

## **Faculty Initiatives on Teaching and Learning**

The Department of Management Studies at Graphic Era Deemed to be University promotes a learner-centric philosophy, actively involving students in their learning experience through innovative teaching practices. By combining technology-based teaching practices and active learning strategies, faculty utilize case studies, simulations, and various digital tools, including AI, data analytics, and Learning Management Systems (LMS), to provide an interactive and engaging learning atmosphere.

Some innovative faculty teaching initiatives include Inhouse QFD Certification, Video Assignments, Project-Based Learning, Poster Presentations, and Optimization tools such as OpenSolver and Python for supply chain analytics. With an emphasis on industry readiness, students are prepared to apply their knowledge, problem-solving abilities, and real-life experiences through both internships and participation in live projects and sessions with specialists. Nevertheless, a robust understanding of human values ensures that students will graduate as ethical, responsible, and socially responsible leaders in a complex world that they will confront in the business context.

## **Learner-Centric Approach at the Department of Management Studies, Graphic Era Deemed to be University**

The **learner-centric approach** at the Department of Management Studies is designed to place students at the core of the educational experience. Faculty members adopt innovative teaching methodologies that promote **active participation, critical thinking, and personalized learning**, ensuring that students develop both academic excellence and practical skills.

## **Personalized Mentorship & Academic Guidance**

- Each student is assigned a **faculty mentor** who provides **personalized guidance** on academic progress, career aspirations, and skill development.
- Regular **one-on-one interactions** ensure that students receive individual support in overcoming challenges and achieving their learning goals.
- **Career counseling sessions** help students make informed decisions about internships, placements, and higher education opportunities.

## **Experiential Learning & Real-World Application**

### **Case-Based Learning:**

Use of real-world **cases** to develop **critical thinking and problem-solving abilities**.

### **Live Industry Projects:**

Students work on **real-time business challenges** under faculty supervision, collaborating with companies for hands-on experience.

### **Role Plays, Poster Presentations & Business Simulations:**

Students engage in **mock negotiations, leadership exercises, and business decision-making simulations** to develop strategic thinking and decision-making skills.

### **Internship Integration in Curriculum:**

Faculty guide students in **identifying and securing industry internships** that align with their career interests.

### **Interdisciplinary & Holistic Learning**

- Business education is blended with **psychology, behavioral finance, data analytics, and economics** to provide a well-rounded perspective.
- Faculty conducts **workshops on communication skills, negotiation tactics, and emotional intelligence** to prepare students for corporate leadership roles.

### **Active Learning Through Collaborative Methods**

- **Flipped Classrooms:**  
Students **review lecture materials before class**, and classroom time is used for discussions, problem-solving, and hands-on activities.
- **Peer-to-Peer Learning:**  
Encouraging students to engage in **group discussions, brainstorming sessions, and collaborative projects** to develop teamwork and analytical skills.
- **Gamification of Learning:**  
Incorporation of **business quizzes, management competitions, and leadership games** to make learning interactive and engaging.
- **Continuous Assessment & Feedback Mechanism**

Frequent assessments and assignments, as well as case study assessments, engage students and offer feedback at convenient intervals. In a systematic learner-centric strategy, the faculty in the Department of Management Studies equips students with the expertise, abilities, and assurance to be successful in their careers. In leveraging personal mentorship, experiential learning, interdisciplinary education, and participative learning, the Department ensures students are academically qualified but also as capable, industry-ready, and socially responsible leaders.

### **Amalgamation of Technology-Driven Teaching (Smart Classrooms) & Active Learning:**

The Department of Management Studies at Graphic Era Deemed to be University strives to improve upon the learning journey by combining technology-based methods of instruction with active learning strategies. This fosters learning engagement while providing students with the tools they will need to succeed in an increasingly digital and competitive business world. The faculty engages students through the use of advanced educational technologies, AI-driven analytics, virtual simulations, and active learning tactics, ensuring that students achieve a comprehensive understanding of management principles based on experience.

### **Industry-Ready Curriculum & Practical Exposure**

- ✓ The Department of Management Studies has established an industry-oriented curriculum that is very carefully aligned to integrate academic knowledge into practical business scenarios. The focus on experiential learning, connections between industry and academia, and the development of skills establishes an innovative, industry-ready curriculum, making it easier for students to transition from an academic environment to corporate expectations and entrepreneurial challenges. Experiential learning, as a component of the curriculum, means that students engage with the issues of practice and business through internships, live projects, business simulations, guest lectures, industrial visits, certifications, and mentorship from industry participants.
- ✓ The curriculum is designed to allow real-world application experience to help students develop creative problem-solving, learn to imagine alternate strategies, test those strategies to make effective decisions in practice, and develop resilience in the face of challenges. In addition, the faculty incorporates Harvard Business Review (HBR) cases and global business challenges in class, where students learn to take a multi-dimensional approach to problem-solving, strategic decisions, and planning. Where possible, the

Department collaborates with industry participants, CEOs, and entrepreneurs as guest speakers in panel discussions and obtains mentorship so the students can listen and engage with people who are shaping practice, current business challenges, and creative manager strategies on the horizon. An important component of the industry-ready philosophy is the internship and live project partnership, where students work with various reputable organizations and gain hands-on experience in market research and financial modeling, digital marketing, supply chain management, and strategic consulting. Through these experiences, students can apply theoretical concepts to real-world business issues to develop analytical thinking and practical decision-making skills.

- ✓ In addition, the faculty fosters corporate partnerships that provide students with opportunities to participate in live consulting projects, business analytics, and entrepreneurship, which further develop industry exposure. The department emphasizes skill development and global certifications. This emphasis includes training programs in business analytics, AI throughout decision-making, financial risk management, and digital transformation strategy development. The entrepreneurship development initiatives include startup incubation, mentoring, and guidance for students interested in starting their own companies. By participating in business strategy simulations, leadership exercises and learning through gamification, students gain practical experience in addressing real-life business problems. The faculty also emphasizes design thinking, sustainable practices, and innovation management to prepare students to respond to the demands of the business world. The Department of Management Studies is committed to integrating academic rigor with industry experience to ensure that students are competent in the body of management-based knowledge as well as the skills of application to real-life business situations.

### **Key Highlights of the Industry-Ready Curriculum**

- ✓ Incorporation of Real-World Industry Projects & Internships – Practical exposure through existing relationships with recognized organizations.
- ✓ Case Studies – Understanding of real-world situations and global business decisions.
- ✓ Skill Development & Global Certification – Specific training in AI, business analytics, financial management, and digital marketing.
- ✓ Industry Mentoring & Guest Lectures – Talks by CEOs, entrepreneurs, and corporate executives.

- ✓ Business Simulations & Real-Time Market Examination – AI-powered predictive modeling, stock trading platforms, and business strategy simulations.
- ✓ Entrepreneurship Development & Incubator Support – Mentoring, funding, and developing the business model.
- ✓ Technology-Enhanced Learning Tools – Integrating AI, machine learning, blockchain, and big data into management education.
- ✓ Sustainability and Innovation Management: Ethical leadership, sustainability, and digital transformation.

### **Research & Academic Excellence**

The Department of Management Studies at Graphic Era Deemed to be University has made a serious commitment to building a culture of research and scholarly excellence by implementing academic innovation, interdisciplinary research, and emphasis on publishing in high-quality journals. Students and faculty engage in cutting-edge research, industry-driven projects, and case studies to help advance the body of knowledge in management, business analytics, financial technology, entrepreneurship, and sustainable development by recognizing the overlaps between academic research insights and real-world applications. Through these necessary educational linkages, the department also seeks to contribute solutions to current business challenges, policy implications, and progress toward social development goals.

A vital area of scholarly excellence is faculty-driven research, where professors conduct empirical studies, conceptual research, and policy analysis to ensure their empirical findings, research, and policy implications are published in both national and international journals and in the form of conference proceedings and book publications. The department encourages its faculty to publish in both Scopus or Web of Science indexed journals and journals included in the ABDC journal list to help maintain a perspective of rigorous literature review that meet academic research expectations throughout the world. Faculty present their work and engage in discussions of research at one or more international conferences, symposiums, and research summits annually, as well as engaging in interdisciplinary research with colleagues in other academic institutions.

Students are engaged in research-related projects, dissertations, and faculty-supervised research during graduate studies. The department encourages students to publish research articles, engage

in business case competitions, and present their research at national and international conferences. The curriculum fosters analytical thinking and critical thinking in evidence-based decision making, market research, and policy research in a timely fashion. Students will be prepared for an academic career, consulting, or for research functions in the corporate setting. To support research, the department has created research centers and think tanks that support new areas of research such as financial technology (FinTech), artificial intelligence in business, digital transformation, and sustainable business. The research centers have partnered with industry, government, and global university colleagues to conduct sponsored research, along with white papers and policy recommendations, addressing the continuing issue of ensuring that academic research is connected to practice. The department also encourages collaboration and research partnerships with faculty with multidisciplinary real-world expertise in areas such as economics, behavioral sciences, data analytics, and environmental studies to catalyze innovative solutions to business and societal problems. As faculty and students collaborate on live projects, consultancy, and funded research, faculty can contribute by actively involving students in their scholarly work while adding practical impacts.

The combination of high-level research methodologies and technology further underpins academic excellence. Faculty and researchers utilize big data analytics, machine learning, econometric modeling, and artificial intelligence to carry out high-quality research focused on applications in business practice. Faculty and students experience the use of statistical software, such as SPSS, AMOS, R, and Python, that allow them to conduct analytics and analysis of data to ultimately produce valuable recommendations to inform business practice. In order to sustain an environment for ongoing academic development, the department offers faculty development programs (FDPs), workshops for research methods, and academic writing programs for faculty and scholars. These build research competence, publication experience, and knowledge transfer, thus enhancing the academic and intellectual capital of the university. Through high-level academic research, industry-relevant projects, Collaboration with other disciplines, and research methodologies that use technology, the Department of Management Studies at Graphic Era Deemed to be University is positioning itself as a site of research excellence and intellectual innovation. This means that faculty and students will have the capacity to not only participate in academic scholarships but also prompt meaningful change in businesses and society and thus a knowledge economy.

## **Human Values & Social Responsibility**

The Department of Management Studies at Graphic Era Deemed to be University is committed to fostering human values and social responsibility among students, faculty, and other stakeholders. The department believes that ethical leadership, integrity, empathy, and sustainability are critical elements in management education. Through value-based learning, engaging the community, and corporate social responsibility (CSR) projects, the department develops professionals who care about their profession and contribute to society meaningfully. An important aspect of this is the inclusion of some form of ethics and values-based education in their management courses. Students receive training in business ethics, corporate governance, and responsible leadership, which facilitates making decisions with attention to the balance of profitability and social impact. Among other things, the faculty emphasizes case studies of organizational ethical dilemmas, corporate responsibilities, and sustainability-based business models to implement real-world ethical thinking. The Department of Management Studies promotes outreach and social impact initiatives in the community to take students apart from their classroom experiences and connect students with their facilitator for the course, one that encourages engagement with those in underprivileged communities and participation in social development. Through partnerships with NGOs, as well as government and corporate CSR programs, students can engage in projects such as financial literacy campaigns, rural entrepreneurship initiatives, as well as environmental sustainability and social welfare projects. These activities provide hands-on learning experiences while fostering a sense of empathy, compassion, and responsibility towards society.

To ensure that social responsibility is woven into management education, the department implements awareness campaigns, blood donation drives, cleanliness drives, and green sustainability initiatives. The department engages faculty and students in raising awareness about environmental awareness, transparent energy use, and waste management initiatives, all while helping to embed sustainability as the foundation of business education. Additionally, students are encouraged to engage in volunteerism and leadership in social enterprises and the application of ethical business practices. The university also organizes seminars, guest talks by societal entrepreneurs, ethical business leaders, and CSR experts, who inspire students to align their career aspirations with the well-being of society. By embedding human values, ethical decision-making, and social responsibility in the learning environment, the Department of Management Studies is assured that the students they graduate will emerge as responsible business citizens, compassionate

leaders, and changemakers for inclusive growth and sustainable development. By practicing this holistic approach, this department develops professionals who can advance positively within the corporate world while guaranteeing the greater good of society and our communal well-being.

**Work posted on the Institute's website:**

The department makes certain that all contributions from faculty members are available to the public through the university's official website, especially those that deal with innovative teaching practices and pedagogical improvements. This includes tools like creative lesson ideas, effective teaching methods, and evaluation procedures. Students and peers are encouraged to interact with these materials, which are updated on a regular basis with faculty contributions. Every innovation in faculty-driven teaching and learning is thoroughly recorded and posted on the institute's website. Course materials, ICT-enabled teaching aids, and fresh pedagogical approaches are some of these developments. The intention is to make sure that the department's educational innovations are available to and beneficial to the larger academic community, both inside and beyond the institution. Regular uploads of faculty contributions pertaining to cutting-edge teaching methods make them available to stakeholders, peer institutions, and students.

<https://geu.ac.in/management/>

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<https://geu.ac.in/management/edp-mdp-2023-2024/>



S. No	Faculty	Link: YouTube/LinkedIn	Use/Access as on 30 <sup>th</sup> January 2026
1	Dr Ashulekha Gupta	<a href="https://www.youtube.com/watch?v=fG65mOvplLI">https://www.youtube.com/watch?v=fG65mOvplLI</a>	10000
2	Dr Ashulekha Gupta	<a href="https://www.youtube.com/watch?v=QbWM4RZYeE8">https://www.youtube.com/watch?v=QbWM4RZYeE8</a>	841
3	Dr Ashulekha Gupta	<a href="https://www.youtube.com/watch?v=Zv6enpBZBR0">https://www.youtube.com/watch?v=Zv6enpBZBR0</a>	548
4	Dr Ashulekha Gupta	<a href="https://www.youtube.com/watch?v=36Cdbfk44hg">https://www.youtube.com/watch?v=36Cdbfk44hg</a>	1600
5	Dr Ashulekha Gupta	<a href="https://www.youtube.com/watch?v=hTzlOc4XW2s">https://www.youtube.com/watch?v=hTzlOc4XW2s</a>	1700
6	Dr Sachin Ghai	<a href="https://www.youtube.com/watch?v=3NmCGl6PO1s">https://www.youtube.com/watch?v=3NmCGl6PO1s</a>	1200
7	Dr Sachin Ghai	<a href="https://www.youtube.com/watch?v=9W7fbsTsL2k">https://www.youtube.com/watch?v=9W7fbsTsL2k</a>	259
8	Dr Neeraj Sharma	<a href="https://www.youtube.com/watch?v=9SWxPktmCjo">https://www.youtube.com/watch?v=9SWxPktmCjo</a>	409
9	Dr Neeraj Sharma	<a href="https://www.youtube.com/watch?v=AwsryyEETkM">https://www.youtube.com/watch?v=AwsryyEETkM</a>	37
10	Dr Neeraj Sharma	<a href="https://www.youtube.com/watch?v=oGvzes17D2o">https://www.youtube.com/watch?v=oGvzes17D2o</a>	104
11	Dr Neeraj Sharma	<a href="https://www.linkedin.com/in/neerajsharmaatiim/recent-activity/all/">https://www.linkedin.com/in/neerajsharmaatiim/recent-activity/all/</a>	
12	Dr Neeraj Sharma	<a href="https://www.youtube.com/watch?v=ldshmWVqUEY">https://www.youtube.com/watch?v=ldshmWVqUEY</a>	44



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Are you ready to embark on a journey towards a successful career in management? Look no further than Graphic Era (Deemed to be University), where excellence meets opportunity. Renowned for its exceptional faculty, cutting-edge curriculum, and vibrant campus life, Graphic Era (Deemed to be University) stands tall as a beacon of higher education.

Ranked 52 among the top management college in India by NIRF 2025 and awarded a Diamond rating by QS I-Gauge, the Department of Management Studies, at Graphic Era (Deemed to be University) is a renowned department that provides a transformative educational experience to its students and prepares them for successful careers.

As a management student at Graphic Era (Deemed to be University), you will have access to our cutting-edge curriculum, cutting-edge facilities, and great professors. Because we are good at what we do and have been renowned as the best management college in Dehradun, programs will challenge and inspire you, whether you want to be a corporate leader, entrepreneur, or academic thought leader.

Don't miss out on the chance to join a community of ambitious individuals who are driven to make a difference. Whether your passion lies in finance, marketing, human resources, or entrepreneurship, Graphic Era (Deemed to be University), as the best management college in India is committed to shaping future leaders who will thrive in the global marketplace. Our department encourages a multi-disciplinary perspective by providing opportunities to learn from other departments of the University.

As the best management college in India, we strive to provide you with ample opportunities to enhance your

and academic experience. The academic component is delivered through different chairs of streams like Marketing Stream, Finance Streams and Human Resource Stream.

### Corporate Interface Cell

Graphic Era University's management programs equip students in a multifarious way to adorn the student's personality into a complete package of academic knowledge, social skills, presentability and functional domain skills. Corporate Interface Cell plays the role augments this skill enhancement process by providing an industry connect to this learning experience. We at Corporate Interface Cell, provide multitude of opportunities for our students to benefit from 'Industry-Academia linkage' delivered through-

- Live Projects
- Internships
- Expert Talks and Webinars from Industry
- Inhouse Corporate Center of Excellence
- Alumni Buddy System
- Case solutioning for industry Live issues
- Industry connect through Liaison with CII (Confederation of Indian Industry)
- Multiple research project MoUs, under PhD Programs with IAI (Industry Association of Uttarakhand)
- Our Industry-Academia linkage helps the Corporate Interface Cell, place our students into reputed firms across industries. Our past placement record stands testimonial to our accomplishments and corporate partnerships.

### Graphic Era Entrepreneurship Development Cell (GEDC)

The Entrepreneurship Cell is aimed at developing entrepreneurial spirit among the students and business aspirants of the nation. GEDC is involved in a wide range of activities

Helpful? How can I help?  
GEDC Assistant

### Graphic Era Entrepreneurship Development Cell (GEDC)

The Entrepreneurship Cell is aimed at developing entrepreneurial spirit among the students and business aspirants of the nation. GEDC is involved in a wide range of activities including grooming, nurturing, mentoring of students for identifying scalable business opportunities and venture development. GEDC encourages creative thinking, problem solving, team building, networking, and opportunity sensing among the students. It has primarily focused on sustainable enterprises development especially in rural, hilly, and remote regions of Uttarakhand.

#### OBJECTIVES

- To organize events such as - Entrepreneurship Awareness Camps, entrepreneurship development programs (EDPs) and faculty development programs (FDPs), entrepreneurial talks, startup idea pitch, boot camps, startup fairs, entrepreneurship youth camps, guest lectures, seminars, workshops, certificate courses, skill development programs, and conferences etc. in the region for promotion and growth of entrepreneurship and the benefit of students.
- To assist in entrepreneurship curriculum development at various levels including degree/diploma courses of the parent institution and other institutes in the region.
- To provide consultancy support for prospective entrepreneurs on various aspects such as preparing a detailed project report, resource planning, legal aspect of business, market research and development, digital marketing support etc.
- To work jointly with reputed academic institutions, NGOs, Govt. Agencies, state governments, central government and foreign universities for the promotion of entrepreneurship research and development in the region, through MOUs / Collaborations and joint initiatives.
- To act as a Regional Information Centre on business opportunities, processes, technologies, market, etc. by creating and maintaining relevant data bases.
- To promote students for university-based entrepreneurship, initiate entrepreneurship clubs, skill development cells and community-based entrepreneurship.
- To foster better linkages between the Graphic Era, Industries and R&D institutions in the region and other related organisations engaged in promoting Startups and Small & Medium Enterprises (SMEs) including NGOs and other Voluntary Organisations.
- To register GEDC under the Society Registrations Act, 1860 or the Companies Act, 2013.

To request Graphic Era Deemed to be University to support GEDC time to time for project seed funding.

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Academics Admissions Placements Life at Graphic Era International Research

### Graphic Era Socially Responsive Cell (GESRC)

**Social responsibility** is an ethical theory in which individuals are accountable for fulfilling their civic duty, and the actions of an individual must benefit the whole of society in this way, there must be a balance between economic growth and the welfare of society and the environment. Graphic Era has come up with mandates for intellectuals to disburse their obligations towards the society. Graphic Era Socially Responsive Cell (GESRC) with the purpose to fulfil societal obligations towards the under-privileged segment of society. The Graphic Era vision and mission on social action and transforming individuals into socially responsible learning community finds coherence with this principle. While we commit to grow in a socially and environmentally responsible way, we would also meet the societal interests of various stakeholders.

**Objective-**

- To strengthen and add value to the University social activities and provide enhanced opportunity for participation in extracurricular activities and volunteer work which is gaining much popularity amongst the youth.
- To create awareness through campaigns, workshops and activities for the overall development of the society.
- To sensitize students to work on humanitarian ground to have social responsibility towards society and the community.

To work on collaborations with stakeholders for the welfare of community in the areas of education, health, rural development, and environment

On 26th February 2021 GESRC was flagged off by Padma Shri Kalyan Singh Rawat and with its commissioning a Felicitation ceremony for NGOs servicing Uttarakhand was organized on the same day. The yeoman services provided by ten NGOs of national and regional stature were felicitated to name a few- HelpAge India, Waste Warriors, Maiti foundation, NLSIR and Himwant Foundation Society

RESEARCH AND DEVELOPMENT CELL, DOMS, GEU

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Academics Admissions Placements Life at Graphic Era International Research

### RESEARCH AND DEVELOPMENT CELL, DOMS, GEU

The Research & Development (R & D) Cell of DOMS, GEU, Dehradun will facilitate and encourage research culture among the faculty and students. Its prime role will be to create contacts with external agencies and organizations exploring project and research possibilities. It will enable a congenial environment for research and monitor the research activities of the department. The R & D cell will encourage the students and faculty to undertake the research projects in emerging and challenging interdisciplinary areas of Marketing, Human resources, Organizational Behaviour, Finance, Entrepreneurship, AI, ML, and others with a special focus on contemporary local, national and international issues. It will enhance the research and development capability of budding managers and academicians by promoting participation in conferences, seminars, workshops, project competitions, etc. The RSD Cell will aim to submit research proposals for grants from different agencies like AICTE, UGC, MSME, etc. The R & D cell will ensure that its strategy, structure, culture will align with the overall mission, vision, purpose, values, and goals of the Graphic Era University, Dehradun.

**Objectives:**

- To create awareness and opportunities in Research and Development among the faculty and students in the department.
- To provide consultancy services to different departments, industries, government, and agencies, etc.
- To sensitize the researchers about the predatory and clone journals.
- To create an atmosphere among the faculties and scholars to take up Research projects and improve their knowledge, skills, and qualifications.
- To establish a state-of-the-art research lab in the Department.
- To motivate the faculty members of the group for R & D activities in the area of their specialization.
- To encourage faculty members and students to publish research papers for publishing in National and reputed International Conferences/ Journals.
- To assist scholars of various departments of the University through the Research Lab.
- To conduct/ participate in workshops, training programs, and sensitization programs on capacity building in terms of research and consultancy and imbuing research culture among faculty and students.

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### Global Immersion Program

The students of MBA offered hands-on experience of international study culture and pedagogic practices through Global Immersion Program that enables them to visit and attend workshops, seminars and undertake internships in foreign universities and premier organizations abroad. Under this program the MBA students have visited countries like Singapore, Dubai, Malaysia.

Foreign Collaboration Graphic Era (Deemed to be) University signed MoUs with following universities:

- College De Paris, France
- Rennes School of Business, France
- University of North Alabama, USA -
- Arkansas State University, USA -
- National University, USA -
- Chatham University, USA -
- Birmingham City University, UK
- Universidad Catolica San Antonio De Murcia (UCAM), Spain
- Hochschule Fulda - University of Applied Sciences, Germany

<https://www.graphicera.ac.in/management/facilities/>

Academics ▾ Admissions ▾ Placements Life at Graphic Era International Research

### LIBRARY

Management Library is equipped with ample of reference books

Total no. of titles:-	1895
Total no. of volumes:-	13734
Total no. of ref. books:-	1895
Total no. of national journals:-	16
Total no. of international journals:-	6
Magazines	12

EBSCO Business Source Elite (1802 e-journals), Graphic Era Deemed to be University (Digital Library)  
<http://research.ebscohost.com>, <https://geu.new.knimbus.com/>

## B. Work Available for Peer Review and Critique

In line with the university's commitment to academic transparency, the department has created an LMS and MS Teams platform for faculty contributions to undergo peer review and critique. This

system allows faculty to present their innovative teaching methodologies, receive feedback from colleagues, and engage in collaborative discussions aimed at refining and improving their teaching practices. External and internal peers are invited to review the work, ensuring that it meets high academic standards.

<https://www.youtube.com/@Ashulekha>

YouTube link Dr Ratnakar Mishra: <https://www.youtube.com/watch?v=26FO8L8sUDs>

YouTube link Dr Sachin Ghai: <https://www.youtube.com/@profsgonline>

### **C. Work Reproducible and Developed Further by Other Scholars**

The teaching initiatives, such as case studies developed by the faculties, are designed to be reproducible and scalable, allowing other educators within and outside the university to adopt and build upon these innovations. This ensures that the contributions made by the faculty not only benefit students within the institution but also contribute to the broader academic community. The department actively encourages faculty to share their work through academic journals, conferences, and open-source platforms. The department places a high priority on creating instructional strategies that are replicable and flexible enough for other academics to modify. Teachers create innovative lessons that are modular and adaptable so that other educators in the field of management can build upon them.

### **D. Statement of Clear Goals, Use of Appropriate Methods, Significance of Results, Effective Presentation, and Reflective Critique**

At DoMS, every teaching and learning project is motivated by explicit learning objectives meant to improve student learning results. To accomplish these objectives, faculty members employ suitable techniques such as case-based instruction, blended learning models, flipped classrooms, and interactive assessments. These programs not only show considerable gains in learning and student involvement, but they also successfully convey their findings through conferences, seminars, and scholarly writing. To guarantee that their teaching techniques continue to progress, faculty members are expected to critically evaluate their approaches, noting both their achievements and their shortcomings.

### **Innovative Approaches in Teaching and Learning**

The Department of Management Studies at Graphic Era Deemed to be University has made significant contributions to teaching and learning innovations through the integration of Information and Communication Technology (ICT). Faculty members utilize platforms like



Moodle, Zoom, MS Teams, and YouTube to support online learning, distance education, and real-time student feedback, enhancing engagement and adaptability. ICT tools such as computers, tablets, and interactive software enable more interactive, personalized, and efficient learning experiences. Teachers access a wide range of digital resources for dynamic lesson planning and use simulations and collaborative platforms to promote hands-on learning and teamwork. Overall, ICT integration has greatly enriched the educational environment and strengthened students' research and digital literacy skills.



**Flipped Classrooms:** Faculty have begun implementing flipped classroom models, in which students work through course content ahead of time, facilitating more in-depth conversations, collaborative problem-solving, and interactive activities during in-person meetings.

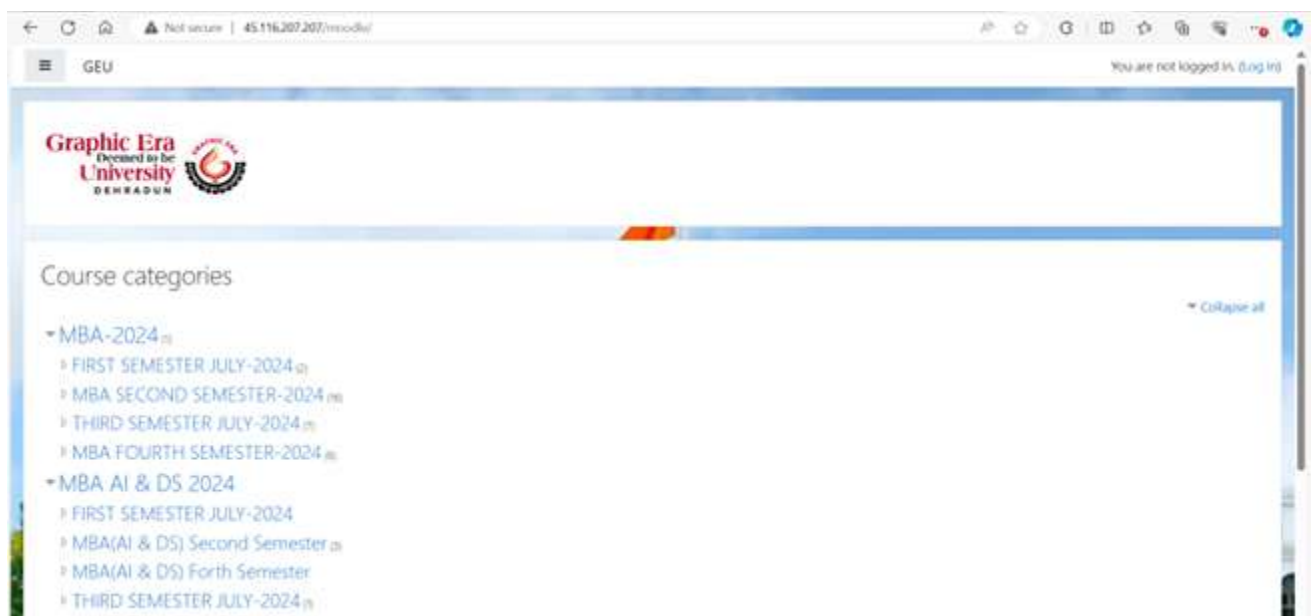
**Case-Based and Experiential Learning:** Faculty members support experiential learning by enabling students to apply theoretical concepts to real-world circumstances through self-developed case studies, business simulations, and real-world projects.

**Inclusive classrooms:** The department places a strong emphasis on developing inclusive learning environments that use tailored instruction to meet the needs of students with varying learning styles, learning tempos, and demands. This guarantees all pupils fair learning opportunities.

**Collaboration with Industry:** Faculty consistently collaborate with industry experts, organizing guest lectures, workshops, and field visits. These interactions provide students with real-world exposure and industry-relevant skills that prepare them for careers post-graduation.

All things considered, the faculty's initiatives and innovations in teaching and learning have made a substantial contribution to the development of a dynamic and effective learning environment that improves student learning outcomes and equips students for problems they will face in the real world.

Few samples are given below:





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NEERAJ SHARMA

Customise this page

**Dashboard**

- Site home
- Calendar
- Private files
- My courses
- SCM
- SM MBA 204
- PM
- Site administration

**Recently accessed courses**

- MBA FOURTH SEMESTER-2024  
★ Project Management
- MBA SECOND SEMESTER-2024  
★ Supply Chain Management MBA 204

**Timeline**

No upcoming activities due

**Private files**

No files available  
Manage private files...

**Online users**

2 online users (last 5 minutes)

- NEERAJ SHARMA
- ABHISHEK CHANDRA

**Course overview**

▼ All (except removed from view) ▼

Course name ▼ Card ▼

- MBA FOURTH SEMESTER-2024  
★ Project Management
- THIRD SEMESTER JULY-2024  
Strategic Management
- MBA SECOND SEMESTER-20...  
★ Supply Chain Management MBA 204

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**PM**

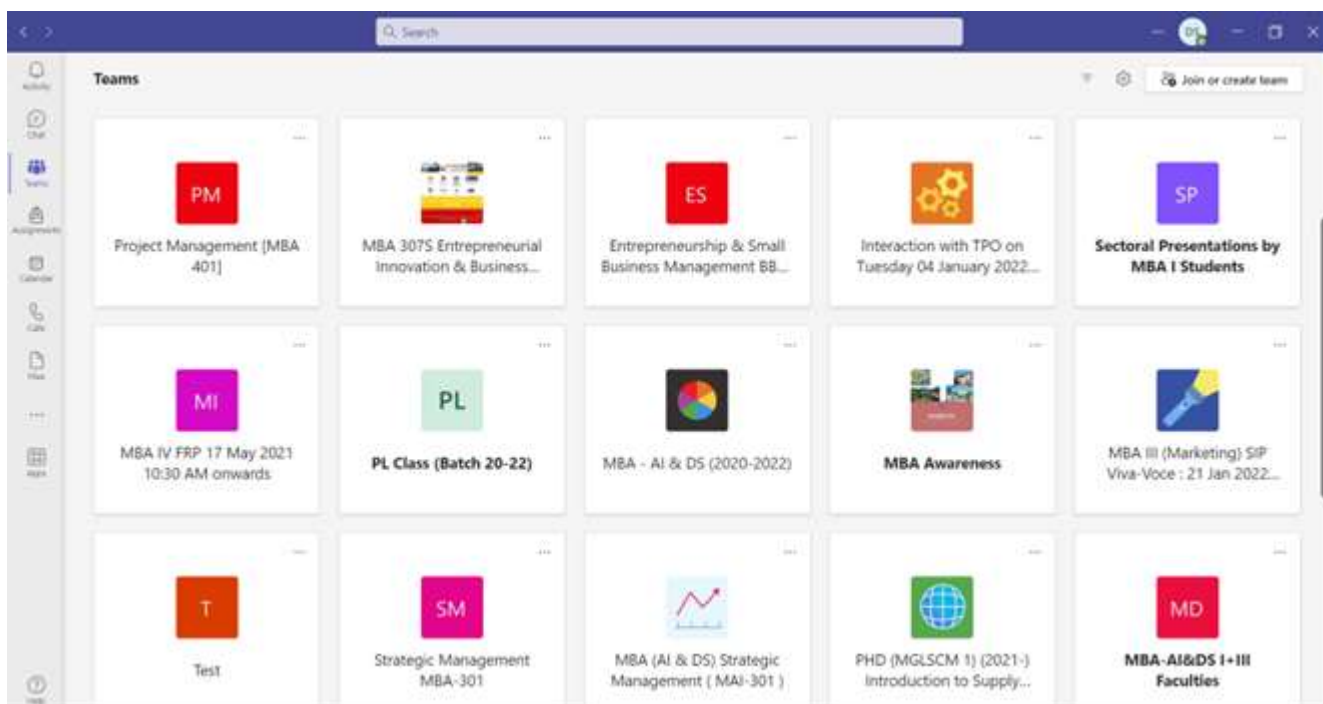
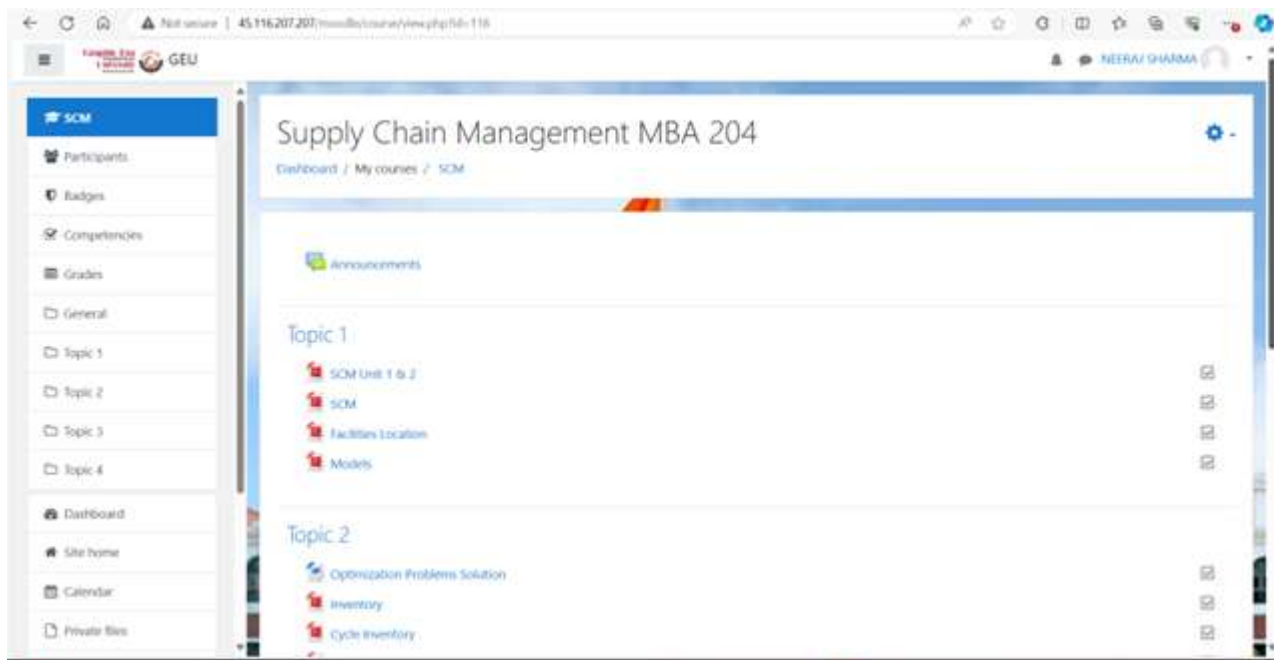
- Participants
- Badges
- Competencies
- Grades
- General
- Topic 1
- Topic 2
- Topic 3
- Topic 4
- Dashboard
- Site home
- Calendar
- Private files

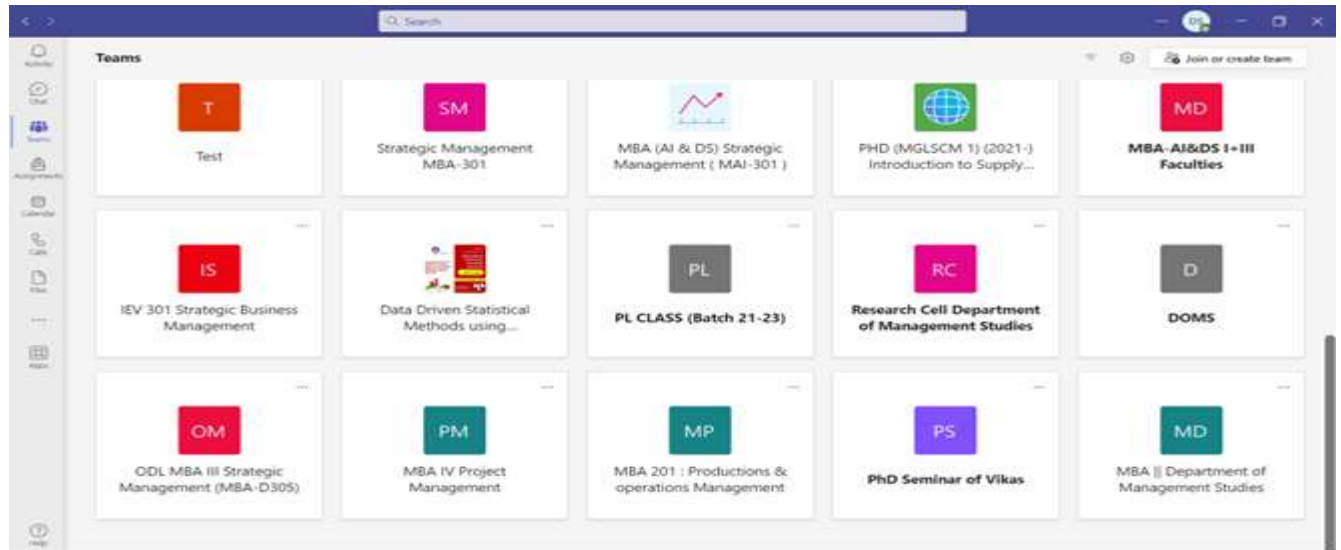
**Topic 1**

Study Material

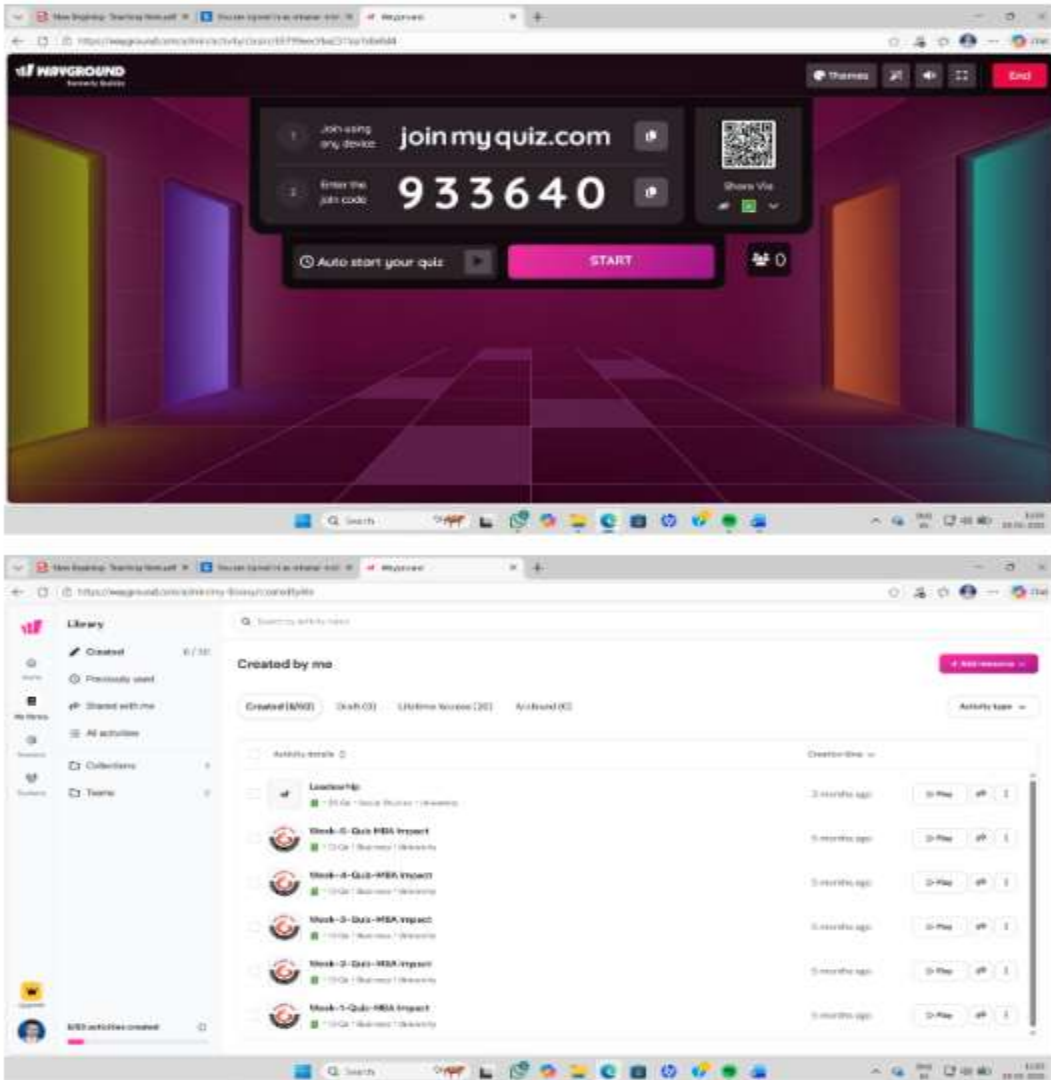
Study Material

- Managing Project Teams: <https://studio.youtube.com/video/5a275X06A/edit>
- Risk Plan n Project Management: <https://studio.youtube.com/video/W0Y7B9b2L/edit>
- 2. Risk Plan n Project Management: <https://studio.youtube.com/video/W0Y7B9b2L/edit>
- PERT: <https://studio.youtube.com/video/miZT1rfsk/edit>
- 2. PERT: <https://studio.youtube.com/video/miZT1rfsk/edit>
- CPM: <https://studio.youtube.com/video/9pt8GZASfR/edit>
- 2. CPM: <https://studio.youtube.com/video/9pt8GZASfR/edit>
- Network Representation of a Project: <https://studio.youtube.com/video/5DWB5LMM0A/edit>
- 2. Network Representation of a Project: <https://studio.youtube.com/video/5DWB5LMM0A/edit>





**Online quiz** using way ground platform. (Screenshot attached). This platform helps students to do online quizzes using their smartphones anytime, anywhere. The pre-allocation of students and the auto-timing option allow the entire quiz to start on time.



Online use of repository like Acadly is used for putting all reading materials for students.

YouTube videos are used for student-enhanced learning. (Link attached)

<https://www.youtube.com/@Ashulekha>

Own lectures are converted into video lectures to be used as self-paced learning materials for students. Sample videos can be seen from the links mentioned below.

### **Blogs written for students:**

Blogs are stories related to business education. We write blogs sourcing different permitted sources to develop a storyline for the students. A free platform like blogspot.com is used.

Usage of Harvard Business Cases for role play and cases. Many Harvard cases are suitable for role-plays, so we utilize the subscribed cases and role-play materials for classroom use.

The Department of Management Studies at **Graphic Era (Deemed to be) University**, Dehradun, successfully organized “**HR Day Out – Shaping Ignited Minds**” on **May 16, 2025**, at **Vidhan Sabha, Chanakya Block**. This unique HR Club initiative was designed to provide students with a dynamic platform to enhance their leadership, teamwork, and strategic thinking abilities through experiential learning. The event featured a series of well-curated activities including *Unfolding Minds* (Case Study), *Balloon Rail* (Team Dynamics), *Twist & Tangle* (Strategy), *Roller Ball* (Goal Alignment), and *Meme War* (Creativity). Each activity was aimed at fostering innovation, critical thinking, and collaborative problem-solving in a fun and engaging manner.

The event witnessed enthusiastic participation from students across different programs, creating a vibrant atmosphere of learning, creativity, and healthy competition. Faculty members and student coordinators ensured smooth execution, with the HR Club playing a central role in planning and coordination. The interactive nature of the event helped participants gain practical insights into HR functions and real-world decision-making. *HR Day Out* not only celebrated innovative learning but also strengthened peer interaction and leadership qualities among future managers. It truly reflected the department’s commitment to experiential and holistic education.



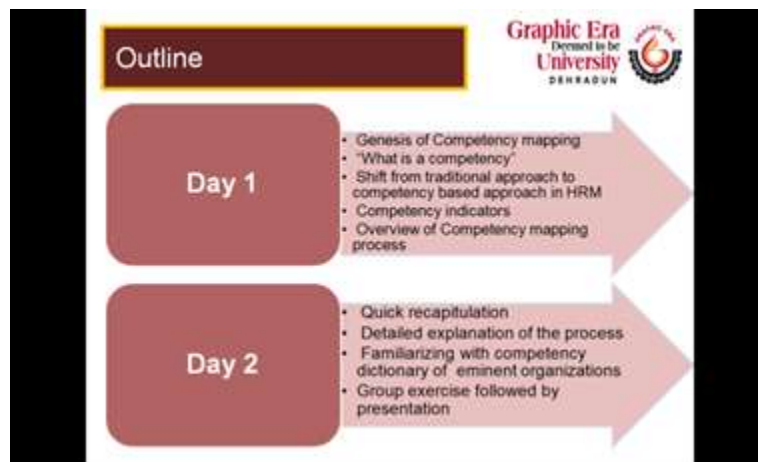
**A few samples of Workshops and Conferences are given below:**

1. **Competency Mapping Workshop:** Competency Mapping is a contemporary practice that is a paradigm shift in the way Human Resource Management is being handled today. Competency is an underlying characteristic of a person that results in effective and/or

superior performance of the job. Competency surely looks at features beyond job skills; it includes attitude and capacity.

**How MBA III semester HR specialization students would benefit from this workshop:** - To be abreast with contemporary best practices in HRM

- To engage and leverage upon internship experience
- To be better equipped to outwit competition
- To build confidence while on the threshold of campus placement
- To be acquainted with the latest practice for seamless application in the industry with minimal supervision



**Modality of the Workshop:** -

- Upon intimation, students register voluntarily for the workshop
- Pre-workshop material shared 3 days prior to the workshop
- Assessment for Certification, minimum score 75/100 to earn the same.

**Snippets from the workshop:** -

21 students attended the workshop in an ideal training setup, a replica of the corporate world. The students learnt, worked, and prepared Competency frameworks and Competency Matrix.

**Rave reviews and exceptionally high feedback are summarized below:** -

- "It was an excellent workshop; glad to be part of this session."
- "Felt like I was attending a workshop in the corporate"
- "Perfectly delivered and I am enlightened."
- "Got insights into current corporate practices"

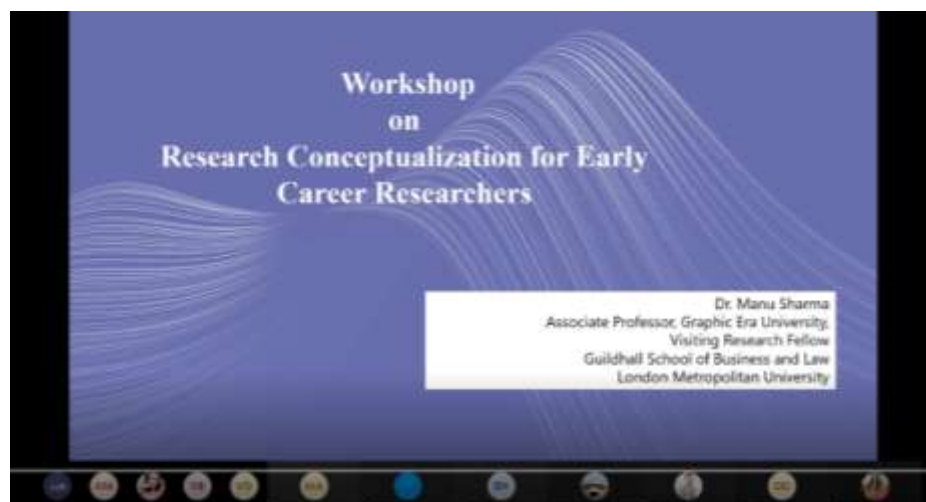
Sample Certificates are given below:

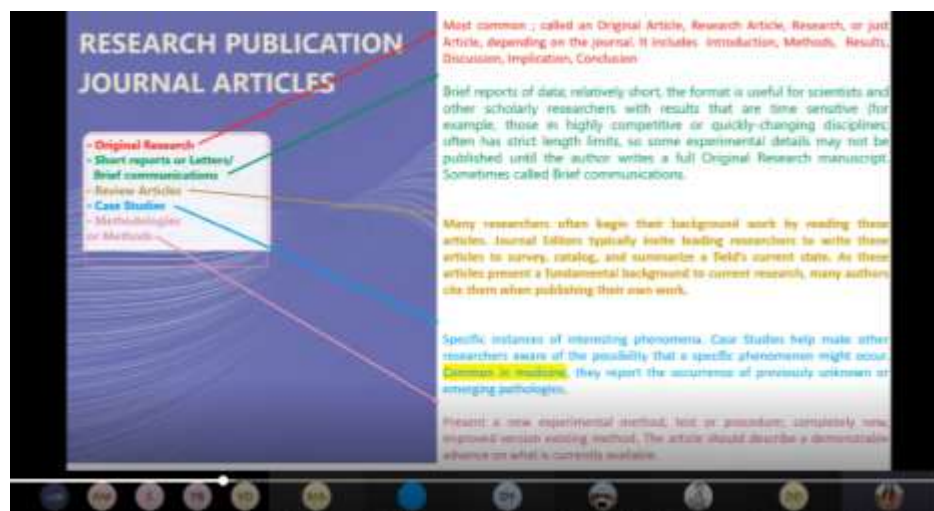




2. Workshop conducted on Research Conceptualization for Early Career Researchers 21-25 February 2022

Organiser: Dr Manu Sharma





### 3. Workshop conducted on Structural Equation Modelling using SMART PLS 4.0

21-25 February 2023

**Instructor: Dr Manu Sharma**

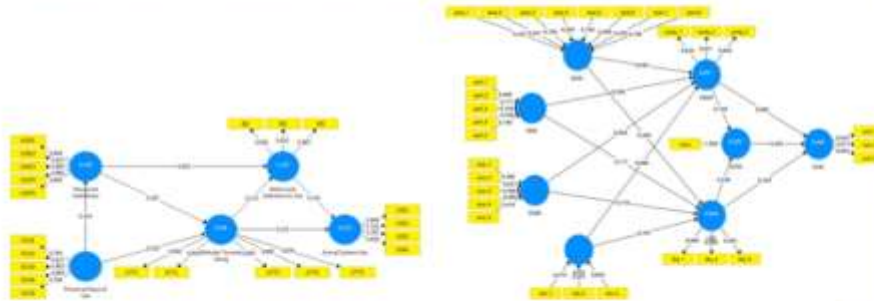
A workshop on Partial Least Squares Structural Equation Modeling (PLS-SEM) was conducted for scholars to enhance their research skills in advanced statistical analysis. The workshop focused on the practical application of PLS-SEM, a robust technique used in modeling complex relationships between latent variables, often in social sciences, marketing, and business research. Participants were introduced to the fundamental concepts of SEM, including model specification, measurement models, and structural models. The sessions also covered path analysis, mediation and moderation effects, and how to validate and assess model reliability and validity using PLS-SEM.

Throughout the workshop, scholars engaged in hands-on exercises using software tools like Smart PLS and ADANCO, enabling them to apply PLS-SEM techniques to their own research projects. Real-world examples and case studies were used to demonstrate the value of PLS-SEM in handling multicollinearity, small sample sizes, and complex models. The workshop provided valuable insights into interpreting results, making data-driven decisions, and enhancing the rigor of scholarly research, equipping participants with the necessary tools to publish high-quality academic papers.



## PLS Based Measurement & Structural

→ In SmartPLS, Same model can be run separately as Measurement model & Structural model



### Reflective Measurement Theory

- Constructs are represented by items.
- Arrows are drawn from the constructs to the items
- High correlation among the indicators

### Formative Measurement Theory

- Items causes or forms the construct
- Error is a result of the inability of the measured indicators to fully explain the construct.
- Arrows are drawn from the items to the constructs.
- Low correlation among the indicators

The diagram shows two measurement models. The top model is Reflective, with a latent variable 'Perceived Work Quality' (blue circle) and five indicators (yellow rectangles) with arrows pointing from the construct to the items. The bottom model is Formative, with a latent variable 'Organizational Prowess' (blue circle) and five indicators (yellow rectangles) with arrows pointing from the items to the construct. The indicators for the Formative model are labeled with their respective weights and R-squared values.

RK

Rajendra Kumar

ST

Satish Prasad

4. International Student Conference

October 14-15, 2022

Organising Secretary: Dr. Manu Sharma

# 1<sup>ST</sup> INTERNATIONAL STUDENT CONFERENCE

TOPIC:

**Contemporary  
Issues in  
Management and  
Technology**

DATE:

**October 14-15  
2022**

REGISTER NOW:

**[www.geu.ac.in](http://www.geu.ac.in)**



### Call for Paper

DOMS, GEU invites original research, unpublished papers or research conducted in summer internships from the UG and PG students of professional courses at the national and international institutions.

### Publication Opportunity

This conference has an opportunity to publish the paper in a form of Book. Authors must have to follow the submission guidelines for manuscript preparation. All papers submitted for publication consideration in this conference will undergo the standard review process. Selected papers have an opportunity to be published in Scopus Index Journals.

### Awards

Best paper award: <b>₹10,000</b>	First Runner-up award: <b>₹5,000</b>	Second Runner-up award: <b>₹3,000</b>
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Tracks	
<b>TRACK 01</b> <b>Industry &amp; Academia Internship (Theme-Management)</b> <ul style="list-style-type: none"> <li>• Management in times of uncertainty</li> <li>• Role of start-ups in the economic development</li> <li>• Managing mental health and wellbeing in new normal</li> <li>• Creating a culture of innovation</li> <li>• Contemporary issues in Management and business practices</li> </ul>	<b>TRACK 02</b> <b>Industry &amp; Academia Internship (Theme-Marketing)</b> <ul style="list-style-type: none"> <li>• Changing consumer dynamics</li> <li>• Embracing new market trends and areas of disruption</li> <li>• Marketing in New Normal Era</li> <li>• Business models for new normal</li> <li>• Market strategies for achieving resilience</li> <li>• AI powered marketing intelligence</li> <li>• Direct to customers (D to C) model</li> <li>• Tourism Management</li> <li>• Digital Marketing</li> <li>• Social media marketing</li> </ul>
<b>TRACK 03</b> <b>Industry &amp; Academia Internship (Theme-Information Technology)</b> <ul style="list-style-type: none"> <li>• Artificial Intelligence (AI) in marketing/finance /HR/Operations/supply chains</li> <li>• Blockchain in marketing/finance /HR/Operations/supply chains</li> <li>• Industry 4.0 technologies and Online learning</li> <li>• Smart Factories</li> <li>• Advance manufacturing and digital twins</li> </ul>	<b>TRACK 04</b> <b>Industry &amp; Academia Internship (Theme - Supply chain, transportation and logistics)</b> <ul style="list-style-type: none"> <li>• Digital supply chains</li> <li>• Supply chain collaboration</li> <li>• Logistics industry in new normal era</li> <li>• E-mobility</li> <li>• Challenges for E-vehicle supply chain</li> <li>• Healthcare supply chain</li> </ul>
<b>TRACK 05</b> <b>Industry &amp; Academia Internship (Theme -Finance)</b> <ul style="list-style-type: none"> <li>• Financial technology</li> <li>• Software Robotics</li> <li>• Customer-Centric Advocacy</li> <li>• Electronic payments</li> <li>• Robo Advisors</li> <li>• Financial Inclusion</li> </ul>	<b>TRACK 06</b> <b>Industry &amp; Academia Internship (Theme- Human Resource)</b> <ul style="list-style-type: none"> <li>• Human Resource Development</li> <li>• Organisation Development</li> <li>• Organisation structure</li> <li>• Organisation Behavior</li> <li>• Virtual training</li> <li>• Reskilling And Upskilling</li> </ul>

## 5. Conference On Advances in Management and Technology (AMT-2024)

**Date: June 28-29, 2024**


**Venue: Department of Management Studies, Graphic Era Deemed to be University**

**Organising Secretary: Dr. Manu Sharma**

The purpose of the conference is to explore how management ideas and technology interact, with an emphasis on developing companies that are resilient and dedicated to long-term sustainability. It will examine important fields of study and provide insight into the tactics and methods that characterize organizational sustainability and resilience. The conference will focus upon is to provide participants with an opportunity to present their research to professionals who specialise in management and related fields such as marketing, entrepreneurship, finance, human resources, operations, and supply chains. It will impart a platform for the participants to augment their managerial proficiencies, cultivate their research


aptitude in tackling contemporary concerns, and exhibit industry expertise. The conference places significant emphasis on fostering multidisciplinary dialogue, facilitating networking opportunities, and providing subject-specific assistance. This conference aims at fostering resilience and sustainability within systems, so enabling them to thrive in the future. In contemporary times, enterprises anticipate an environment characterised by frequent disruptions and heightened uncertainty.

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International Conference on —

**Advances in Management  
and Technology**


(AMT — 2024)

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**June 28-29  
2024**

Mode —  
**Hybrid**

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BROCHURE

<icssr.seminar2324@gmail.com>

Date: 26-Mar-2024 4:51 pm

Subject: Award Letter International Seminar (ICSSR)

To: "Dr. Manu Sharma" <manu.sharma@geu.ac.in>

Cc:

**F. No: NIS/IS/177/IC/2023-24**

Dear Dr. Manu Sharma,

This is with reference to your application seeking financial assistance for organizing the International Seminar on **"Advances in Management & Technology (AMT-2024)"**. Your request was considered by the Expert Committee on National and International Seminar and we are pleased to inform you that the Committee has recommended an amount of **Rs.200000/-** for organizing this Seminar.

You are therefore requested to kindly submit the exact schedule/programme of the Seminar. Please ensure that it should not be changed in any case. In case the seminar is conducted, kindly share the programme details and brochure

A formal sanction letter will be sent after receiving the required details.

Best regards,

**M.P. Madhukar**

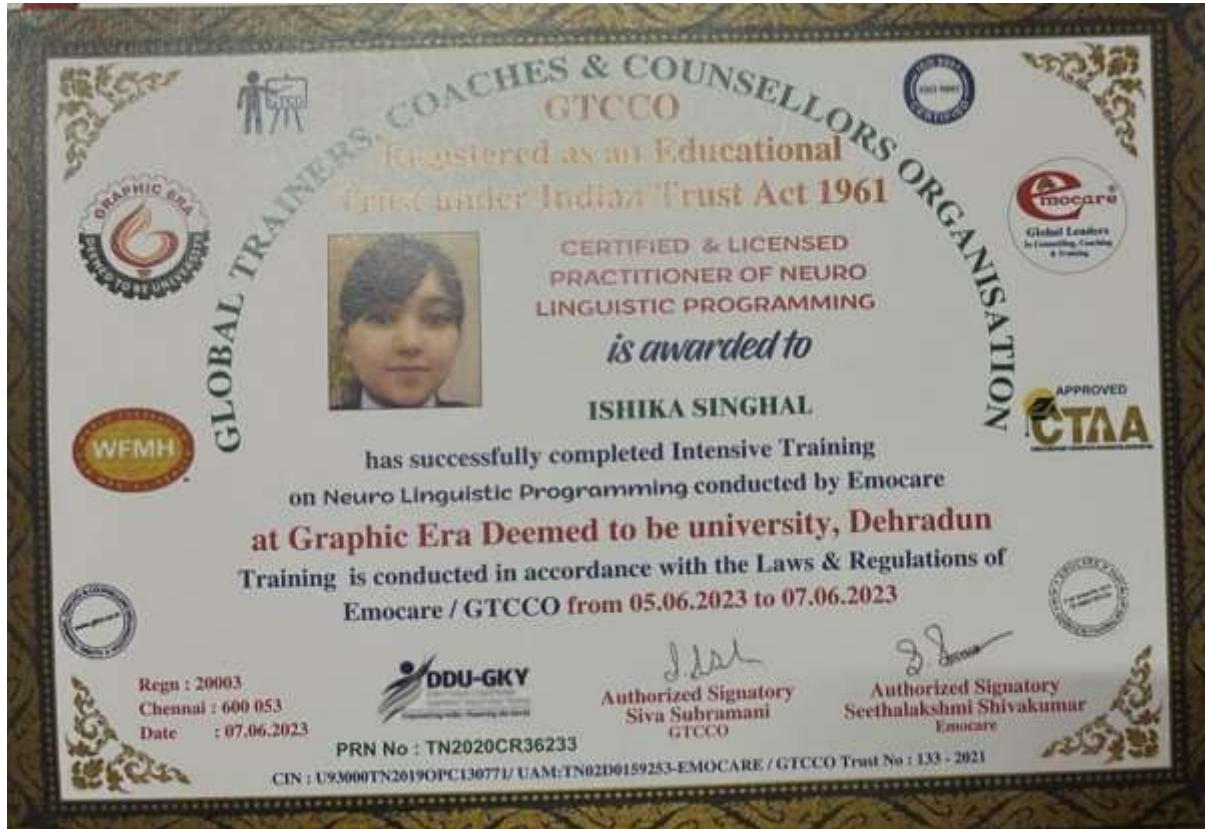
**Deputy Director**

**Incharge, International Collaboration Programme**

**ICSSR, New Delhi**



6. NLP workshop conducted in 2023



7. Industrial Visit and Case Study Development on Akshay Patra Megakitchen  
Dehradun on 25 March 2023



LinkedIn profile page for Neeraj Sharma, a life-long learner and dedicated Professor of Management Studies with over 12 years of cross-sectoral & cross-functional experience across higher education, research, logistics & supply chain, renewable energy, banking.

**All activity**

**IT-Rookiee** (Neeraj Sharma + 10)

Hello IT Rookiee Leadership

I'm honored to share a short tribute video dedicated to Sant Swami Sanand (Prof. G.D. Agrawal, an alumnus of IT Roorkee and a former faculty, IT Kanpur), a true environmentalist and spiritual leader who dedicated his life to the protection of the sacred Ganga River. His remarkable journey, which culminated in his ultimate sacrifice on October 11, 2018, continues to inspire me.

In honor of his legacy, we urge that this day be recognized as Ganga Satyagraha Divas.

Watch and share your thoughts on LinkedIn. Let's keep his mission alive.

<https://lnkd.in/g/Ctnd8UE>

May the righteousness prevail and win always....

Thank you!

#SantSwamiSanand #GDAAgrawal #GangaSatyagrahaDivas #SaveGanga #EnvironmentalActivism #RiverConservation #SustainableDevelopment #SpiritualLeadership #GangaRejuvenation #CleanGanga

**People you may know**

**Dr. Manu Sharma**  
(Enlisted in Top 2% Scientist by Stanford University: 2023-2023...)  
Connect

**Dr. Deepak Kaushal**  
PhD, MSc, MCom  
Connect

**Anupama Singh**  
Assistant Professor  
Era University  
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A life-long learner and dedicated Professor of Management Studies with over 13 years of cross-sectional & cross-functional experience across higher education, research, logistics & supply chain, renewable energy, banking

**Subject: Celebrating the Legacy of Mr. Venkat Changanelli: A Life of Service and Leadership**

Dear All,

I'm excited to share a special tribute to an extraordinary leader and mentor, Mr. Venkat Changanelli. His journey of service, leadership, and dedication to improving lives has been nothing short of inspirational.

From pioneering the 108 Emergency Response Service across India to mentoring countless leaders, Mr. Venkat's impact extends far beyond borders. His vision and commitment to uplifting communities and guiding the next generation serve as a testament to his belief that "a life well-lived is a life dedicated to others."

I invite you to watch this short video that captures his remarkable contributions and insights. Let's continue to be inspired by his journey and embrace our own paths of service and leadership.

YouTube link for the video: <https://lnkd.in/gZ4tFw6>

#Leadership #Service #Inspiration #VenkatChanganelli #Impact #Mentorship

As the first CEO of the Emergency

Associate Professor (Marketing & Sustainability) at Graphic Er...  
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Academic  
Lead Researcher/Educational...  
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Unlock the Legacy and Business Strategies of Barumal Tea

Glad to share a new case study video that delves deep into the fascinating story of Barumal Tea, a heritage tea brand from the Dehradun region, thriving for over 130 years. This case study offers MBA and BBA students, entrepreneurs, and business professionals an opportunity to explore key business insights from a local brand with global lessons.

Watch the video to discover:

- a) The historical evolution of Barumal Tea
- b) Challenges posed by climate change, labor shortages, and market dynamics
- c) Strategic solutions in branding, innovation, and market diversification
- d) How Barumal Tea has adapted and grown despite modern-day challenges

Whether you are a student, tea enthusiast, or business leader, the story of Barumal Tea is a masterclass in resilience, innovation, and sustainable business practices.

Watch now and gain actionable insights from this inspiring legacy: <https://lnkd.in/gHgbqM>  
Website: <https://lnkd.in/gXjAYHn>

#BarumalTea #BusinessCaseStudy #MBA #BBA #TeaIndustry #Sustainability #Entrepreneurship #Innovation #Dehradun #BusinessStrategy #Branding #MarketDiversification

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**Neeraj Sharma** (You/You) • You  
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I am delighted to share a short video that beautifully encapsulates the remarkable journey of Amritdhara Pharmacy, a name synonymous with trust and holistic healing for over 120 years.

Founded in 1901 by Vaid Pandit Thakur Datta Sharma in Lahore, Amritdhara has weathered the challenges of time, including the Partition, to emerge as a trusted household remedy for digestive ailments. This short film traces the journey of Amritdhara Pharmacy, from its humble beginnings in Lahore to its continued legacy in Dehradun under the stewardship of the Sharma family. The short video honors the values of resilience, innovation, and tradition that define this iconic Ayurvedic brand.

Watch the short video to learn more about how a simple Ayurvedic formula has stood the test of time, providing natural and effective care for generations.

Interview of the current Director Mrs. Neeta Singh:  
<https://lnkd.in/g5R8JGd>

YouTube link for the shared video:  
<https://lnkd.in/g839uAY>

Special thanks to everyone who contributed to this project, especially to Mrs. Neeta Singh and the late Shri Vinay Dev Sharma for their invaluable interviews, sharing personal insights into this extraordinary legacy. Thanks to Mr. Naveen Gargola, Prof. Sandeep Bhatt and Mr. Rajat Sharma too.

I hope you find this short video as inspiring as I do, and I'd love to hear your thoughts and reflections on this incredible journey.

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**Neeraj Sharma** (You/You) • You  
A life-long learner and dedicated Professor of Management Studies...

I had the pleasure of judging the "ENIGMA: The Jumbled Brand Wars" event organized by the Marketing Club at the Department of Management Studies, Graphic Era (Deemed to be University) Dehradun on Tuesday 21 May 2024. It was truly inspiring to see the MBA and BBA students of Marketing specialization showcase their creativity and innovation beyond the typical classroom setting.

The teams presented and advertised products such as KFC T-Shirts, McDonald's Jewellery, Maggi shoes, Cadbury cars, Colgate Razors, Mercedes soap, and Nike Hoodies with such enthusiasm and flair. It was a joy to witness their passion for marketing shine through in each presentation and advertisement.

Many Congratulations to the winning teams and all the participants!

Also, a big thank you to the organizers and their faculty mentor Prof.(Dr.) Karanveer Singh for putting together such a fantastic event that allowed students to learn with love and fun. Events like these truly highlight the talent and potential of our future marketers. Keep up the great work!

#MarketingInnovation #GraphicEraUniversity #Enigma2024

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**Neeraj Sharma** (You/Me) • You  
A life-long learner and dedicated Professor of Management Studies ...  
View • Edited •

Excited to share that I recently attended a Faculty Development Program on Qualitative Techniques for Management and Social Science Research at the Institute of Management Studies, Barucka Hindu University, Varanasi from 16-18 May 2024. A huge thank you to Dr. Dings from Delhi University for sharing insightful knowledge and expertise during the program. Special thanks to the convenors for organizing such a valuable learning experience. Looking forward to implementing these new techniques in my research and teaching endeavors!  
Also liked/appreciate how the staff members are treated with equal dignity as the faculty members at IMS, FMS, BHU.

#FacultyDevelopment #Research #QualitativeTechniques

54 2 comments

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**Neeraj Sharma** (You/Me) • You  
A life-long learner and dedicated Professor of Management Studies ...  
View • Edited •

Congratulations to my research scholar Sushant Tomar (now Dr. Sushant Tomar) for successfully defending his Ph.D. thesis on "Role of Policy Levers on the Value Chain Performance of Organic Farming in the Select Hill States of India" and being awarded his Ph.D. degree during the convocation ceremony on 19 May 2024 🎉

Thanks to all the SRC & DRC members and the external examiners for their valuable inputs towards enhancement of the research work.

His research publications during the Ph.D journey can be viewed at:

1. Tomar, S., Sharma, N., & Kumar, R. (2024). Effect of organic food production and consumption on the affective and cognitive well-being of farmers: analysis using prism of NVivo, etc and emic approach. *Environment, Development and Sustainability*, 26(3), 11027-11048.  
<https://link.in/jgfy1mEE>
2. Tomar, S., Sharma, N., & Nehra, N. S. (2023). A sustainable rural entrepreneurship model developed by the organic farmers of India. *Emerald Emerging Markets Case Studies*, 13(2), 1-17.  
<https://link.in/jgB5X04r>
3. Tomar, S., & Sharma, N. (2021). A systematic review of agricultural policies in terms of drivers, enablers, and bottlenecks: Comparison of three Indian states and a model bio-energy village located in different agro climatic regions. *Groundwater for Sustainable Development*, 15, 100683.  
<https://link.in/jgfy1mEE>

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Followers 1,751

I recently had the pleasure of attending an incredibly insightful and enriching session for MBA students by Mr. Varun Goel, University Recruiting Leader at Ziscaler India. The session was not only interesting but also provided critical insights into what companies like Ziscaler are looking for when shortlisting candidates during their recruitment interviews.

Mr. Goel demonstrated a few interview tips in a very creative manner, shedding light on the key aspects that can make a candidate stand out during the recruitment process. It was truly valuable to gain this perspective from someone with such a wealth of experience in the industry.

Thank you, Mr. Varun Goel, for sharing your knowledge and expertise with us.

[Recruitment Interviewtips #Ziscaler #MBAStudents #CareerDevelopment](#)



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Followers 1,751

Exciting Expert Session Monday 11/03/2024 Recap: Exploring the Tea Legacy and Tea Ecosystem Analysis (TEA) of Dehradun Region with Mr. Sanjay Jain

It was an enriching experience to delve into the rich heritage and practical insights of the tea industry with Mr. Sanjay Jain, an esteemed expert in tea tasting, agriculture, social work and owner of the brand 'Samrat Tea' (Established 1890). During the session, Mr. Jain shared invaluable knowledge on venture management, production, branding, and supply chain, offering a holistic view of the tea ecosystem.

A big thank you to Mr. Sanjay Jain for his illuminating session, and to all the participants for their active engagement! Stay tuned for more enriching sessions ahead.

[#TeaLegacy #EcosystemAnalysis #Dehradun #ExpertSession #IndustryInsights #LearningAndDevelopment](#)



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A life-long learner and dedicated Professor of Management Studies ...

Recap

On Monday, March 4th, 2024, we had the privilege of hosting an enlightening expert guest lecture on Project Management, featuring Akhil Agarwal, Chief Project Expert and Senior Architect at SAP Innovation Center, Potsdam, Germany.

Here's a snapshot of what we explored during the session:

- **Agenda Highlights**
- **Demystifying Project Management**: Akhil Agarwal provided valuable insights into the core principles and practices of effective project management.
- **Decoding Project vs. Product**: We delved into the nuances of distinguishing between projects and products, uncovering essential trade-offs and considerations.
- **Connecting the Dots**: Akhil highlighted the interconnectedness of various aspects within project management, offering a holistic perspective.
- **Navigating Pitfalls**: Attendees gained valuable insights into identifying and addressing potential pitfalls that may not be immediately apparent in project management.
- **Practical Takeaways**: Participants walked away with actionable strategies and practical tips to enhance their project management skills.

A big thank you to Akhil Agarwal for sharing his expertise and enriching our understanding of project management!

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reorganizing uncertain projects and priorities, uncovering what was under-  
offs and considerations.

- **Connecting the Dots**: Akhil highlighted the interconnectedness of various aspects within project management, offering a holistic perspective.
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Thank you 🙏

As we bid farewell to 2023, I'm thrilled to share the culmination of a year filled with innovation and dedication—a journey that led to the successful publication, as the sole inventor, of nine groundbreaking solutions across diverse fields. Each patent publication is a testament to the power of ideas and their transformative impact. Here's a quick overview of the patent publications:

1. AN ANTIMICROBIAL COATING PROCESS FOR VENTED HELMETS Patent Journal: The Indian Patent Office Journal No. 26/2023 Dated: 14/07/2023 Application No.: 202311040138 A
2. PORTABLE WHEELBASE COVER CLEANING DEVICE Patent Journal: The Indian Patent Office Journal No. 27/2023 Dated: 07/07/2023 Application No.: 202311039478 A
3. AN IMPROVED FABRIC WITH DUAL SIDE OPENINGS AND SUPPORTIVE FEATURES Patent Journal: The Indian Patent Office Journal No. 27/2023 Dated: 07/07/2023 Application No.: 202311039628 A
4. AN INTEGRATED COMPUTER CHAIR Patent Journal: The Indian Patent Office Journal No. 26/2023 Dated: 30/06/2023 Application No.: 202311035278 A
5. AN APPARATUS TO ORDER WAITING TOKENS Patent Journal: The Indian Patent Office Journal No. 25/2023 Dated: 23/06/2023 Application No.: 202311034701 A
6. A WEARABLE CHILD PULMON RISK STRAP FOR TWO-WHEELER Patent

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7. AN IMPROVED HELMET Patent Journal: The Indian Patent Office Journal No. 19/2023 Dated 12/05/2023 Application No.: 20231101896 A

8. AN EXTENDABLE MEAN FOR TWO-WHEELER SEAT HANDLE Patent Journal: The Indian Patent Office Journal No. 19/2023 Dated 12/05/2023 Application No.: 20231101895 A

9. A BABY FEEDER BOTTLE HOLDER AND METHOD THEREOF Patent Journal: The Indian Patent Office Journal No. 01/2023 Dated 06/01/2023 Application No.: 20231100041

I'm immensely grateful for the unwavering support from the IPR Cell, Graphic Era (Deemed to be University) Dehradun. Their commitment has been pivotal in turning ideas into tangible solutions. Here's to a year of innovation, collaboration, and pushing the boundaries of what's possible! 🚀 Let's continue to create a future where our inventions make a meaningful impact.

What are your thoughts on innovation and the patenting process? Share your experiences or drop me a message—I'd love to connect and exchange ideas!

#Innovation #Patents #Inventor #Gratitude #Technology #FutureInventions

🙏 Thank you once again and wishing you a very happy New Year 2024. May the coming year bring even more opportunities for innovation, growth, and success. Here's to reaching new heights and creating a future filled with exciting achievements. Cheers to 2024! 🥂

#NewYear #Innovation #Success #CheersTo2024 🚀

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**Sustainability Professionals**  
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It is a pleasure to share our recently published case study, "A Sustainable Rural Entrepreneurship Model Developed by the Organic Farmers of India."

<https://lnkd.in/g/ded6qs28>

This case study dives into the fascinating world of Marj Gaon, a small village in Uttarakhand, India. Here's a glimpse:

- **"Case Overview"**: Marj Gaon's organic farmers were pioneers in the late 1970s, but they faced challenges when conventional farming took over. Yet, individuals like Bhagchand Rencola led the way in developing a remarkable organic farming model. This model brought not only economic benefits but also had a positive impact on health and the environment. It's a story of resilience and innovation!
- **"Teaching Objectives"**: Our case study explores how this model flourished, how innovative entrepreneurship opportunities were created, and the economic benefits of organic farming compared to conventional methods.
- **"Academic Level"**: Suitable for MBA level students, this case study offers valuable insights into sustainable business strategies.

Please feel free to share this case study within your professional networks and academic circles. It is suitable for classroom teaching for courses related to rural entrepreneurship/ marketing and strategy. We believe it's a compelling example of entrepreneurship, sustainability, and positive social impact.

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• We are delighted to share our recently published research paper, "Categorizing and Understanding the Evolution of Literature on ESG Investments: A Bibliometric Analysis" with you all. It's now available online: <https://lnkd.in/g/ESPageQd>

In this study, we explore the world of Environment, Social, and Governance (ESG) investments, highlighting their significance in balancing sustainability, responsibility, and profitability. Using bibliometric analysis, we've examined 161 articles published on ESG investments post-2007 in the Scopus database. Our findings reveal exciting insights into ESG investments, especially the surge in publications after the COVID pandemic.

**Key Clusters:**

1. ESG Risk and Return
2. Preferences for ESG Investments
3. ESG Investments under Shocks
4. Usage of ESG Information
5. Influence of ESG Rating
6. Determinants of ESG Investment

This research sheds light on how ESG investments offer an alternative approach to managing risk-reward trade-offs. We've identified prominent countries, institutions, sources, authors, and cited articles in the ESG investment domain. Our work will be valuable to investors and policymakers interested in ESG investments. Please feel free to share this paper with your academic network and fellow researchers. Let's keep pushing the boundaries of knowledge together! 📖

Warm regards,

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Renewal of MOU - Empowering Futures

We are thrilled to announce the renewal of our Memorandum of Understanding (MOU) with The Akshaya Patra Foundation, Dehradun, signed on October 6, 2023.

At the Department of Management Studies, Graphic Era Deemed to be University, Dehradun, our commitment to fostering holistic growth for our students remains unwavering. Through this renewed partnership, we aim to continue providing exceptional opportunities for our students, faculty, and staff to expand their horizons, develop essential life skills, and make a positive impact on society.

**Purpose of the Renewed MOU:**

- Empower our students with self-awareness and societal understanding, enabling them to contribute to societal betterment.
- Equip students to face life's challenges and excel in the ever-evolving industrial landscape.
- Explore collaborative initiatives in areas of mutual interest and synergy.

**What's in Store:**  
For Department of Management Studies, Graphic Era Deemed to be University:

- Enhanced infrastructure support, including state-of-the-art facilities.
- Opportunities to support The Akshaya Patra Foundation through a token remuneration or honorarium.
- Collaboration in research, consultancy projects, faculty development programs, and management development programs.

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...writing, interactive workshops, and experiential learning to foster an environment of continuous learning and growth.

Reflecting the partnership on both organizations' websites. This renewed partnership builds upon our successful collaboration since January 2020, facilitated by Dr. Neeraj Sharma, and it will automatically extend for an additional two years, lasting until September 2025.

We extend our gratitude to Dr. Sachin Ghai, Head of Department, Department of Management Studies, Graphic Era Deemed to be University Dehradun, and Mr. Varun Desai, Unit Head, Akshaya Patra, Dehradun, for their dedication to empowering our educational community. We also thank faculty members of the Department of Management Studies, Graphic Era Deemed to be University Dehradun, who were present during the MOU signing ceremony and witnessed the event: Dr. Arvind Mohan, Dr. Ruchi Mehrotra Joshi, Dr. Nagendra Sharma, Dr. Yogesh Bhatt, Shri. Kartkeya Rana, Shri. Rajat Sharma and Dr. Neeraj Sharma.

Together, we are shaping a brighter future. Stay tuned for exciting opportunities and experiences on the horizon! 🌟

#GEU #AkshayaPatra #Renewal #EmpoweringFutures #Education #Collaboration #HolisticGrowth

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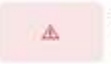
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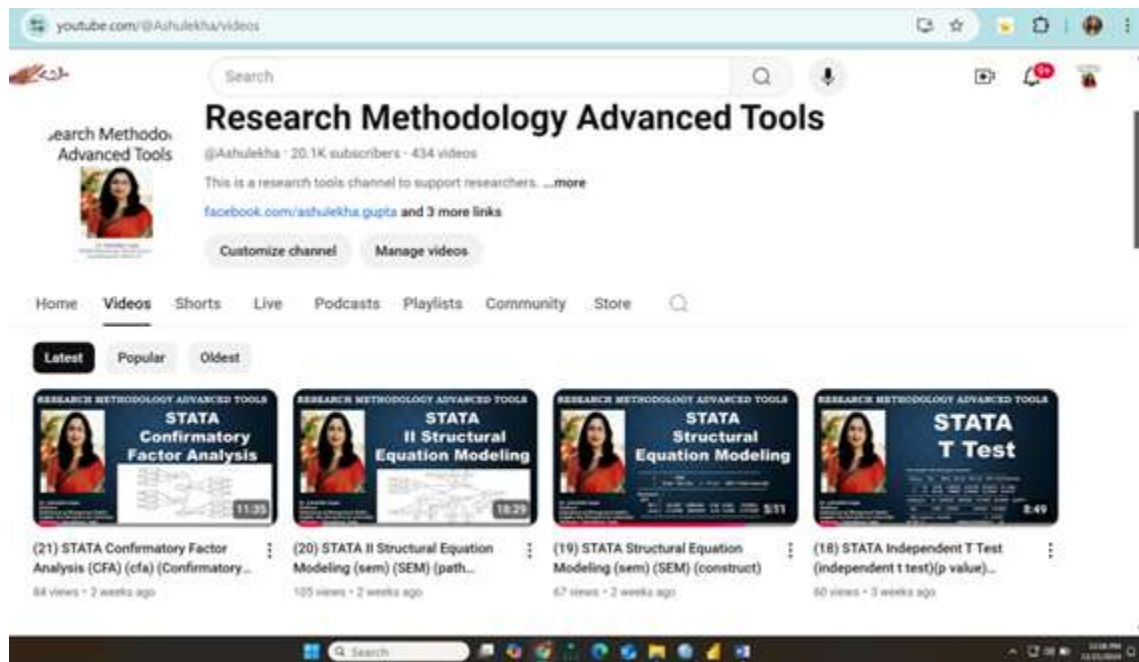
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[https://teams.microsoft.com/l/meetup-join/19%3ameeting\\_ZTJlM2RiNmEtZjYzZC00NjA3LWizYzQtN2U4MDAxOGYwN2I5%40thread.v2/0?context=%7b%22Tid%22%3a%221490b17d-5dc9-4cbf-aeba-a2e854f521b8%22%2c%22Oid%22%3a%22adda6770-c078-463c-a85c-1c626bf0136c%22%7d](https://teams.microsoft.com/l/meetup-join/19%3ameeting_ZTJlM2RiNmEtZjYzZC00NjA3LWizYzQtN2U4MDAxOGYwN2I5%40thread.v2/0?context=%7b%22Tid%22%3a%221490b17d-5dc9-4cbf-aeba-a2e854f521b8%22%2c%22Oid%22%3a%22adda6770-c078-463c-a85c-1c626bf0136c%22%7d) [25 Oct 2023]

[https://teams.microsoft.com/l/meetup-join/19%3ameeting\\_OTZlMjNhZTltZDc1MC00MjRjLTkwNjYtZjczMDAxN2U1ZDJI%40thread.v2/0?context=%7b%22Tid%22%3a%221490b17d-5dc9-4cbf-aeba-a2e854f521b8%22%2c%22Oid%22%3a%22adda6770-c078-463c-a85c-1c626bf0136c%22%7d](https://teams.microsoft.com/l/meetup-join/19%3ameeting_OTZlMjNhZTltZDc1MC00MjRjLTkwNjYtZjczMDAxN2U1ZDJI%40thread.v2/0?context=%7b%22Tid%22%3a%221490b17d-5dc9-4cbf-aeba-a2e854f521b8%22%2c%22Oid%22%3a%22adda6770-c078-463c-a85c-1c626bf0136c%22%7d) [1 Nov 2023]

[https://teams.microsoft.com/l/meetup-join/19%3ameeting\\_YmUyMzMzMWU0ZWU1YS00MGNjLTg1ODktMjhlY2E4ZmNhYzQ0%40thead.v2/0?context=%7b%22Tid%22%3a%221490b17d-5dc9-4cbf-aeba-a2e854f521b8%22%2c%22Oid%22%3a%22adda6770-c078-463c-a85c-1c626bf0136c%22%7d](https://teams.microsoft.com/l/meetup-join/19%3ameeting_YmUyMzMzMWU0ZWU1YS00MGNjLTg1ODktMjhlY2E4ZmNhYzQ0%40thead.v2/0?context=%7b%22Tid%22%3a%221490b17d-5dc9-4cbf-aeba-a2e854f521b8%22%2c%22Oid%22%3a%22adda6770-c078-463c-a85c-1c626bf0136c%22%7d) [1 Nov 2023]