published in "Journal of Research Administration" A scopus indexed journal with ISSN NO 1539-1590 in November 2023.
- Research Paper Titled "An Analysis of Factors Influencing Customers' Preference in Selecting Telecommunication Companies In NCR" published in "International Journal for Research Trends and Innovation" an International open access, peer-reviewed, refereed journal. ISSN No: 2456-3315, August 2023.

Book Chapters/ Cases Publications

- Smart Global Value Chains in Manufacturing Industry
- Book Chapter on "Towards Sustainable Development: Balancing Environmental, Social & Economic Dimensions" for an edited book titled "India@75: Presidency of G20 (An economic Perspective)" ISBN No 978-93-90863-98-3 in the month of August 2023.

Research paper Presentation

- Presented a research paper titled "Importance of New Education Policy and its impact on higher education in India" in the 9th PAN IIM World Management Conference held on January 22-24, 2024.

Patent

- Design Number - 430702 - 001 (Device for employee performance evaluation) on 16th September 2024.
- Design Number - 6289743 (Smart Plastic Waste Management Machine), grant date 21st June 2023

PGDM ORIENTATION BATCH 2023



The “Inaugural Ceremony” of the PGDM Orientation 2023-25 Batch was organised by Asian Business School, Noida, on the 19th of July, 2023, with much passion and fervour. The event spanned a duration of one week, commencing on July 19th and concluding on July 24th. The incoming cohort of PGDM students were warmly greeted upon their arrival by the institute, receiving a formal kit and participating in a ceremonial event known as the piping ceremony conducted by the seniors.

The commencement of the Inaugural session began with the ceremonial act of illuminating the lamp, which was afterwards succeeded by a welcoming discourse presented by Dr. Sandeep Marwah, the esteemed Chairman of Asian Education Group. The Inaugural Session was graced by General (Dr.) V.K. Singh (Retd.), the Honourable Union Minister of State, as the Chief Guest. The occasion was also graced by Mr. Angelo George, CEO of Bisleri International Pvt Ltd.

In the Inaugural address delivered by Dr. Sandeep Marwah, provided insights to the students regarding the process of transitioning from a focus on earning to a focus on learning. Dr. Marwah delivered an inspiring and captivating speech elucidating the concept of “EDUCATION” to the students. The remarks made by Dr. Marwah acquainted the students with the significance of setting goals, objectives, and values in one's life. Sir also emphasised on the need of maintaining academic integrity inside the institute.

Subsequently, General (Dr.) V.K. Singh, the esteemed Chief Guest of the Inaugural session, delivered an inspiring address to the students, emphasising the importance of continuous learning and imparting vital insights for their future growth and development. Furthermore, General (Dr.) V.K. Singh expressed admiration for the visionary efforts of Dr. Sandeep Marwah in establishing a lasting educational legacy.

The esteemed Guest of Honour, Mr. Angelo, provided guidance to the students regarding their individual inclinations and the necessary skills they can acquire to become industry-ready. The sequence of events was accompanied by an Oath Ceremony chaired by Dr. Shweta Batra, during which the students made a commitment to adhere to the established code of conduct of the Institution. The Chairman of Asian Education Group (AEG), Dr. Sandeep Marwah, felicitated the Guest of Honour and the Chief Guest with a Shawl and Memento. This was followed by a Vote of Thanks delivered by Mr. Ravi Sharma, the Dean-CRC of Asian Education Group (AEG).

The second half of the day witnessed a powerful session by Mr. Sonu Sharma, an author, educator, and business consultant. Mr. Sonu instilled the students with great enthusiasm and zeal, while also imparting knowledge on corporate etiquette and character.

HR CONCLAVE 2023

CONVENING THE BEST MANAGEMENT PRACTICES

&

ABS IMPACT: ALUMNI TALK SERIES

DAY 2 – PGDM ORIENTATION JULY 20TH 23



On the second day of orientation i-e on 20th July 23, HR Conclave was Organised for the students of Asian Business School, where esteemed guests from the industry were invited. The Guest of honor, Mr Ashish Bhalla, Director – HR, HCL Technologies was the first to talk about the digital revolution and the drive to “go green” and other factors which are reshaping the global world of work. Mr. Bhalla also emphasised in his session that advances in technology such as artificial intelligence, IoT, machine learning and robotics, is contributing a lot in Getting onboard employable talent today. He said that there are jobs everywhere, but the challenge is the availability of skilled talent. As per his discussion only 49% of Indian youth is employable, highlighting the need for new-age skills and efforts to fill the demand-supply gap, which is going to increase 3.5 times by 2026.

Later the conclave was followed by an interactive panel discussion of Dr. Veenu Arora with Ms Saswati Sinha, Head – Human Resources (India & MEA) Evalueserve and Mr. Agniwesh Thakur, Director – Human Capital Consulting, Deloitte who shared their success mantra on the prerequisites of corporate world. Ms. Saswati focused on the expected skills needed for the future work and how alongside personalisation trends of products and services is the approach to build skills in people. Mr. Agniwesh added that the future work depends on understanding how humans work best and architecting work. It calls for us to move from a focus on technology to a focus on humans—supported and enabled by technology. Thus, enabling us to make work better for humans and humans better at work. The Panel members altogether agreed upon that we must unleash the workforce from traditional bindings and let them adapt the workplace.

Same day students had a session with the Alumnus, who are really doing well and way ahead in their career. The institute invited Mr. Pulkit Chowdhary, student of batch 12-14 working as Sr. Manager – Coca Cola COE; Ms. Hirshika Bajaj from batch 16-18, working as Recruitment Specialist with American Express and Mr. Kiranmoy Sarkar, batch 13-15 working as Burgundy Manager – Axia Bank Ltd. Students were very ecstatic to learn from their alumnus about their experience and success story, the session was very interesting and highlighted the necessary skills required to be successful in the corporate world. The session was full of learning and wisdom for the entire batch and students felt connected with the seniors.

DAY 3 OF THE ORIENTATION PROGRAM YOUNG ASIAN ENTREPRENEURIAL CHALLENGE AND TEAM BUILDING ACTIVITY



Day 3 of the orientation witnessed an amazing journey of our guests Suta Sisters, Ms. Sujata and Ms. Taniya, the founders of the Famous Saree brand Suta. The event started where the Suta Sisters shared their journey with the budding entrepreneurs and future managers of the country which made students realise that nothing is impossible if you have the zeal to do something different in this world.

It was indeed an important day as the Suta sisters were invited for being the judge of one of our very important event “Young Asian Entrepreneurial Challenge – Season 4”, in which the students of the fresh batch PGDM 2023 presented their unique business ideas and showed their interest and eagerness to start their own ventures. Every idea was critically evaluated and enriching feedbacks were given to the students so that they can work further on their ideas.

The event ended with the announcement of the winner of “Young Asian Entrepreneurial Challenge 2023 – Season 4” where the Winner Mr. Siddharth Sati the student of PGDM 2023 bagged the trophy and a macbook, he also got a direct entry to the finale of “Young Asian Entrepreneur of the Year 2024”. Ms. Suta Sisters were felicitated by Dr. Shweta Batra and Mr. Ravi Sharma for their invaluable time and inputs to the budding entrepreneurs of ABS.

The second half of the day was filled with Fun and Enjoyment for the students. Team building activities were conducted to help students understand the importance of working in groups and it further helped them understanding how to strategize with your team members to win the show.

DAY 4 OF THE ORIENTATION PROGRAM



Day 4 of the Orientation Program: Talent Hunt, UHV session & announcement of Winner of Lights, Camera, Action Competition”

On the day 4 of the orientation program Universal Human Values Session was conducted by Ms. Shipra Shrivastava, Program Convener Asian Business School. She made students realise the importance of honesty and integrity. She conducted various activities to help students understand the significance of holding and practicing their values in life.

The second half of the day was filled with excitement for the students. Talent Hunt Competition was organized where the new comers showed their talent and the Judge of the event was Dr. Gunjan Kunwar, Miss Uttarakhand 2022 and a Digital influence. Dr. Gunjan was amazed to see the talent the students are having and she was overwhelmed seeing the whole program. Mr. Daksh Grover student of PGDM 2023 was declared the Winner of the Talent Hunt Competition and he walked away with a trophy, an apple smart watch and a certificate.

In addition to the talent hunt competition the winner of a month long competition “Lights, Camera, Action” was also declared by Dr. Gunjan Kunwar. The winner was Mr. Anuj a student of PGDM 2022 batch. He won a trophy along with the cash prize of Rs. 5,000-/- for the wonderful reels he made showcasing his amazing journey in college, college life and memories all around.

DAY 5 OF THE ORIENTATION PROGRAM DIRECTOR'S SESSION & CAMPUS CONNECT



The 5th day of the orientation program commenced with a significant and highly crucial session led by AEG's Directors. We had the privilege of having Dr. Lalitya Vir Srivastava, Mr. Saraubh Sharma, and Mr. Gurdeep Singh Raina in our midst. The program commenced with the ceremonial lighting of the lamp, followed by extending a warm welcome to the esteemed directors. All the students were eagerly anticipating the pearls of wisdom from these directors, who graciously shared their invaluable insights with the students. They effectively conveyed the significance of the upcoming two years at ABS and elucidated how adopting seemingly minor yet incredibly potent strategies could pave the way for the students' success in their lives.

The latter part of the day kicked off with "CAMPUS CONNECT," during which Dr. Lalitya Vir Srivastava, Director of Asian Business School, familiarized the students with the institution's code of conduct and expectations. Students were enthusiastic about learning the systems and procedures that would enhance their skill sets. Subsequently, all the faculty members who would accompany the students on their two-year journey at ABS were introduced. This included the Dean of Academics & Examinations, Dean of Corporate Relations and Careers, Dean of Student Welfare, heads of various departments, and other faculty members, all of whom engaged in interactive sessions with the students. The students had a lot to absorb from these interactions, gaining valuable nuggets of life wisdom to carry forward.

BCF ANNUAL LECTURE BY SONAM WANGCHUK ON 27TH JULY 2023



Sonam Wangchuk, a visionary engineer, innovator, and education reformist, is an inspiration to many for his remarkable contributions to sustainable development and education in Ladakh, India. The prospect of a session by Sonam Wangchuk presented an unparalleled opportunity for our students to learn from a true trailblazer. Taking this forward, a session with Sonam Wangchuk on July 27, 2023, was an exceptional opportunity for our PGDM -batch 2023 students to interact with a visionary leader.

In his session, Sonam Wangchuk spoke about Inspiring Sustainable Development, Nurturing Innovation and Creativity, Education Transformation, Cultivating Leadership and Community engagement, and Lessons in Perseverance and resilience. He said that, just like his character Phunsukh Wangdu in the Bollywood movie “3 Idiots”, which was portrayed by actor Aamir Khan, students should be focused on gaining more knowledge and should not be driven towards degrees, jobs, and packages. He asked the students to be creative and encouraged them to think critically and outside the box. By sharing his own experiences of turning challenges into opportunities, he motivated students to pursue their own ideas fearlessly. His insights, experiences, and innovative ideas motivated and empowered students to become future agents of positive change in their communities and beyond.

He stressed sustainable development and environmental conservation and urged the students to actively participate in conserving nature. He continued, saying that “each individual can make a difference” and make the world a better place to live; he discussed the concerns related to land, water, energy, food, and related issues. He emphasised locally-driven solutions and environmental conservation to the extreme in order to instill a sense of responsibility and awareness among the students.

At the end, the session with Sonam Wangchuk was indeed a momentous occasion for our students that promised to leave a lasting impression on them, fostering a spirit of innovation, sustainability, and social responsibility.

EXHIBITION ON NATIONAL EDUCATION POLICY (NEP 2020) AT PRAGATI MAIDAN, NEW DELHI ON 29TH JULY 23.



It was a great enriching experience for PGDM students and faculties of Asian Business School (ABS) to visit the national level Exhibition held on the theme of National Education Policy on 29th July 23, organised by Ministry of Education, Govt of India at ITPO, Pragati maidan, New Delhi.

The Ministry of Education (MoE), and the Ministry of Skill Development and Entrepreneurship (MoSDE) of the Government of India organized a mega event, Akhil Bhartiya Shiksha Samagam (ABSS), to commemorate the 3rd Anniversary of the National Education Policy (NEP) 2020 at Pragati Maidan, New Delhi. This mega event included a series of thematic sessions on different aspects of NEP 2020 implementation in the convention center and an exhibition in Hall no 14 which showcased more than 250+ best innovations, startups, and NEP best case practices from schools and HEIs across India. The exhibition demonstrates models of IDEA Lab, Atal Tinkering Lab, and futuristic ITI Lab and various deep technologies, Hyperloop, and drone & robotic technologies developed in IITs, universities, and technical institutions. The ABSS mega event and exhibition was inaugurated by the Hon'ble Prime Minister of India, in the gracious presence of esteemed ministers from central and state governments, foreign embassies in India, and prominent industry leaders. This exhibition showcased the best practices to be adopted for the implementation of NEP-2020 by Schools & Higher Academic Institutions and further employment of Skill Education at all levels and sectors feasible.

It was a great learning exposure for all the stakeholders as they became a part of this flagship program of Govt. of India.

UTSAV CLUB : AZADI KA CELEBRATION 11TH AUG , 2023



UTSAV Club of Asian Business School organised the Azadi Ka Celebration on 11th Aug 23 on the occasion of Independence Day. The students were very ecstatic & enthusiastic for the celebration and took part in the event where they showcased their talents through a series of cultural performances, including dance, music, poetry, painting etc. through Collage & Sketch the students depicted the moments from India's struggle for independence. The performances were well-received and added a vibrant touch to the event. Followed by art exhibition featuring student artwork which showcased the creative talents of the students and added an artistic dimension to the celebration. The event saw enthusiastic participation from students, faculty, staff, and the esteemed judges, who were very overwhelmed with all of the performance and deciding the winners was difficult for them. The Independence Day celebration at Asian Business School was a resounding success. It not only honored the spirit of freedom but also fostered a sense of unity, pride, and responsibility among all participants. In the last Judges appreciated the performances of students and the event wrapped up with the oath ceremony.



UTSAV CLUB : SUCCESS OF CHANDRAYAAN 3.0

4TH SEP 23



India has accomplished a tremendous milestone with the successful landing of Chandrayaan-3, becoming the first country to safely land on the southern pole of the moon and the fourth nation to have a soft-landed robotic instrument on the moon. To commemorate the monumental success of Chandrayaan 3.0, India's lunar exploration mission - Asian Business School in Noida hosted a grand celebration event on 4th September 2023.

The event was marked by a vibrant display of patriotism and showcased the immense talent and motivation of the students. It was a day filled with stories of great scientists, digital poster presentations, patriotic songs, and words of inspiration from the Dean of Academics, Dr. Shweta Batra.

The event kicked off with students narrating captivating stories about legendary scientists who have made significant contributions to the field of space exploration. These stories not only educated the audience but also served as a source of inspiration for the aspiring scientists present.

The students put their creativity and technical skills to the test by creating and presenting digital posters that showcased the achievements of Chandrayaan 3.0. The atmosphere was filled with patriotism with the rendition of students singing melodious patriotic songs, and instilled a sense of pride in the audience for their country's achievements in the field of space exploration.

As the event came to an end, Dr. Shweta Batra, the Dean of Academics at Asian Business School, expressed her pride in how motivated the students were and how their enthusiasm had played a pivotal role in making the event a grand success. She highlighted the importance of such events to instill a love for science, innovation, and patriotism in the hearts of the students. She further encouraged the students by recognizing their hard work and presenting accolades to those who had excelled in their contributions to the event.

UNVEILING THE MEGA EVENT OF ASIAN BUSINESS SCHOOL THE YOUNG ASIAN ENTREPRENEUR OF THE YEAR 2024



Mr. Vijay Shekhar Sharma, Founder of Paytm and One97 Communication, unveiled the big event of Asian Business School, Noida on September 13th, where Mr. Sharma praised the institute for mentoring budding entrepreneurs and providing a seed fund of Rs 5 lakhs. During the event, he also talked with the students and shared a few success mantras with them. The seminar was really interesting for the young minds, and they were all quite eager to listen to Mr. Sharma. Mr. Shekhar remembered his entrepreneurial experience, beginning in Delhi at Delhi Technical University and eventually deciding to enter the Dot-com market, launching his website indiasite.net. "The time has changed for people to go to foreign countries to work; now, countries are investing in us," he said. He explained that why should we spend our time constructing for other countries when we can contribute so much back to our own?

Sir, praising Indian thinking and young business entrepreneur, stated that at this time, India is not served as a "Plus One," but rather "We are the One" to manage this in all aspects. He concentrated on enterprises and entrepreneurs because the G20 has created doors for various sectors. He claimed that the government and foreign investors are focusing on entrepreneurship and investment. Furthermore, he encouraged them to focus on their country and what they can do to help it rather than the organisation where they work. He quoted, "," which means "Maxima of everything is not good", which finally led to not stopping when you feel you are in your comfort zone.

He used his own journey to illustrate how, owing to a lack of money, he did not continue his study after graduating, but rather saw this as an opportunity to start something new, which has now resulted in a revolution. Sir expressed many fantastic things to the students with a lot of encouragement for learning about the ups and downs of professional careers and adopting a mindset of continually progressing. He stated that the Down of the Day could be your best day in the future. As it dawns on you to think the best of yourself. Lastly Mr. Shekhar motivated the students by saying that Excel at what you're good at & "Limitation of your life will decide how high you will go".

FRESHERS 2023 BATCH



The Freshers' Day event at Asian Business School on October 7, 2023, was a resounding success, thanks to the presence of the esteemed guest, Mr. Navraj Hans. Freshers' is an annual event designed to welcome and introduce new students to the institution. This year, the event was graced by renowned Punjabi singer and actor, Mr. Navraj Hans. Navraj's charismatic personality and musical expertise added an extra layer of excitement to the event. The event commenced with high-energy dance performances by students, setting the tone for an evening full of energy and enthusiasm. Students showcased their vocal talents in a singing competition, impressing the audience with their melodious voices. And later the main attraction of Freshers which is Ramp walk took place for Mr. and Ms. Fresher. The crowning moments of the evening included a glamorous ramp walk where participants displayed their confidence, style, and charisma. The winners Nishant Singh and Yastika Jindal were eventually crowned as Mr. and Ms. Fresher, are symbolizing their acceptance into the Asian Business School family.

And afterwards started with the Navraj Hans' Musical Performance, where the audience was left spellbound by live performance, where he sang some of his popular tracks. His melodious voice and charismatic stage presence added an unforgettable dimension to the event.

The event not only successfully introduced the freshers to the institution but also instilled motivation and enthusiasm for their academic journey. It served as an excellent opportunity for students to interact, network, and create lasting memories. The event's success would not have been possible without the valuable contribution of Mr. Navraj Hans and the dedicated efforts of the organizing committee. In light of the success of this Freshers' Day event, it is recommended that similar events be organized in the future to welcome new students and provide them with an inspiring and engaging start to their academic journey. The organizing committee extends their gratitude to Mr. Navraj Hans for his valuable time, as well as to all the staff and students who contributed to making this event a grand success.

ATHLEEMA CLUB : MASTER SPORTS LEAGUE 2.0 20TH OCT 23



The Athleema Club at Asian Business School Campus successfully organized the second edition of the “Master Sports League 2.0” on October 20, 2023. This sports event proved to be a grand success, bringing together students, faculty, and staff from ABS and showcasing exceptional sporting talent, teamwork, and sportsmanship. The event kicked off with an inspiring inauguration by Dr. Shweta Batra – Dean. Participants were engaged in various sports competitions, including Shot Put, 50 m Dash, Kabaddi, Basket Ball, Volleyball, Kho-Kho, Chess, Carrom and Tug of War. Each sport was meticulously organized by the faculty & student coordinators and officiated to ensure fair play. The event was not limited to the participants; it also brought the students together. This created a vibrant and inclusive atmosphere, reinforcing the club’s commitment to fostering a sense of togetherness through sports.

The objective of the event was to engage the students in competitive activities, while promoting sound health and physical fitness. Physical activities are a common form of recreation and a source of well-being and it works as a key for improving physical fitness as well as mental health. Students participated in each event with full enthusiasm and the faces of winners of each game were full of energy. Initially four games Chess, Carrom, 50 M Dash and Shot put were conducted and girls and boys have shown full energy and enthusiasm in each game. The students were very excited for shot put and showed a fair participation and game spirit. At the end of event the last game was Tug of War in which there were different teams for boys and girls. It was a great event. Winners of each game were announced and congratulated. The success of the Sports League was made possible by the dedicated efforts of athletes, volunteers, and the support of the Athleema Club at ABS. Their hard work and commitment to promoting sports and a healthy lifestyle were evident throughout the event.

The Master Sports League 2.0 at Athleema Club, ABS, was a resounding success. It not only promoted physical fitness and sportsmanship but also brought the community together in a spirit of camaraderie and support for local talent. This event will undoubtedly serve as a stepping stone for future sports initiatives in the region, emphasizing the importance of sports in building a healthier, more connected community. ABS is looking forward for more such events in the future.

EDIC: MARKENT : 9TH NOV 23



The Marketing Club of Asian Business School, hosted the MARKENT in collaboration with the EDIC club of ABS on Thursday, November 9th, 2023, at its campus located in Noida. The event was structured in the format of a traditional fair. During this activity, the students engaged in group work, with each group consisting of 3 to 5 people. The individuals exhibited and marketed a variety of selected merchandise, including clay jewelry, food items, snacks, smoothies, games, and spiritual books, with the aim of generating income. The event's preparation commenced with proactive measures such as the dissemination of information through the utilization of posters and other visual aids in communal spaces that are regularly frequented by the intended audience, including students and faculty members. The assortment of products and offerings exhibited a significant level of diversity, capturing the attention and actively involving the audience. The team that achieved the highest revenue, while also satisfying additional evaluative criteria such as innovation, teamwork, and presentation, was designated as the victor. The students and staff members who attended the mela derived great enjoyment from the experience.

The purpose of the mela was to enhance the fundamental and crucial marketing abilities encompassing presentation, creativity, teamwork, organization, and promotion. The students enthusiastically engaged in this experiential learning method, demonstrating a strong sense of enjoyment and commitment. This event also ignited an entrepreneurial drive among many individuals, who aim to become emerging entrepreneurs in the foreseeable future and effectively execute their business endeavours for the greater benefit of society and to address a significant issue faced by the general population.

NDLI / GNOSIS : STEAL THE SHOW : 24TH NOV 23



Steal the Show: Hunt for the Master of Ceremony was presented by the NDLI Club and the Gnosis Club of Asian Business School on November 24, 2023. On this occasion, the students had the opportunity to demonstrate their skills as hosts of both official and casual events that take place at the institution. It was decided that the students would have two minutes to deliver their presentation. In order to give our pupils, the opportunity to speak with self-assurance and demonstrate their talents without any inhibitions, the event was planned and organised a platform. Three hundred and twenty-two students from the first and second years participated, and they displayed their talent in an outstanding manner. Everyone who took part in the tournament gained a great deal of self-assurance and bravery, which enabled them to conquer their fear of public speaking and performing on stage. Content, fluency, communication skills, and body language were included in the criteria that were used to evaluate the participants.

All of the judges expressed their gratitude to the students for their captivating presentations, and they provided the youngsters with more instruction on how to improve their performance. Yastika Jindal and Awantika Mishra, both of the Batch 2023, were awarded the first prize, and Harsh Bhatia, was awarded the second prize from the same batch. Students were very excited as they got the platform to showcase their talent.

HR CLUB : TEAM TANK - ROCK N ROLL : 19TH JAN 2024



On 19th Jan 2024 the Synergize TogetHR – The HR Club at Asian Business School organized a club activity in the campus for students of PGDM. As it has been said that “a single stick of a broom is easiest to break, but if the sticks are joined together, they are the strongest and hardest to break”, with this spirit Team Building Exercise- TEAM TANK – ROCK N ROLL have been organized as an effective learning tool for the students. This activity was designed so that the students learn about team building spirit and leadership quality with active participation.

For the activity nominations were taken from all the batches. The activity was a team tanker ride where students showed team spirit and great coordination by making a team tank with newspaper and then winning the ride with team coordination and spirit.

The event was an opportunity for the students to create the dynamic atmosphere and learning environment where all of them have demonstrated high energy, team spirit and coordination skills. It also enabled them to create interest towards Human Resource Management and develop interpersonal skills needed when working on a project together in a team. They learnt every member of the team has to work in coordination with each other and every step forward has to be monitored to succeed in the project. It proved to be an overwhelming event where students have participated with great zeal. Great participation was seen from students as team players. All the faculty members and students of PGDM had a great time sharing their thoughts and ideas. The winners of TEAM TANK – ROCK N ROLL was Piyush Sharma, Deep Makker, Kushal Gupta, Aashutosh Anand, Anuj Mishra, Sagar Seth, Karan Kumar, Unnati Gupta, Himanshu Gautam, Gauri Verma, Tanu Nigam, Surbhi Chawla, Anand Singh, Shruti Pathak, Rajat Tripathi, Shruti Kumari, Preet Manral, Subhasis Das Shruti Singh and Preksha Jain from PGDM. They were appreciated on their great performance and team spirit.

UTSAV & GNOSIS : REPUBLIC DAY CELEBRATION 25TH JAN 24



Utsav and Gnosis, two of the prominent clubs of Asian Business School organized the Republic Day Celebration on 25th January 2024. The event was to mark the occasion of Republic Day as India entered into the 75th year of declaring itself as a democratic and republic nation. As part of this mighty and glorious nation with a cherished legacy of diversity, tolerance, inclusiveness and mutual respect, Asian Business School organized the celebratory event to commemorate the contribution and services of our forefathers. The event was comprised of different categories like poster making, extempore, reel making and cultural performances. The students who took part in poster making, exhibited their craft by designing different posters which exemplified different facets of our Indian-ness.

The participants who turned up for extempore showcased their speaking skills by going impromptu. Each student was supposed to pick one chit and speak for around two minutes. The topics, though diverse, were extensions of the grand theme, 'Our Duty Towards Nation'. As for the cultural segment, students manifested their love and tribute for the nation through various performances of singing and dance; all the performances were in alignment with the theme of the event and infused the ambiance with patriotic songs and chorus. The participants in the reel-making competition captured the entire daylong event and assembled the best moments in a reel for final submission. With all these activities the event went well and students left with the zeal of republic with them.

BLOOD DONATION DRIVE



“People Who Give and Donate Are Happier Than People Who Receive” is a truism. And this was seen on the 31st of January 2024 at the Asian Business School campus in Noida when the students and staff members donated blood with a grin on their face. Blood donation is regarded as one of the most honourable acts one can perform. It is important to keep in mind that blood can be considered “a gift of life,” the most valuable present that one person can give to another. Up to three people's lives can be saved with just one unit of blood. The growing number of illnesses calls for an ever-increasing supply of blood, which is difficult to get. The lack of a blood supply claims the lives of more than a few people. Due to the fact that blood cannot be preserved for an extended period of time, it is imperative that healthy individuals regularly donate their blood in order to guarantee that those in need will not experience a shortage of blood.

Many students from PGDM I & II semester participated in this drive. Students were motivating each other also to donate blood. Asian Business School would like to express their gratitude to all of those who assisted in the successful completion of the drive, including the doctors, volunteers, faculty members, and all of the administrative personnel. Special thanks to Red Cross society for the wonderful initiative. The Blood Bank conveyed sincere thanks to Asian Business School and Red Cross society for organizing this camp.



MEDIA CLUB : BIZZ MEDIA MAVERICK : 2ND FEB 24



Jeff Bezos is cited as saying, “It’s hard to find things that won’t sell online.” This is an accurate statement, In the context of the Media club of Asian Business School. The club organised the event “Bizz Media Mavericks” on February 2, 2024. In order to provide the PGDM students with an opportunity to demonstrate their marketing skills through the medium of digital media, the purpose of the activity was to establish a new trend. The students were able to improve their skills all at once by participating in the activity, which provided them with sufficient practical information, creative space, and a demonstration of Launchpad.

More than twenty contributions were received for the activity, in which students engaged both individually and in groups. As part of the activity, students were tasked with producing promotional movies that would serve as micro-content for the digital media platform. These videos would introduce the students’ products or ideas in ways that were both fascinating and catchy.

The activity included a variety of items and ideas for the generation Z and millennials, including gym routines, product showcases, and in-house DIY crafting promotions. These were only some of the things that were supplied. Following every two reels, there was a significant portion that consisted of motivational movies and personal successes. The two judges of the show, Dr. Sarmistha Sarma and Dr. Itinpreet Kaur, offered their insightful comments on each reel, advising the contestants on how they could improve their performance in the future.

Madhu Tiwary, Kushal Gupta, and Pratham Singh were the members of the team that emerged victorious in the competition.

Following the conclusion of the program, the students expressed their gratitude to Asian Business school for providing them with the opportunity to not only showcase their creative abilities and talents, but also to reinforce their sense of pride and self-worth.

BULLS N BEAR : FINANCE CLUB

FINACIAL FRENZY : 9TH FEBRUARY 2024



The Finance Club “Bulls n Bears” at Asian Business School organized the “Financial Frenzy - Debate Competition”, to make students aware of the major financial topics and recent financial events. The idea behind conducting the competition was to deliver a brief idea about the recent economic issues and engage students with enriching content. The event was conducted on 9th February, 2024, wherein students from PGDM participated in two roles i.e. for the topic and against the topic. The event started with the briefing of rules related to the debate. The panel debaters discussed and analysed the impact of the Digital Finance - Are we ready, Online Gaming - Boon or Bane (Financial Implications only) and Union Budget for FY 2024-25 - Expectations V/s Reality.

The speakers along with their respective choices of going for or against the topic analysed in detail the financial impact of digitalisation, online gaming and the Union Budget for Financial Year 2024-2025.

Ms. Akansha Jaiswal, Assistant Professor along with Mr. Akshay Kumar, Assistant Professor graced the event with their presence and judged all the debaters based on evaluation parameters like quality of content, presentation skills, communication skills etc.

This event was a platform for the students to develop their communication, financial and analytical skills. Besides, the students learned in-depth about the current economic topics. It was a learning experience for all the participants.

PRAKRITI CLUB : NUKKAD NATAK PARIVARTAN : 16TH FEB 24



A “Nukkad Natak Activity” on Environmental Sustainability was held by the Prakriti Club at Asian Business School. The purpose of this activity was to raise awareness among students about the need of conservation and protecting global ecosystems in order to support health and welfare both now and in the future. The purpose of carrying out this exercise was to acquire knowledge about the Earth, which is a limited location with a restricted amount of land, water, and species. Utilization of resources in a sustainable manner is the only method to guarantee that future generations will have the resources they require to survive. The event took place on February 16th, 2024, and PGDM First Year Students participated very enthusiastically. A briefing on the rules that were associated with the competition was the first part of the event. Five separate teams, each representing a different section, took part in the competition. Ms. Swati Saxena and Mohd Tauheed Khan, honored the event with their presence and judged all of the teams based on various characteristics, such as the script of the play, the management of time and the utilization of props, the costume and stage coverage, and the activity skills with innovation.

During this event, the students participated in a role play on different themes, which provided them with the opportunity to improve their analytical and communication abilities. The expression and exploration of personal, cultural, and social worlds via the use of roles and situations that engage, entertain, and challenge the audience is what we mean when we talk about drama. During the process of enjoying and analyzing their own tales and points of view, as well as those of others, students construct meaning in their roles as drama producers, performers, and viewers.

Everyone who took part in the activity gained learnings from the experience.

ATHLEEMA 2024



A spectacular celebration of athleticism, teamwork, and enthusiasm emerged during ATHLEEMA 2024, the year's premier sporting event. More than three thousand students from different schools gathered from February 28th to March 2nd, 2024, to take part in a wide range of athletic events. Being attended by the distinguished Mr. Ranvijay Singha, a famous sports fan and TV personality, as the Chief Guest, the event attracted a great deal of attention and enthusiasm.

Day 1 started with the Inauguration of the event, where Dr. Sandeep Marwah announced ATHLEEMA open, along with Dr. Lalitya Vir Srivastav, Mr. Saurabh Sharma & Mr. Gurdeep Singh Raina the three Directors of Asian Education Group. Mr. Marwah filled the environment with motivation & zeal for sports with his enthusiastic speech, later the Director Sirs also motivated the sportsmen to keep their spirits high.

Mr. Ranvijay Singha's presence brought an additional level of enthusiasm and inspiration. In his role as Chief Guest, he brought an electrifying presence to the event and inspired everyone there with his wise words and wise counsel. The young athletes were moved to tears by his words, which encouraged them to chase after greatness with unfaltering determination.

The incredible turnout of more than 3,000 pupils demonstrated the immense passion and energy that the youth have for athletics. Athletes from all over the world joined forces, demonstrating the incredible variety and skill on display in athletic competitions. An atmosphere of acceptance and solidarity was fostered by the event's multiculturalism.

There was a wide variety of sports represented at ATHLEEMA 2024, from individual pursuits like track and field, Carrom, Chess to team games like cricket, basketball, football, Kabaddi and volleyball. Competitors showed great talent, perseverance, and sportsmanship in each of the fierce confrontations that took place. Cheers, cries, and the excitement of triumph filled the air.

Even outside of the competition, ATHLEEMA 2024 was a great place to meet new people and strengthen existing ones. Through their common interest in athletics, participants were able to form bonds with classmates from all walks of life. By bringing people together in an atmosphere of mutual regard and friendship, the event helped break down boundaries and create a feeling of community among athletes.

The Event ended with the Valedictory on 2nd Mar 24, where all the Winners & Runner Ups got their awards & Rewards from the respected Dr. Sandeep Marwah Sir, Dr. Lalitya Vir Srivastav, Mr. Saurabh, & Mr. Gurdeep Singh Raina. All the winners were so excited & overwhelmed with their achievement and celebrated their winning.

ATHLEEMA 2024 is proof that sports can unite people, spark interest, and develop skills. Everyone who had the good fortune to be a part of the event will never forget how it summed up the values of sportsmanship, perseverance, and unity. Even though ATHLEEMA 2024 came to an end, the experiences, connections, and wisdom gained by those who attended will be with them forever.

INTERNATIONAL PROGRAM

ABS has a prestigious partnership with Oxford Business College, United Kingdom, through which students are offered on enriching International Educational Tour to Oxford and London. This immersive experience provides students with valuable exposure and the opportunity to gain international academic insides during their visit to Oxford Business College in the UK.

This year the trip to Oxford Business College were done on the following dates:

- 15th November to 20th November 2023
- 29th November to 05th December 2023



OXFORD BUSINESS COLLEGE, UNITED KINGDOM

INTERNATIONAL PROGRAM



OXFORD BUSINESS COLLEGE, UNITED KINGDOM

International Conference

ABS actively organizes international conferences and workshops to provide students with valuable international exposure and keep them abreast of the latest working cultures and trends worldwide, preparing them for the dynamic global environment. These conferences, held annually at ABS, feature the presentation of research papers across various domains by national and international participants. This platform enables students to gain insights into the current directions of global research and development.

Asian Business School has conducted an International Conference in association with Northern University of Bangladesh (NUB), Bangladesh on the topic "Changing Dynamics of Global Education" which took place on December 11th and 12th, 2023.



International Guest Lectures

Asian Business School consistently organizes international guest lectures, providing students with valuable insights into global happenings. As part of the faculty exchange program, Ms. Katherine Boxale from the UK visited the Asian Business School to teach students diverse aspects of Global Marketing. Additionally, the school hosts guest sessions led by distinguished personalities from around the world.

LIST OF INTERNATIONAL GUEST LECTURES CONDUCTED BY ABS, NOIDA

S.No.	Name	Designation/ Organization	Topic	Duration
01.	Ms. Katherine Boxale	London's Istituto Marangoni	Brand management, Collaboration, Innovation and Creativity, Digital Communication Strategy and Techniques, Consumer Behaviour, Strategic Management & Leadership	16th August to 29th August 2023
02.	Dr. Augusto Lopez Claros	Executive Director and Chair of the Global Governance Forum	On the Elimination of Extremes of Wealth and Poverty	30th October 2023

SOME GLIMPSES OF THE INTERNATIONAL GUEST SESSIONS:



Ms. Katherine Boxall



Dr. Augusto Lopez

DISTINGUISHED VISITORS TO THE COLLEGE

Guest Lectures / Speaker Series:

Inviting industry experts, professionals, or entrepreneurs to deliver talks, seminars, or workshops on current trends, innovations, challenges, and opportunities in the industry helps students gain valuable insights on the corporate world. The details industry experts invited for the session 2023-24 are as under:

List of Guest Lectures in the year 2023-24

S.No.	Guest	Designation	Company	Date
01.	Dr. V. K. Singh	Union Minister of State	Ministry of Civil Aviation	19.07.2023
02.	Angelo George	CEO	Bisleri International Ltd.	19.07.2023
03.	Sonu Sharma	Founder	Dynamic India Group	19.07.2023
04.	Ashish Bhalla	Director HR	HCL	20.07.2023
05.	Swasti Sinha	Head HR	Evaluserve	20.07.2023
06.	Agniresh Thakur	Director- Human Capital Consulting	Deloitte	20.07.2023
07.	Tanya Biswas And Sujata Biswas	Founder	SUTA	21.07.2023
08.	Dr. Gunjan Kanwar	Miss Uttarakhand 2022	NA	22.07.2023
09.	Shivani Malik	Founder & CEO	Mothers Kitchen	11.08.2023
10.	Puneet Gupta	Co-Founder and CEO	Redcliffe Lifetech	18-10-2023
11.	Dharam Rakshit	Senior Hr Leader	Hero Motocorp Ltd.	27-10-2023
12.	Prashant Sharma	Head - Talent & Employee Experience	Greenlam Industries Ltd.	15.10.2023
13.	Charanjit Singh	Regional Campus Lead	Mastercard	08.12.2023
14.	Piyush Singh	Director – Marketing	Shiprocket	16.10.2023
15.	Amit Jawar	Business Head - North	Dabur India Ltd.	09.12.2023
16.	Ankit Sharma	National Training Head	SMC Global Securities Ltd.	13.12.2023
17.	Kartik Vashisth	Director – Operations Transformation	Grant Thornton Bharat Ltd.	08.12.2023
18.	Manish Mehrotra	Vice President & Head Operations	DLF Ltd.	06.12.2023
19.	Apoorve Agarwal	Sr Consultant	Tata Consultancy Services (TCS)	15.12.2023
20.	Aashima Kumar	Senior Manager-Data Analytics	Publicis Sapient	16.12.2023

STUDY TOURS / FIELD VISITS

Industrial visits are essential for giving students practical exposure to real world business and manufacturing environments. To bridge the gap between theory and practical learning ABS conducted various industrial and corporate visits in 2023-24.

LIST OF COMPANY VISITS IN 2023-24

S.No.	Date of Visit	Name of the Company	Batch
01.	21.08.2023	Confederation of Indian Industry (CII)	PGDM 2022-24
02.	29.08.2023	Bisleri International Ltd.	PGDM 2022-24
03.	01.09.2023	Coca Cola Beverages Pvt. Ltd.	PGDM 2023-25
04.	05.09.2023	Bisleri International Ltd.	PGDM 2022-24
05.	05.09.2023	Coca Cola Beverages Pvt. Ltd.	PGDM 2023-25
06.	06.09.2023	Amul Industries Ltd.	PGDM 2022-24
07.	08.09.2023	Coca Cola Beverages Pvt. Ltd.	PGDM 2023-25
08.	11.09.2023	Coca Cola Beverages Pvt. Ltd.	PGDM 2023-25
09.	06.12.2023	National Small Industries Corporation Ltd. (NSIC)	PGDM 2023-25
10.	07.12.2023	National Small Industries Corporation Ltd. (NSIC)	PGDM 2023-25
11.	06.12.2023	Hero MotoCorp Ltd.	PGDM 2022-24
12.	07.12.2023	Hero MotoCorp Ltd.	PGDM 2022-24
13.	09.12.2023	Dabur India Ltd.	PGDM 2022-24
14.	01.12.2023	U-Clean	PGDM 2022-24

RESEARCH & DEVELOPMENT CELL

Faculty Development Program on Case Writing and Teaching

Research and Development Cell of Asian Business School organized a One Day Faculty Development Program on 'Case Writing & Teaching' on 26th August, 2023 as a Pedagogical Approach for Active Learning. FDP started with the gracious presence of Dr. Shweta Batra, Dean Asian Business School, and she described explicitly the necessity of case writing and teaching and Dr. Swati Bhatia, Head R&D cell, welcomed all the participants. Dr. Sarmistha Sarma, Professor, Asian Business School, and Dr. Swati Bhatia, Associate Professor, Asian Business School were the resource persons of this FDP.



FDP on 'Case Writing and Teaching'

Promulgare : National Level Case Analysis Competition

Research and Development Cell of Asian Business School, Noida organized Promulgare – National Case Analysis Competition in collaboration with AIMS–Atharva Institute of Management Studies, Mumbai on Wednesday, 1st November 2023 for the students from all colleges / universities Pan India to display their analytical skills and critical thinking abilities blended with effective presentation style. The event was focused on preparing students to understand various components of case study analysis and its application. It was a national level event where students participated from different colleges like Maharishi University Of Information And Technology, GIBS Business School Bangalore, Gian Jyoti Institute of Management & Technology, Mohali Amity University, Gitarattan International Business School, Rohini, NDIM, Army Institute Of Management And Technology, Shri Jairambhai Patel Institute of Business Management & Computer Applications (NICM), Aditya Institute of Management Studies and Research, Vidya School of Business, Christ University, Bangalore, Ambalika Institute of Management and Technology, Shri Ram College of Commerce, University of Delhi, ICMR, Jabalpur, GIA , Mathura, OP Jindal University, Chhattisgarh, Manav Rachna University, Faridabad, Oriental Institute of Management, Maharashtra, Jims Engineering technical campus and Institute of Innovation in Technology and Management were able to collect essential insights through participation. 82 teams with 380 students from different colleges were registered for the Case Analysis Competition. The teams were provided with case study for analysis.



Promulgare – National Case Analysis Competition

RESEARCH & DEVELOPMENT CELL

Student Development Program on Case Study Writing

As a Pedagogical Approach for Active Learning, Asian Business School's Research and Development Cell hosted a **One Day Student Development Program on "Case Study Writing"** on August 25, 2023 for PGDM students. Dr. Shweta Batra, Dean of Asian Business School and Dr. Swati Bhatia, Head of R&D Cell, graciously attended the inauguration of the Student Development Program (SDP) and spoke about the importance of case study writing in depth. The resource people for this SDP were Dr. Sarmistha Sarma, Professor at Asian Business School, and Dr. Swati Bhatia, an Associate Professor, there.



Student Development Program on "Case Study Writing"

International Conference

Asian Business School held its highly-vetted **11th International Conference** on "Changing Dynamics of Global Education" in collaboration with Northern University Bangladesh (NUB) on 11th & 12th December 2023 Monday - Tuesday in Noida, India with great success. The event was smoothly coordinated by the Research & Development (R&D) Cell of Asian Business School that operates with the mission to become a centre of excellence in management education by focused research pursuits, through an interface with industry and academia. Dr. Amit Salunkhe, Assistant Director, All India Council for Technical Education (AICTE) Joint Director, National Testing Agency, Sameer Nigam - CEO, Stratbeans Learning Solutions and Prof. Dr. AY Md. Abdullah Chairman, Board of Trustees, NUB Trust were the eminent Chief Guests and speakers at this inaugural ceremony of conference who shared their valuable thoughts on the topic. The formal release of the 'Conference Souvenir' was also a part of this session. This was followed by Plenary session wherein the eminent key note speakers Prof. Dr. Anwar Hossain Vice Chancellor Northern University Bangladesh, Prof. Dr. Nazrul Islam - Pro-VC, Northern University Bangladesh and Dr. Balasubramanian Krishnan CEO, Nuveda Learning talked about changing dynamics in higher education, sustainable education and AI & online learning platforms and their significance in education governance policies. There were 110 team worldwide with 258 registrations.




International Conference ABSIC 2023 on "Changing Dynamics of Global Education"


BOOK PUBLISHED BY ASIAN BUSINESS SCHOOL

Title of the Book: Cases in Business: A Collection of Cases in New Paradigms of Business Management (ISBN: 978-93-95651-94-3)


ABOUT THE AUTHORS



Dr. Swati Bhatia is presently working with Asian Business School as Associate Professor under the aegis of Asian Education Group, Noida. With assignments in areas of Administration, Human Resource Management, Liaison Coordination, Team Management, Training & Development, Swati has a noteworthy cross-functional experience of over 21 years in Strategic & Tactical Planning, Problem Resolution, Connection, Performance Management and Onboarding. She has to her credit, presenting papers in Conferences & with her work having been published in notable Journals. She has authored two books and is a member of the editorial board of various national and international journals. Awarded distinguished faculty award & best researcher award. She can be reached at swati.bhatia@abs.edu.in






Dr. Shweta Batra is a Doctorate in Management and is currently working as Associate Professor and Dean Examinations in Asian Business School. She is an HR expert with business and education experience. Her worldwide business experience is also good. Many seminars and conferences have connected Dr. Batra to her speciality. She fosters intellectual development in young Indian scholars through advance thinking and academic visualisation. She promotes intellectual knowledge on numerous issues to improve education. Dr. Batra has won two international conference best research paper awards. The Uttar Pradesh Government recognised her in 2021 for her exceptional contribution to New Education Policy 2020. Dr. Batra received the Dr. Sarojini Naidu International Award 2022 for her dedication to education and national progress. She can be reached at shweta.batra@abs.edu.in




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CASES IN BUSINESS


A Collection of Cases in New Paradigms of Business Management




Dr. Swati Bhatia
Dr. Shweta Batra
Dr. Sarmistha Sarma


ABOUT THE EDITORS



Dr. Swati Bhatia is a Doctorate in Management and presently working with Asian Business School as Professor and Head of Research & Development Cell under the aegis of Asian Education Group, Noida. With assignments in areas of Administration, Human Resource Management, Liaison Coordination, Team Management, Training & Development, Swati has a noteworthy cross-functional experience of over 21 years in Strategic & Tactical Planning, Problem Resolution, Connection, Performance Management and Onboarding. She has to her credit, presenting papers in Conferences & with her work having been published in notable Journals. She is an editor of national and international journal and books and has also authored two books. Awarded distinguished faculty award & best researcher award. She can be reached at swati.bhatia@abs.edu.in






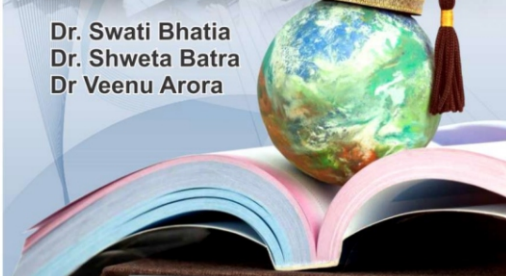
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Dr. Veenu Arora is currently working as Professor of Management and Area chair for HR/OD domain at Asian Business School. She is having over 16 years of experience with a passion for teaching, training and specializing in the field of psychometric assessment. Apart from carrying degrees in Masters of Commerce & M.Phil., she has done her Ph.D. in management and she is also actively indulged in Human process and behavioural assessment program. She has published many research papers in national and international journals. In the realm of psychometric assessment, she has conducted various training sessions empowering individuals to leverage their strengths and achieve personal and professional growth. She is also awarded with distinguished faculty award in 2023. She can be reached at veenu.arora@abs.edu.in

CHANGING DYNAMICS OF GLOBAL EDUCATION




Dr. Swati Bhatia
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Dr. Swati Bhatia
Dr. Shweta Batra
Dr. Sarmistha Sarma




Title of the Book: Changing Dynamics of Global Education (ISBN: 978-81-971396-8-0)


ABOUT THE EDITORS



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ENTREPRENEURSHIP DEVELOPMENT & INCUBATION CENTRE

The incubation centre at Asian Business School assists the budding entrepreneurs with the documentation, marketing and recruitment as well as in conducting survey on entrepreneurial opportunities, industry requirements and market potential of the region.

Functions:

- To assist entrepreneurs with documentation, marketing and recruitment.
- Survey on entrepreneurial opportunities, industry requirements and market potential of the region.
- Providing Seed funding to Start ups from students of Asian Business School.

The incubation centre of EDIC facilitates the complete start up process for all students of ABS who are interested in starting their own venture.

Events Conducted under EDIC

- Young Asian Entrepreneurial Challenge 2023
- Quarter-finales of Young Asian Entrepreneur of the Year 2024
- Semi-Finale of Young Asian Entrepreneur of the Year 2024
- Finale of Young Asian Entrepreneur of the Year 2024
- Markent
- Workshop on BMC & Business Model
- Entrepreneurship Conclave

Young Asian Entrepreneurship of the Year 2024

Major Highlight of the Year was the Finale of Young Asian Entrepreneur of the Year 2024 where Seed Fund of Rs. 5,00,000/- is given to the winner of the event to start his / her own venture.



INTERNAL QUALITY ASSURANCE CELL

IQAC Composition and Meetings in 2023-24

The IQAC held four meetings during the academic year to evaluate and implement quality enhancement initiatives.

Key Resolutions Adopted:

- Strengthening hybrid learning through an optimal blend of online and offline teaching methodologies.
- Introducing advanced assessment and evaluation techniques, including AI-based learning analytics.
- Promoting a research-centric academic culture and fostering an innovation-driven ecosystem.
- Expanding industry-academia partnerships to enhance student employability and entrepreneurship opportunities.

Academic and Curricular Advancements

Curriculum Development:

- Updated syllabi to align with emerging industry trends, technological advancements, and global academic standards.
- Introduced interdisciplinary courses and experiential learning modules.

Innovations in Teaching-Learning:

- Enhanced the use of Learning Management Systems (LMS) and ICT-enabled tools for interactive learning.
- Strengthened student engagement through internships, live industry projects, and case-based pedagogy.

Student-Centric Initiatives:

- Organized remedial and bridge courses to support academically weaker students.
- Conducted career-oriented skill development workshops, focusing on industry-relevant competencies.

Institutional Social Responsibility (ISR) & Community Engagement

- Organized awareness drives on environmental sustainability, gender sensitization, and digital literacy.
- Conducted outreach programs, including legal aid camps, healthcare initiatives, and rural education support.
- Strengthened community-based research and social entrepreneurship initiatives.

INTERNAL QUALITY ASSURANCE CELL

Governance and Best Practices

E-Governance Enhancements:

- Implemented digital solutions for seamless academic administration, including online admissions, automated examination systems, and grievance redressal mechanisms.

Best Practices in 2023-24:

- Industry-Academia Interface: Hosted expert lectures, corporate talks, and panel discussions on emerging business, legal, and technological trends.
- Live Projects & Internships: Increased student participation in real-time projects, industry-sponsored research, and startup incubation programs.
- Skill Development & Professional Training: Conducted specialized training on business analytics, fintech, leadership, negotiation strategies, and compliance regulations.
- Case Study-Based Learning: Strengthened case methodology by integrating real-world business, legal, and policy case studies into academic discourse.
- Mock Interviews & Career Development: Provided career counseling, resume-building workshops, and mock interview sessions to improve job readiness.

Sustainable Development & Green Initiatives:

- Implemented renewable energy solutions such as solar power installations.
- Strengthened waste management, rainwater harvesting, and carbon footprint reduction initiatives.

Future Roadmap & Recommendations

- Strengthening collaborations with global universities and research institutions for faculty and student exchange programs.
- Establishing a dedicated Research & Innovation Hub to facilitate patent filing, industry research, and startup incubation.
- Introducing multi-disciplinary courses to foster a holistic and flexible learning approach.

Expanding alumni engagement through mentorship programs, networking opportunities, and institutional funding support.