

School of Business Studies, Central University of Jammu

Brief Note on Activities conducted during 2023-24

❖ **Faculty Members have undertaken a UNESCO sponsored Project under the theme DigitALL: Innovation and technology for gender equality of the year 2023**

The only project from India among the six projects from all over the world under the Information for All Programme (IFAP), UNESCO has been awarded to an all women team of faculty of Central University of Jammu. The project sanctioned is on **“Accelerating Women Entrepreneurship in Rural India: Towards Digital Empowerment for Self-Reliance and Gender Equality”**. The project gels well with the theme DigitALL: Innovation and technology for gender equality of the year 2023 for World Women Day as announced by United Nations. The faculty team comprises of Dr. Ritu Bakshi from Department of Education, Dr. Bharti Gupta from Department of Tourism and Travel Management, Dr. Archana Kumari from Department of Mass Communication and New Media and Dr. Nancy Mengi from Department of Social Work. All four women are experts in their respective fields and have collaborated to actualize the spirit of interdisciplinary approach as recommended and appreciated by National Education Policy 2020 of Government of India. The project aims to digitally empower the rural women to make them self-reliant in their entrepreneurial endeavours. Under this project, rural women will be imparted digital training covering financial literacy, digital marketing, e-commerce to promote their entrepreneur skills and linkages. Master Trainers will be developed to further continue the training process among other rural women from each block of Jammu division, Kashmir division, Ladakh and Himachal Pradesh.

❖ **Investor Awareness Program held on 23-04-2023**

In an endeavour to strengthen the industry-academia outreach, Department of Marketing & Supply Chain Management and Department of HRM & OB, Central University of Jammu in collaboration with Association of



Mutual Funds in India (AMFI) organized Investor Awareness Program on **‘Financial Empowerment through Wealth Creation’** under the able guidance and support of Prof. Sanjeev Jain, Hon’ble Vice Chancellor, Central University of Jammu. The student-centric awareness program slated towards financial empowerment strategies for Management students

began with the welcome address by Prof. Jaya Bhasin, Dean, School of Business Studies, CUJ. She informed the august gathering that this is the 35th event in row on industry-academia interface. The keynote speaker Shri. A. Balasubramanian, MD & CEO, Aditya Birla Sun Life AMC Ltd. emphasized on optimum utilization of financial resources, the dynamics of market behaviour and the way banking & financial sector acts as a proxy to the economy. Shri N.S. Venketesh, CEO of AMFI engaged the students with the concept of ‘Power of Compounding’ and the way paradigm transformation has taken place from manual ledger based banking to e-banking. The essence of idea generation in business & investment, start-ups and the gap filling between industry manpower requirement & employability was fully justified by ShriSuryakant Sharma, Senior Consultant, AMFI. The audience was enthralled by the inputs from Mr. K.S. Rao, Head-Investor Education & Distribution Development, Aditya Birla Sun Life Mutual Fund who reinvented the concept of CTC from Cost- to- Company to Contribution- to- Country. The Presidential remarks by Prof. DevanandPadha, encapsulated the deliberations by all the speakers. The awareness program fully

sponsored by AMFI & Aditya Birla Life AMC Ltd was applauded by the students and faculty with more than 250 audience benefitting from the deliberation. Dr. Shahid Mushtaq, Head, Department of MSCM coordinated the event under the overall supervision of Dean SBS. Others involved in conduct of the event included Dr Gowhar Rasool, Dr. Asif Ali, Ms. Anjali Pathania, Dr. Salil Seth and Dr. Naresh Sharma. Dr. Anju Thapa conducted the proceedings of the program and Dr. Asif Ali proposed vote of thanks.

❖ **IPR Awareness Programme under Kalam Program for IP Literacy and Awareness held on 28-04-2023**

Workshop on “Intellectual Property Rights Awareness Programme” was jointly organized by Department of MSCM and Department of HRM & OB in collaboration with

‘National Intellectual Property Awareness Mission (NIPAM) under Kalam Program for IP Literacy and Awareness (KAPILA). This program aimed to establish the prerequisite IP filing ecosystem thus creating a culture of systematically protecting new ideas, research, and innovation having national and



global relevance. The workshop was conducted under able guidance and support of Prof. Sanjeev Jain, Hon’ble Vice Chancellor, Central University of Jammu. During the inaugural session of the workshop, Prof Devanand, I/C Vice Chancellor, Central University of Jammu flagged certain pertinent issues regarding the role of universities as a Centre of higher learning. He emphasized the need to integrate technology, knowledge and further develop intellect in the University systems such that the students should start focusing on self-employed ventures. He also stressed upon entrepreneurship as a predictable, relevant outcome of the Universities that benefits the society and the country at large. Speaking on the occasion Sh. Arpit Joshi, Resource Person of the day highlighted that it is necessary not only to invent for the self-sufficiency of the country, but also to patent the inventions. Patent inventions will lead India towards self-reliance, he said. India has a proud history of Nalanda and Takshila Universities so we already had the intellectual property inherited within our culture. India has to again lead the world as Vishwaguru in the field of patents. He informed the audience that initiative has been taken jointly by AICTE-MIC-Controller General of Patents, Design & Trademarks to create awareness among students/scholars/faculty members about the application process for patenting their invention and be aware of their rights. He further said that India needs to take a giant leap in the field of patents. Earlier Prof Jaya Bhasin welcomed the participants and the Guest speaker. She said that we have to be more aware of protecting intellectual property. Research students and scientists engaged in research and development must apply to preserve and safeguard their inventions. She informed that the present workshop is organised under the Intellectual Property Literacy Week to create awareness among stakeholders about the system and the importance of the process of applying for a patent/copyrights.

The awareness program sponsored by MoE was applauded by the students and faculty with more than 250 audience benefitting from the deliberation. The sessions were well received by participants followed by enthusiastic question and answer session. Programme was conducted under the supervision of Head, HRM & OB and Head, MSCM. Dr Neelika Arora and Dr Salil Seth coordinated the event. Others involved in conduct of the event included Ms. Anjali Pathania, Dr. Salil Seth, Dr AnjuThapa and Dr. Naresh Sharma. Dr Salil Seth conducted the proceedings of the programme and DrNeelika Arora presented a formal vote of thanks.

❖ **Workshop on the Changes in the New Labour code- Implementation & Execution on 29-04-2023**

Workshop on the changes in the New Labour code- Implementation & Execution was conducted in online mode. Students, Research scholars and Faculty members participated in the workshop conducted by UN Global Compact Network India. Shri. Jatinder Singh Assistant Secretary General PHD Chamber of Commerce & Industry, Delhi and Shri Prabhakar Mishra Ex. Deputy Labour Commissioner, Govt. of Uttar Pradesh was Chief Resource Person for the sessions.

❖ **Entrepreneurship Awareness Camp (EAC) organised on 13-05-2023**

Entrepreneurship Awareness Camp was organised for MBA (Marketing Management) 4th Semester Students/Research Scholars/Faculty Members to create awareness about various facets of entrepreneurship while highlighting the merits of pursuing such a career option. In this camp, learners were exposed to different aspects of entrepreneurship including opportunity guidance, services offered by agencies of support system, registration of an enterprise, sources of financing etc. EAC provided a platform for the free and fruitful exchange of ideas and information for becoming an entrepreneur besides exploring the possible business opportunities to start an SSI Unit as per government procedural support. The day long camp was conducted Dr. Vishal Ray from Jammu and Kashmir Entrepreneurship Development Institute (JKEDI), Jammu.



❖ **FDP on IPR Awareness under KAPILA on 29-07-2023**

A Faculty Development Programme on “Intellectual Property Rights Awareness Programme” was jointly organized by Department of MSCM and Department of HRM & OB, School of Business Studies in collaboration with ‘National Intellectual Property Awareness Mission (NIPAM) under Kalam Program for IP Literacy and Awareness (KAPILA) Phase-II. This program aimed to establish the prerequisite IP filing ecosystem thus creating a culture of systematically protecting new ideas, research, and innovation having national and global relevance. The FDP was conducted under able guidance and support of Prof. Sanjeev Jain, Hon’ble Vice Chancellor, Central University of Jammu. During the inaugural session of the FDP, Prof Devanand, Dean, School of Basic and Applied Sciences, Central University of Jammu stressed upon importance of Intellectual Property as foundation of innovation, research and creativity. He shared that University has taken necessary steps to create a robust innovation and IPR culture in the University. Speaking on the occasion Sh. Deepesh Kumar Meena, Resource Person of the day highlighted that it is necessary not only to invent for the self-sufficiency of the country, but also to patent the inventions. Patent inventions will lead India towards self-reliance, he said. India has a proud history of Nalanda and Takshila Universities so we already had the intellectual property inherited within our culture. India has to again lead the world as Vishwaguru in the field of patents. He informed



the audience that initiative has been taken jointly by AICTE-MIC-Controller General of Patents, Design & Trademarks to create awareness among students/scholars/faculty members about the application process for patenting their invention and be aware of their rights. He further said that India needs to take a giant leap in the field of patents. Earlier Prof Jaya Bhasin welcomed the participants and the Guest speaker. She said that we have to be more aware of protecting intellectual property. Research students and scientists engaged in research and development must apply to preserve and safeguard their inventions. She informed that the present FDP is 2nd in the series being organised by the School to create awareness among stakeholders about the process of applying for a patent/copyrights.

The awareness program sponsored by MoE was applauded by the students and faculty with more than 150+ audience benefitting from the deliberation. The sessions were well received by participants followed by enthusiastic question and answer session. Programme was conducted under the supervision of Prof. Jaya Bhasin, Head, HRM & OB and Dr. Shahid Mushtaq, Head, MSCM. Others involved in conduct of the event included Dr Neelika Arora, Mr. Asif Ali, Dr Salil Seth, and Dr. Naresh Sharma. Dr Anju Thapa conducted the proceedings of the programme and Mr. Asif Ali presented a formal vote of thanks.

❖ **Capacity Building Programme on Research Methodology for Social Science Faculty Members 10th -25th October 2023**

The Capacity Building Programme on Research Methodology for Social Sciences Faculty Members sponsored by Indian Council for Social Sciences Research (ICSSR), conducted jointly by Department of HRM and OB and Department of MSCM under the aegis of School of Business Studies. Participants from within and outside Central University of Jammu participated in the event. Eminent Resource Persons drawn from different parts of the country conducted the sessions. The sessions included topics based on quantitative research and hands-on training of various softwares like SPSS, AMOS, Mendley, EndNote, Turnitin etc. Around 41 participants participated in the event. Dr. RituBakshi coordinated the proceedings of the Programme.



- ❖ **National Workshop on Research Methodology and Data Analysis Techniques from 10th -25th October 2023** Two Week National level Workshop on Research Methodology and Data Analysis Techniques organised by Department(s) of MSCM, HRM & OB, School of Business Studies and Faculty Induction Development Cell, Central University of Jammu from 10th -25th October 2023. The workshop aimed for the benefit researchers in their early stages of career and also the faculty members engaged in social sciences research across the country. The programme provided platform for practical training about the application of latest software techniques in social science research. Organizing team encouraged the participants and emphasized the importance of doing original and quality research. Dr. Jaya Bhasin, Dean, SBS apprised the audience that this workshop is an initiative of the School of Business Studies where capacity building of research scholars is one of the primary focus. Resource persons from eminent institutes and various other Universities of national repute have been roped in for the workshop by the organizing team. This workshop was organised under the patronage of Prof. Sanjeev Jain, Vice Chancellor, Central University of Jammu. The workshop was conducted under the supervision of Head, HRM & OB and Head, MSCM.

❖ **Faculty Development Programme on “Digital Creativity Skills” organized on 11th November 2023**

A FDP on Digital Creativity Skills for Faculty Members of UGC recognised Universities/Colleges was jointly organized by Faculty Induction Development Cell and Department of Marketing and Supply Chain Management and Department of Human Resource Management & OB in partnership with Adobe and AICTE Training and Learning Academy (ATAL) in blended mode. The Professional Development Programme for Faculty Members was aimed to enhance Digital Creativity Skills of faculty to further equip students for employability skills for future jobs. FDP was conducted on Adobe Express – a digital tool to help educators and students to enrich their creative skill set, deepen their knowledge and creativity, while incorporating visual stories into real-world projects and lesson plans to enhance learning outcomes in any topic and at any educational phase. The FDP included Hands-on training sessions for faculty members followed by submission of assignment required to complete the same to be eligible to receive a certificate as Master Educator or **Adobe** Creative Educator. Eminent resource persons from industry conducted the sessions along with the faculty members from Central University of Jammu. The course benefitted participants and enriched their orientation about creating engaging teaching resources and digital content with free education templates and gain the confidence to introduce innovative activities and assessment techniques for students that leverage best-in-class digital tools for creativity. Earlier Dr. Jaya Bhasin, Dean, SBS welcomed the participants and informed the participants about the objectives of the FDP. This event was organised under the patronage of Prof. Sanjeev Jain, Vice Chancellor, Central University of Jammu. The FDP was conducted under the supervision of Head, HRM & OB and Head, MSCM. Dr. Anju Thapa conducted the proceeding the programme and Dr. Salil Seth proposed vote of thanks.

pStart-up Industry Connect Programme organised on 13-12-2023



A virtual session was organised to create awareness among stakeholders for boosting Start-up ecosystem & funding options for Startups under CII special initiative titled ICONN-2023, the Industry Connect Platform for Startups. During the session panelists focused on providing inputs on Government policies,

protocols, best practices, access to technology, funds and many more.

Eminent panelists including Dr Rahul Mirchandani, Chairman & Managing Director, Aries Agro Limited, Mr. Jyoti Prakash Gadia, Chairman & Managing Director, Resurgent India Limited, Mr. Jacob Joy, Co-Founder, Cultinno, Ms. Tabish Habib Curio Lifestyle and others participated in the deliberations and enlightened the participants about the challenges and opportunities faced by Start-Ups.



Faculty members research scholars and students of MBA (Marketing Management) 1st and 3rd Semesters participated in the event. Dr. Naresh Kumar, Dr. Salil Seth and Dr. AnjuThapa coordinated the event under the overall supervision of Head, Department of MSCM.

❖ **Department of MSCM, HRM & OB and Faculty Induction Development Cell, organised National Workshop on IPR under NIPAM, GOI 20-03-2023**

National Workshop on “Intellectual Property Rights Awareness” was jointly organized by Department of MSCM, HRM & OB and Faculty Induction Development Cell in collaboration with Intellectual Property Office and MoE's Innovation Cell, GOI under 'National Intellectual Property Awareness Mission (NIPAM)'. This program aimed to create awareness among students/ scholars/ faculty members about the IP filing ecosystem thus creating a culture of systematically protecting new ideas, research, and innovation having national and global relevance. The programme



was conducted under able guidance and support of Prof. Sanjeev Jain, Hon'ble Vice Chancellor, Central University of Jammu. During the inaugural session of the Workshop, Prof Jaya Bhasin, Dean, School of Business Studies, Central University of Jammu stressed upon the importance of Intellectual Property as the foundation of protecting innovation, research and creativity. She shared that the University has taken necessary steps to create a robust innovation and IPR culture in the University. Speaking on the occasion Ms. Rewa Bhardwaj, Resource Person of the day highlighted that it is necessary not only to invent for the self-sufficiency of the country, but also to patent the inventions. Patent inventions will lead India towards self-reliance, she said. India has to emerge as a leader by getting new ideas patented. She informed the audience that initiative has been taken jointly by AICTE-MIC-Controller General of Patents, Design & Trademarks to create awareness among students/scholars/faculty members about the application process for patenting their invention and be aware of their rights. She further said that in the current era, India needs to take a giant leap in the field of patents. Earlier Dr. AnjuThapa, Assistant Professor Department of MSCM welcomed the participants and the Guest speaker. She said that we have to be more aware of protecting intellectual property. Research students and scientists engaged in research and development must apply to preserve and safeguard their inventions. She emphasized upon creation of awareness among stakeholders about the process of applying for a patent/copyrights.

The awareness program sponsored by MoE was applauded by the students and faculty with more than 150+ audience benefitting from the deliberation. The sessions were well received by participants followed by enthusiastic question and answer session. Programme was conducted under the supervision of Prof. Jaya Bhasin, Head, HRM & OB and Dr. ShahidMushtaq, Head, MSCM. Others involved in conduct of the event included DrAnjuThapa, DrSalil Seth, and Dr. Naresh Kumar. Dr. Anju Thapa conducted the proceedings of the programme and DrSalil Seth presented a formal vote of thanks.

❖ **International Seminar on “The Future of Offline, Online & Omnichannel Retailing” on 2nd March 2023**



In an attempt to foster international linkages & develop a global outlook, an international seminar was organized by Department of Marketing & Supply Chain Management in collaboration with Department of HRM & OB, Central University of Jammu in blended mode. Under the able leadership of Prof. Sanjeev Jain, Hon'ble Vice Chancellor, Central University of Jammu, the

session was spearheaded by Prof. Murali K. Mantrala, Ned Fleming Professor of Marketing, University of Kansas (USA) who was the invited speaker for the seminar. The interactive session chaired by Prof. Murali was centered on the theme 'The Future of Offline, Online & Omnichannel Retailing' enthralled the audience with eye-opening frontiers on the horizon of retailing. The contemporary approach towards the topic adopted by Prof. Murali beautifully brought both academia and research on a common platform. The highlight of the seminar was its strong Q&A session which helped the faculty & scholars from across India to better conceptualize the learnings and facilitate academic embolism. Researchers shared their paper presentations during parallel technical session tracks and gained insightful learnings from the international seminar. Prof. Jaya Bhasin, Dean, School of Business Studies, CUJ welcomed the seminar gathering while Dr. Neelika Arora imparted a conceptual direction to the overall seminar in collaboration with Dr. Shahid Mushtaq, Head, Department of Marketing & Supply Chain Management. Prof. Jaya Bhasin emphasized the necessity of such deep interaction sessions for augmenting a research-based approach to management perspectives. The Q&A session was led by Dr. Salil Seth who also presented a formal vote of thanks. Others involved in conduct of the International Seminar included Dr. Anju Thapa, Dr. Naresh Kumar, Mr. Rahul Thakur and Mr. Asif Ali.

❖ **ICSSR sponsored Capacity Building Programme on Research Methodology for Social Science Faculty Members organized from 7th -21st March, 2023.**



The programme was formally inaugurated under the patronage of Prof. Sanjeev Jain, Vice Chancellor, Central University of Jammu by Prof. Jaya Bhasin, Dean, School of Business Studies, CUJ. This programme is supported by the Indian Council of Social Science Research (ICSSR) under capacity building program as part of its

nationwide initiative to raise the quality of research in the country. The programme is being attended by the participants from within and outside the UT of Jammu & Kashmir including the scholars from Central University of Jammu. Acclaimed statistician and researchers from across the country will deliver lectures in the coming two weeks of the programme which will enhance the research skills and knowledge of the participants. Prof. Jaya Bhasin in her presidential address emphasized on the importance of quality and original research. She urged upon the research scholars to continuously embark on the upward learning curve. Dr. Shahid Mushtaq, Head,

Department of Marketing & Supply Chain Management, CUJ delivered the keynote address where he emphasised on the importance and need of research. He encouraged the researchers to inculcate a passion for research. Earlier, Dr. Anju Thapa, welcomed and apprised the august gathering about the various initiatives the Department of Marketing & SCM and Department of HRM & OB under the umbrella of School of Business Studies, CUJ has taken in the past. Dr. Salil Seth further apprised that the workshop shall cover aspects pertaining to advanced statistical techniques viz- Structural Equation Modelling and even qualitative analysis by eminent researchers. The session concluded with the formal vote of thanks by Dr. Neelika Arora

❖ **National Workshop on “Intellectual Property Awareness Programme”** jointly organised Indian Society for Training and Development Chandigarh Chapter and Department of Marketing and SCM on **17th March 2023**

Indian Society for Training and Development Chandigarh Chapter and Department of Marketing and SCM jointly organised an awareness program on “ Intellectual Property Rights ”. The programme was conducted by Mr. Himanshu Chanrakar, Examiner of Patents & Designs, RGNIP, Ministry of Commerce and Industry, Govt. of India. Mr. Himanshu was connected live from the Institute to share relevant details about IPR with students, faculty members, research scholars and members of ISTD Chandigarh Chapter. Mr. Himanshu talked in length about patents, designs, trademarks, copyrights, Geographical indications and trade secrets with relevant examples. It was a wonderful session, where more than 300 students (through online and offline mode) joined the session and were exposed with the important aspects of IPR in India. Earlier Prof. Gunamala Suri, Chairman ISTD Chandigarh Chapter conducted the proceedings of the Programme and welcomed the Guest speaker and participants. She expressed her appreciation towards Mr. Himanshu for sparing his time to conduct the session on a short notice. This workshop was organised under the supervision of Prof. Jaya Bhasin, Dean, SBS and Dr. Shahid Mushtaq, Head, MSCM and Vice Chairman, ISTD Chandigarh Chapter. Dr. Salil Seth and Dr. Anju Thapa coordinated the programme.

❖ **National Workshop on Data Analysis Using SPSS, SmartPLS & Jamovi** held from **15th -22nd March 2023**

National level Workshop on Data Analysis Using SPSS, SmartPLS & Jamovi **was** organised by Department(s) of



MSCM and Faculty Induction Development Cell, Central University of Jammu from 15th -22nd February 2023. The workshop provided a platform for practical training about the application of latest software techniques in social science research. The participants were exposed to alternate statistical

software's used for quantitative data analysis. Learners were exposed to common and advanced analysis techniques which are necessary for researchers. Organizing team encouraged the participants and emphasized the importance of learning by doing. Dr. Jaya Bhasin, Dean, SBS



apprised the audience that this workshop is an initiative of the Department of MSCM and FIDC where capacity building of research scholars and faculty members is one of the primary focus. Resource persons of repute have been roped in for the workshop by the organizing team. This workshop was organised under the patronage of Prof. Sanjeev Jain, Vice Chancellor, Central University of Jammu. The workshop was conducted under the supervision of Prof. Jaya Bhasin, Dean, SBS and Dr. Shahid Mushtaq, Head, MSCM. Dr. Salil Seth and Dr. Anju Thapa coordinated the programme and Dr. Naresh Kumar proposed vote of thanks.

❖ **National Workshop on “Intellectual Property Rights (IPR)” organised on 10th April 2023**

Creative minds generate outstanding ideas, but it has been observed many times that an idea of a person is stolen by some other person or an organization. Thus to create awareness about the importance of protecting an individual’s creation, the GOI launched the **National**

Intellectual Property Awareness Mission (NIPAM). Any unique idea or creation of an individual, as a result of his/her creativity, is known as intellectual property for example patents and copyrights. Many authors and creators make copyright and patents of their creations so that no other person can steal them. National Workshop on “**Intellectual Property Rights (IPR)**” under



National Intellectual Property Awareness Mission (NIPAM 2.0) is organized at Department of Marketing & SCM in collaboration with IP Cell, CUJ, Office of Controller General of Patents, Designs and Trade Marks (CGPDTM), Ministry of Commerce and Industry, Government of India. The objectives of the awareness program are to create public awareness about the benefits of intellectual property among all fields of society, understand the different categories of intellectual property rights, and examine how to file an innovative idea in terms of patents and design. Intellectual property (IP) nurtures and encourages innovation and creativity, thereby contributing towards cultural and economic development of the society. IP can be a very effective tool in achieving the Hon’ble Prime Minister’s vision of an Aatmanirbhar Bharat. The speaker of this Awareness Program is Dr. Bharat N. Suryawanshi, Dr. Bharat N. Suryawanshi, Assistant Controller of Patents and Designs, RGNIPM, Nagpur. He has been trained in Fostering Innovation and Commercialization of Intellectual Property Rights. He is acting as resource person in several IPR awareness sessions in various universities and colleges in India. From this Awareness program, faculty and students were able to understand how to file their innovative ideas in terms of patents, and industrial designs. The Programme was organised under the patronage of Prof. Sanjeev Jain, Vice Chancellor, Central University of Jammu. The workshop was conducted under the supervision of Prof. Jaya Bhasin, Dean, SBS and Dr. Shahid Mushtaq, Head, MSCM. Dr. Anju Thapa and Dr. Pawan Kumar coordinated the programme and Dr. Salil Seth proposed vote of thanks.

❖ Department of Marketing and Supply Chain Management co-hosted **Thursday Mind Meet** held on **18th May 2023**

'Department of Marketing and Supply Chain Management co-hosted **Thursday Mind Meet** along with other



Department(s) of School of Business Studies on 18th May 2023. **Thursday Mind Meet'** platform is created by the Central University of Jammu to ignite young minds by giving them an opportunity to upgrade their knowledge, develop their critical acumen and unleash their potential. The

theme of the 2nd Thursday Mind Meet was **on Sustainable Business Practices: Agenda G20** under the patronage of Hon'ble Vice Chancellor, Prof Sanjeev Jain. On this occasion Mr. Abhishek Sharma, Deputy Commissioner Samba and Mr. Vinod Prakash Baxla, Head HR, Power Grid, NR-II was panelists along with research scholars viz. Mr. Praveen Yadav, Department of MSCM, Ms. Neetu, Department of HRM & OB Mr. Sachiv Mahajan from Department of TTM. Speaking on the occasion, Mr. Abhishek Sharma, enlightened the young mind about economic, social and environmental sustainability. He also emphasized upon engagement of youth towards creation of new business ventures with sustainable practices. He threw light on existing tourism circuits and urged the youth to work on development of other local areas. Mr. Vinod Prakash Baxla, Head HR, Power Grid, NR-II, spoke on the importance of new and renewable sources of energy. Research scholars delivered their presentations focusing different aspects on sustainable development practices. Dr. Neelika Arora from Department of HRM & OB moderated the panel discussion. Earlier, Prof. Jaya Bhasin, Dean, School of Business Studies and Co-convenor of Thursday Mind Meet welcomed the august gathering and introduced the theme of the meet. Dr. Amit Gangotia Head, Department of TTM and Coordinator Thursday Mind Meet in his opening remarks highlighted insights about sustainable tourism practices from tourism and hospitality industry. Prof. Vandana Sharma, Dean School of Languages and Convener, 'Thursday Mind Meet' wrapped up the proceedings of the day and Ms. Karishma Rana from the Department of TTM conducted the proceedings of the programme. Dr. Naresh Kumar, Assistant Professor, Department of MSCM and Coordinator Thursday Mind Meet delivered the formal vote of thanks. Others involved in conduct of the meet included Dr. Gowhar Rasool, Ms. Anjali Pathania, Mr. Asif Ali, Dr. Bharti Gupta, Dr. Ranjeet Kumar Raman, Mr. Rahul Thakur, Dr. Salil Seth, Dr. Shahid Mushtaq and Dr. Anju Thapa.



2. Eminent Lecture / Extensive Lecture organized.

❖ Session on “Campus to Corporate” on 04-04-2023

A session on Campus to Corporate was conducted for empowering Youth through addressing their placement needs for the students of MBA (Marketing Management) on 04-04-2023. The session was organised by Confederation of Indian Industry (CII) J&K in online mode. The focus of the session was on student's transition from their campus life to the corporate world. Mr. Beni Kehna was Chief Resource Person for the session. He focused his talk on knowledge and skills required to be ready for the corporate environment



❖ World Health Day Event on 30-04-2023

Students, Research scholars and Faculty members of Department celebrated World Health Day by participating in the webinar organized by UN Global Compact Network India (GCNI). The day is celebrated annually in accordance with the World Health Organization's aim to discuss health-related issues and to draw attention to specific health issues concerning people across the world. The theme for this year's World Health Day is "Our Planet - Our Health". On this occasion, students/scholars/faculty members shared their views and insights on the theme to strengthen anti-corruption collective action to ensure transparency and value-based care in the healthcare sector in India. The event was facilitated and attended by the senior officials/ eminent panelists from across the sectors and the insights shared on the theme will be a great learning for students.

❖ CII's Business Summit 2023 on 11-12 May 2023

Students/Scholars/Faculty Members participated in the **CII's Business Summit 2023 from 11-05-2023 to 12-05-2023**. The theme for the Summit was **"Being Future Ready"** and the conversation around transformation avenues for Indian industry of the future. The CII Business Summit witness one of the largest gatherings of stakeholders interested in Indian industry's journey. It bring together eminent leaders, strategic thinkers, leading economists, young icons from various fields, captains of Industry, and media to capture their perspectives across major tracks such as Geopolitics & Geo-economics, Competitiveness, Technology, Sustainability, Healthcare, Community and B2B. The sessions tracks was conducted to gather ideas, trends, and solutions for Indian businesses to develop a growth strategy for the future. Over 1000 leaders from industry and other fields attended the event. Learners were able to interact with eminent panelists to understand the nuances and emerging dynamics of business world.

❖ **Department of Marketing & SCM and HRM & OB organized International Lecture on 1st June 2023**



In pursuit of expanding their knowledge expanse and upgrading the key conceptualizations of management, The Department of Marketing & Supply Chain Management in collaboration with Department of HRM & OB, School of Business Studies, Central University of Jammu initiated International Lecture Series with a global line up of speakers who are stalwarts in their respective fields. In order to cater to

the dynamic needs of the business environment, School of Business Studies endeavoured to cross the national boundaries in an attempt to impart holistic exposure to its students, scholars and the teaching fraternity. The international lecture series initiated with the welcome address by Prof. Jaya Bhasin, Dean, School of Business Studies, CUJ. The first esteemed speaker for the series was Prof. Vithala R. Rao from Samuel Curtis Johnson Graduate School of Management, Cornell University, New York. Professor Rao comes with a rich teaching & research experience of more than five decades and holds expertise in marketing and quantitative methods and. His deliberation on the topic, 'Product Bundling & Consumer Choice' was greatly applauded by the teaching fraternity together with research scholars and students. Research scholars took immense interest in learning the nuances of 'Product bundling research' through the examples explained by Prof. Rao. The lecture was conducted in blended mode under the able leadership of Prof. Sanjeev Jain, Vice Chancellor, Central University of Jammu and under the supervision of Prof. Jaya Bhasin, Head, Department of HRM & OB and Dr. Shahid Mushtaq, Head, Department of Marketing & Supply Chain Management and who conceptualized this event. Dr. Salil Seth and Mr. Asif Ali from School of Business Studies, CUJ coordinated the event. The first deliberation of the international lecture series ended with a vote of thanks by Mr. Asif Ali.

❖ **International Peace Day celebrated on 21-09-2023**

Department of MSCM celebrated The International Day of Peace on 21-09-2023. International Peace Day is observed globally. This year's theme is **"End racism. Build peace."** According to the United Nations, true peace encompasses not just the absence of violence but the "building of societies where all members feel that they can flourish." It also seeks to build a world where everyone is treated equally regardless of their race. Declared by the UN in 1981, this day provides a "globally shared date for all humanity to commit to peace above all differences and to contribute to building a culture of peace." Faculty members, research scholars and MBA (Marketing Management) 3rd Semester students participated in the event.



❖ **Teacher's Day was celebrated on 5th October 2023**

Teacher's day was celebrated by research scholars/ students of MBA (Marketing Management) 3rd Semester with



lots of enthusiasm and fervor. In this regard students and research scholars arranged an impressive function in the Department which witnessed participation of all faculty members. The Programme started with the cake cutting ceremony by the teachers. Students organized a cultural program dedicated to teaching and their teachers, several games in which teachers participated with full enthusiasm were organized by students. There were skits, presentations, dances and songs, couplets presented by students which faculty members and students enjoyed very much. Students expressed their gratitude and appreciation for the teachers. At the end of the Programme faculty members thanked all the students /research scholars for organizing the event and advised them to show same enthusiasm and spirit towards their studies.



❖ **Interactive Session on Emerging Market Trends and Opportunities on 14th November 2023**

Mr. Ojasvi Anand Khare, Training Coordinator from Adobe interacted with Research Scholars and Faculty



Members of Department of Marketing and SCM. The focus of his interaction was on emerging market trends and opportunities available for budding managers. He pointed out that the present situation will test the ability of policymakers in emerging markets to navigate a shifting landscape, manage their policy trade-offs, and achieve a durable outcome. Faculty members and research scholars participated in the event.

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❖ **Building Academia-Industry Bonds through Interaction Session held on 22nd November 2023**

With the objective of strengthening bond between industry and academics, the Department of Marketing and Supply Chain Management heartily organized an interaction session with Dr. Saurabh Krishna, faculty, IHM Aurangabad on 22 November 2023. Dr. Naresh Sharma introduced the guest to the students in presence of Dr. ShahidMushtaq, Head I/c, Department of MSCM. With a vast experience of 14 years in both academics & industry, Dr. Saurabh opened employment frontiers and possible work options for MBA (Marketing Management) students as entrepreneurs, effective job providers and nation builders. He highlighted the essence of moving away from the ideology of job seekers and accentuate the spirit of becoming job providers.



Dr. Saurabh Krishna emphasized the urge of work- life balance and its necessity in corporate life beautifully citing real world examples with which the students could immediately connect. Dr. Anju Thapa applauded the conceptualization of the interaction session and facilitated the question answering round. The interaction session closed with a vote of thanks by Dr. Salil Seth who glamourized the session take-ways with a student-centric approach.

❖ **Department of Marketing & SCM and HRM & OB organized International Lecture, 3rd March 2023**

Fostering international academia-research linkages and to energise academic rigor, entrepreneurship, scholarship among the faculty and students the Department of Marketing and SCM and Department of HRM & OB under the aegis of School of Business Studies initiated an International Lecture Series to provide a platform to learners for exchange of ideas and to gain international exposure besides providing learners an opportunity to undertake collaborative research in emerging areas and other scholastic activities . The 2nd lecture of the series was conducted by Prof Murali Krishna Mantrala, Ned Fleming Professor of Marketing from University of Kansas, USA on the topic **“Doing and Publishing Impactful Research in Marketing”**

The lecture started with the formal welcome address by Prof. Jaya Bhasin, Dean, School of Business Studies, CUJ. She apprised the audience that Prof Murali comes with a rich teaching & research experience. He has published extensively on topics such as retail pricing, category management, advertising and sales resource allocation, sales force compensation, and two-sided platform marketing strategies besides he is a recipient of number of awards. His deliberation on the topic enthused the young minds to carry out quality research. Research scholars took immense interest in learning the nuances of Doing and Publishing Impactful Research in Marketing. The lecture was conducted in blended mode under the guidance and able leadership of Prof. Sanjeev Jain, Vice Chancellor, Central University of Jammu and under the supervision of Prof. Jaya Bhasin, Head, Department of HRM & OB and Dr. Shahid Mushtaq, Head, Department of Marketing & Supply Chain Management conceptualized this event. Dr. Salil Seth, Dr. Anju Thapa, Mr. Asif Ali and Dr. Naresh Kumar from School of Business Studies, CUJ coordinated the event. The deliberation of the international lecture series ended with vote of thanks by Dr. Neelika Arora

❖ **Department of Marketing & SCM and Training & Placement Cell organized Career Counselling session on May 2023**

Department of Marketing & SCM and Training & Placement Cell organized a Career Counselling Session on May 2023 for students of MBA (Marketing Management) 2nd Semester. Mr. Viraj Mangotra, Training and Placement



Officer, Central University of Jammu introduced the students to various options available for Marketing Management students to pursue summer internship followed by final placements . The students were very

happy to have been enlightened to the open plethora of opportunities available. It ended with question & answers

session and the students requested the session to be repeated which will again be conducted for those interested. Dr. Anju Thapa , Assistant Professor, Department of MSCM coordinated the session along with Dr. Salil Seth and Dr. Naresh Kumar under the overall supervision of Dr. Shahid Mushtaq, Head, Department of Marketing and Supply Chain Management.

3. Outreach Awareness Program Organized.

- ❖ Dr. NareshKumar Sharma delivered invited talk on Management Lessons from the life of Lord Hanumaan for the students of MBA at Kathua Campus, University of Jammu on **12th May, 2023**.

- ❖ Dr. Shahid Mushtaq delivered invited Talk on **“Skill Based Education under National Skill Qualification Framework”** on **27th July 2023**. Participated as Resource Person and delivered an invited Talk on **“Skill Based Education under National Skill Qualification Framework”** on **27th July 2023** in 2-Day conference on New Education Policy (NEP) – 2020

organised by organized by Department of Higher Education, J & K Govt at Padma Shri Padma Sachdev Govt. P.G. College for Women Gandhinagar from **26-27-07-2023**. The Conference was an initiative of the Department of Higher Education and was jointly hosted by Govt. College for Women, Parade Ground, P.S.P.S. Govt. PG Colleges for Women, Gandhi Nagar, MAM College, SPMR College of Commerce.



- ❖ **Workshop on Research Methodology at School of Social Sciences, Cluster University of Jammu** from Dr Shahid Mushtaq conducted Two days' Workshop on Research Methodology from **19th-20th July 2023**



organised School of Social Sciences, Cluster University of Jammu. The primary aim of organizing such a workshop was to equip Faculty Members and Post Graduate students with necessary research skills, knowledge and methodological understanding that enable them to develop the most appropriate methodology for their research work. Apart from enhancing their understanding of appropriate tools, it oriented the participants about techniques for data collection, management of data, its analysis and presentation of final output in proper form.



- ❖ **Dr. Shahid Mushtaq** delivered an Invited talk on Employability Skills at Govt. Degree College, Sidhra on 13th August 2023. On this occasion, he inaugurated Phase-I of Tribal Youth Engagement Project sponsored Department of Tribal Affairs, UT of Jammu and Kashmir. It is pertinent to mention here that Tribal Youth Engagement



Project is being conducted under the mentorship of Prof. Sanjeev Jain, Hon'ble Vice Chancellor, Central University of Jammu for imparting employment oriented training to Tribal Youth. The Project team includes Prof. Devanand, Prof. Jaya Bhasin, Dr. Shahid Mushtaq and Dr. Neelika Arora

- ❖ **Dr. Shahid Mushtaq**, Head, Department of Marketing and Supply Chain Management delivered an Invited talk on Implementation of Skill Based Programmes NEP 2020 on **9th September 2023** at Padma Shri Padma Sachdev Govt. P.G. College for Women Gandhinagar



- ❖ **Orientation Programme on implementation of Skill Based Courses** from **30-09-2023 to 04-10-2023**

Dr. Shahid Mushtaq conducted Orientation Programme for Faculty Members for implementation of Skill Based Courses across different streams in Colleges at Govt. Post Graduate College, Rajouri from **30-09-2023 to 04-10-2023**

- ❖ **Counseling Session on Gender Sensitization** on **20th October 2023**

Dr. Shahid Mushtaq conducted a counseling session on Gender Sensitization for students, research scholars, faculty and administrative staff of Department of National Security Studies organised by Gender Sensitization Committee Against Sexual Harassment (GSCASH) on 20th October 2023. It is pertinent to mention here that GSCASH has initiated counseling session(s) across Departments to create awareness among stakeholders. The present session was part of that series.



- ❖ **Dr. Anju Thapa**, Assistant Professor, Department of MSCM delivered invited talk on **"Digital Office Record Management"** for staff and students of IGNOU through virtual platform on **31st October, 2023**.
- ❖ **Dr. Shahid Mushtaq** conducted series of hands-on training session(s) on Data Analysis using SPSS at Cluster University of Jammu on **5th-6th & 12th-13th November 2023**. The topics selected for the session intends to hone up and enrich the methodological competencies of learners of Social Sciences in an in-depth manner. The session

provided an opportunity to learners for hands-on training experience to use software package SPSS for data analysis. The session further helped the learners to understand the assumptions of applied statistical techniques.

- ❖ **Dr. Shahid Mushtaq** conducted session(s) during **Induction Programme 2023 for BE 1st Year** at Government College of Engineering and Technology, Jammu on **24th November 2023**. He interacted with the newly admitted



students on the theme titled **“Campus to Corporate”** wherein he

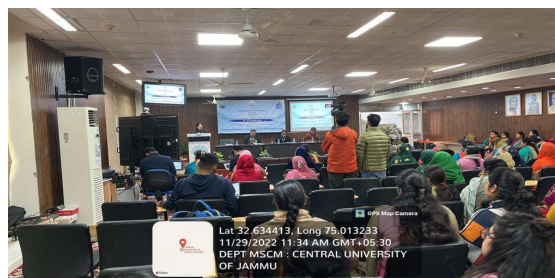


highlighted that transition is an on-going process in everyone's life that

takes place at different stages. Transition from campus to career needs more attention as it involves a lot of planning. The objective of the planning must ensure that the person possesses the necessary skills to enable the person to cope up with the corporate culture and climate. The session further helped the learners to understand the dynamics of Campus to Corporate and employability skills required to make better career choices and build a strong career path. He shared some tips to succeed during the initial period of transition.

- ❖ **Boot Camp on Promotion of Work for Housewives: Career-Counselling Sessions for Home Makers from 29th-30th November 2023.**

Homemakers are undoubtedly the strongest pillar in a functional family. Their multitasking ability is why a household never falls apart. Given the opportunity, these women can work to support themselves and the family financially as well. All they require is a little guidance.



Recognising the need of Housewives a National

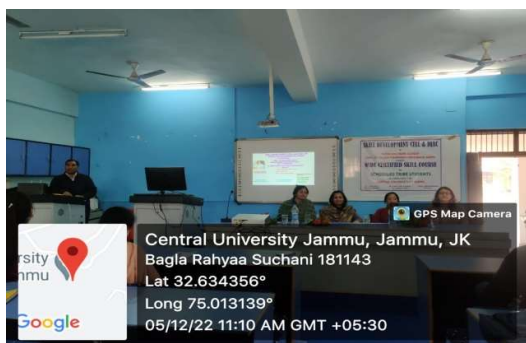


Commission for Women sponsored Boot Camp was organised jointly by Department(s) of MSCM and HRM & OB under the aegis of School of Business Studies in collaboration with Gender Sensitisation Committee Against Sexual Harassment (GSCASH), Central University of Jammu for Home Makers from nearby villages of University campus. Around 60

Housewives participated in the event. The present boot camp resulted in sharing of experiences for inculcating success skills that are essential to architect rewarding careers for homemakers. This programme was intended to empower homemakers to seek, develop and sustain businesses which co-exist in harmony with societal needs and aspirations. The topics selected for the boot camp intend to hone up and enrich the managerial competencies of the participants in an in-depth manner from practical

perspective. Various sessions were conducted by faculty members from within and outside Central University of Jammu.

- ❖ **Skill Development Course on Banking and Financial Services inaugurated for Tribal students at GCW Gandhinagar on 5th December 2023.** Department of MSCM and HRM & OB under the aegis of School of Business Studies launched skill development course for female students belonging to tribal community of UT of Jammu and Kashmir. The programme is sponsored by Tribal Affairs Department of UT of J&K to provide skill enhancement training to the tribal youth of the region. It is pertinent to mention here that under Phase-I of the Project number of job oriented vocational courses is being offered for the benefit of learners. Department(s) is offering these Programmes in collaboration with industry and academia training partners. The BFS programme was inaugurated in the presence of the Principal, GCW, Gandhinagar Prof. Minu Mahajan. Speaking on the occasion she said that at the heart of every education model is a desire to help each student be confident and proud in their accomplishment. She thanked Prof. Sanjeev Jain, Vice Chancellor Central University of Jammu for starting the Skill Development



course on BFS under Skilling initiative TYEPP-I. The Project is being implemented under the guidance and mentorship of Prof. Sanjeev Jain and Prof. Devanand, Co-chairman-cum-Administrator. Dr. Jaya Bhasin, Dean School of Business Studies, Central University of Jammu, Dr. Neelika Arora, Coordinator, DACE and Dr. Shahid Mushtaq, Assistant Professor, Department of Marketing and Supply Chain, School of Business Studies Central University of

Jammu, addressed the students. The course coordinator of the Skill Course, Dr. Anju Koul Raina presented formal vote of thanks.

- ❖ **Vocational Course on Tourism Management launched for Tribal Youth at Sri Pratap Memorial Rajput College of Commerce, Cluster University of Jammu on 31st January 2023**

Department of MSCM and HRM & OB under the aegis of School of Business Studies launched vocational course on **Tourism Management** under Tribal Youth Engagement Programme Phase-I. Under this Programme learners will be trained for Travel Consultant Job role identified by Sector Skill Council.



After successful completion of the course the students will be awarded NSQF Level 4 Certification. Earlier the programme was presence of Prof. Surinder Kumar, Principal, SPMR College of Commerce Jammu. Speaking on the occasion he said that the vocational course is aimed to enhance employability of tribal youth. He thanked Prof. Sanjeev Jain, Vice Chancellor Central University of Jammu for initiating the Skill Development course on Tourism Management under Skilling initiative TYEPP-I. The Project is being implemented under the patronage of Prof.

Sanjeev Jain, Chairman, TYEP and Prof. Devanand, Co-chairman-cum-Administrator. Dr. Jaya Bhasin, Dean School of Business Studies, Central University of Jammu, Dr. Neelika Arora, Coordinator, DACE and Dr. Shahid Mushtaq, Assistant Professor, Department of Marketing and Supply Chain, School of Business Studies Central University of Jammu, Dr. Barbara Kaul, Head, Department of Commerce addressed the students. The course coordinator of the Skill Course, Dr. Charandeep Handa presented formal vote of thanks and Dr Fayza Choudhary conducted the proceedings of the programs. Other faculty members participated in the event included Dr. Savita Jamwal, Ms. Ashu Jamwal, Mr. Shamim, Mr. Anwar-ul-Haq, Dr. Suresh.

4. Field Trips / Industrial visit / Educational Visit.

❖ Industrial/ Exposure Visit to Local Industrial Units, 06-05-2023

Department of Marketing & Supply Chain Management, Central University of Jammu undertook the task of augmenting its industry- academia outreach by taking its students for industrial visit on May 06, 2023. It was an endeavor by the department to take students for industrial visit in five different organizations of repute namely- TVS Super Filters, Jai Beverages Ltd, Uflex Ultimate Ltd, JKEDI and Bari Brahmana Industrial Association, Jammu.



The students of MBA (Marketing Management) were enthralled to observe how industries put theoretical management knowledge into practice. The learning are anticipated to go a long way in translating the classroom lectures into more viable industry oriented solutions for students. Under the able guidance of Prof. Jaya Bhasin, Dean, School of Business Studies the industrial visit was formalized by Dr. Shahid Mushtaq, Head, Department of Marketing & SCM. All faculty members facilitated the students in this endeavour.

❖ CII shares Corporate learning's with MSCM, CUJ students on 27th February 2023



A team of students of MBA (Marketing Management) 4th Semester participated in Confederation of Indian Industry (CII) J&K Annual Session on 27th Feb 2023 at Hotel Radisson, Jammu. As part of this year's annual session, CII organized a session on J&K @75 to 100 "Making J&K Future Ready". CII J&K Council is playing a proactive role as a catalyst for the sustainable development of the UT of J&K and has a very clear vision for "J&K @ 75 to 100". Students interacted with the CII J&K team, panelists and other members from local industrial units, corporate houses to understand locally available business opportunities and challenges faced by entrepreneurs. As a part of ongoing celebration of "Azadi Ka Amrit Mahotsav", CII J&K is working on developing a

comprehensive roadmap for J&K with active involvement of all stakeholders which paves the way for active investments and employment, also improve the ease of living environment through active utilization of advanced infrastructure of Information Technology and infotech. The desire is to make J&K future ready through excellent quality of Life in terms of better skill-based Education, Good Employment Opportunities, sustainable infrastructure, Ease of Doing Business, and a preferred tourist hub. The session provided useful insights to learners to understand the dynamics of doing business in Jammu and Kashmir.

5. Memorandums of Understanding signed :NIL

6. **Faculty Achievement during (01.04.2023 to 31.03.2023)**

❖ **Faculty Recognitions from 01-04-2023 onwards**

Dr. Anju Thapa, Senior Assistant Professor, Department of MSCM, CUJ got



Academic Excellence Award 2023 (Higher Educational Institutional Level) by InSc Institute of Scholars



Dr. Salil Seth, Senior Assistant Professor,

Department of MSCM, CUJ awarded **Asian Best Teacher Award 2023** in recognition of his valuable contribution in Academics & Research by Eduved

Foundation of Academics & Research registered under Government of India with the aim to uplift researchers for academics and research on **18th March 2023**.

Dr. Shahid Mushtaq, Head, Department of Marketing and Supply Chain Management elected as Vice Chairman Indian Society for Training and Development Chandigarh Chapter for 2nd term from **July 2023** onwards. It is pertinent to mention here that The Indian Society for Training & Development (ISTD), established in April 1970, is a national level professional & non-profit society registered under the Societies Registration Act, 1860. It has a large membership of individuals and institutions involved in the area of training and development of Human Resource from



Government, Public and Private Sector Organizations & Enterprises; Educational and Training Institutions and other Professional Bodies. The Society is affiliated to the International Federation of Training and Development Organizations (IFTDO), Geneva. ISTD Organizes Training Programs, all over the country both at Chapter and National Levels.

❖ Summary of achievements of Faculty Members from 01-04-2023 onwards

Sl.No.	Name of the Faculty	Workshops/FDPs	Online Courses	Seminars/Conferences (National/International)
01	Dr. Naresh Kumar	04	01	03
02	Dr. Salil Seth	04	03	08
03	Dr. Anju Thapa	06	03	02
04	Dr. Shahid Mushtaq	05	05	03

7. Faculty Publication with “IISN NO./RIN No./ISBN No.” during (01.04.2023 to 31.03.2023)

Sl.no.	Title of paper/Book	IISN NO./RIN No./ISBN No	Year of Publication
01	Role of Digital Marketing Strategies in achieving Tourist Satisfaction of Star Category Hotels in Uttarakhand	23235233	2023
02	Cascading Sustainable Engineering to actualize Green advertising aided Eco-centric Bioeconomy	2265-6294	2023
03	Numerical Simulation and Design of Improved Optimized Green Advertising Framework for Sustainability through Eco-centric Computation	2147-6799	2023
04	Impact of digital marketing on students perception in selecting higher education institutes during covid-19 pandemic”	2231-1009	2023
05	The Influence of Pay Level Satisfaction and Stress on Turnover Intention and Organisational Commitment of Nurses during Pandemic Period	24546802	2023
06	Mitigating Stress using Social Media: A Study of Different age group individuals in Kolkata	2231-5756.	2023
07	Eco-centric nexus between Sustainability and Corporate Environmental Responsibility to attain Competitive Advantage	1226-4741	2023
08	Neuro-marketing: Accepting Challenges and Leveraging Opportunities	1226-4741	2023
09	Green Advertising as a precursor to Sustainable Marketing.	1671- 5497	2023
10	Social Environmental Responsibility: Heralding a new competitive weapon for Talent Management	2277-7067	2023
11	Greenwashing Impediments to Eco-centric Sustainable Marketing	0378-4568	2023
12	Green Advertising: Myth or Reality?	978-93-94779-75-4	2023
13	The Metamorphosis from Conventional Advertising to Green Advertising in the Indian Post Independence Era	978-93-94336-09-4	2023

11 Details of New Sanctioned Research Projects during - 2023-2023

Sl. No	Year of Sanction	Funding Agency	Status Of Projects
01	2023	NCW, New Delhi	Ongoing
02	2023	ICSSR, New Delhi	Completed
03	2023	NCW, New Delhi	Completed
04	2021	D/O Tribal Affairs, UT of J&K	Ongoing
05	2020	D/o Higher Education, UT of J&K	Ongoing

12. Details of Students Achievements

❖ Statement showing details of JRF/NET/SET students of the Department/Centre.

Sl.no.	Name of the student	JRF/NET/SET	Year
1.	Mr. Parveen Yadav	JRF-NET (Management)	2023
		NET (Commerce)	2023

❖ Statement showing details of achievements by students and scholars of the Department / Centre.

❖ Summary of achievements of Research Scholars of PhD (Marketing Management) Programme from 01-04-2023 onwards

Sl.No.	Name of the Scholar	Workshops/FDP	Seminars/Conferences (National/International)	Publications
01	Mr. Mrinal Kanti Mahato	10	05	06
02	Mr. Sahil Chouhan	12	02	01
03	Mr. Souvik Roy Choudhury	10	04	01
04	Ms Kiran Bedi	07	04	01
05	Mr. Aatm Prakash	17	02	-
06	Mr. Upkar Singh	06	01	01
07	Mr. Parveen Yadav	09	02	-
08	Mr. Mukesh Kumar	04	-	-

❖ Summary of Achievements of MBA (Marketing Management) Programme from 01-04-2023 onwards

Curricular and Co-curricular Events

❖ Deepak Jha 4th semester student of Department of Marketing Management has participated in Online LEAN SIX SIGMA Green Belt Training by Value enablers' Academy 15-04-2023.

❖ 1st Prize in ANTHESIS-22 held on 18th October 2023.



Students from Department of Marketing and SCM participated in series of activities during ANTHESIS-22 organised by Botanical Society, Central University of Jammu on 18th October 2023. Mr. Abhay Sharma, Mr. Hitesh Khajuria and Mr. Abhishek Anand from MBA (Marketing Management), 3rd semester bagged 1st Prize in Quiz competition. Mr. Govardhan Singh, MBA (Marketing Management), 3rd semester got consolation Prize in Logo Making competition in ANTHESIS-22.



❖ Mr. Divesh Gawshinde, MBA (Marketing Management), 3rd Semester participated in the MarkScribble-The Article Writing Competition of Trade Winds 2023 organised by Indian Institute of Foreign Trade (IIFT), New Delhi on 18th October 2023

❖ Participation in TRAVELISM-2023 from 26-27 September 2023

Ms. Chanda Kumari, MBA (Marketing Management), 3rd Semester, bagged 1st Prize in Slogan Writing Competition in TRAVELISM-2023 organised by Department of TTM, Central University of Jammu held from 26th -27th September 2023.

- ❖ **Ms. Puja Singh**, MBA (Marketing Management), 3rd Semester **won 2nd Prize** in Slogan Writing Competition and **3rd Prize** in Painting Competition in TRAVELISM-2023 organised by Department of TTM, held at Central University of Jammu from 26-27 September 2023.

- ❖ **Mr. Divesh Gawshinde**, MBA (Marketing Management), 3rd Semester **bagged 2nd position** in **Poster Making Competition** in Senior Category (PG/PhD) in Modi@20 Dreams Meet delivery organised by Fine Arts Society of Central University of Jammu (SOCRITI) on **30th July 2023**.



- ❖ **Accenture Innovation Challenge -2023:**
Team lead by Mr. Divesh Gawshinde, Nikhil Malviya and Ashutosh from MBA (Marketing Management), 3rd Semester participated in Accenture Innovation Challenge-2023, November 2023.

- ❖ **Mr. Ashutosh** from MBA (Marketing Management), 3rd Semester **participated in the** Declamation Competition and **bagged 3rd Position** on the eve of Constitution Day celebrations organised by Department of Public Policy and Public Administration held on 25th November 2023



- ❖ Students ace in inter-college/University **Business Fest “Anubhuti- The VIBE”** from **13-14 December 2023** Students of MBA (Marketing Management) have brought laurels to the Department by winning 1st



prizes in Quiz and Ad-Minia In Inter-college/University Business Fest “Anubhuti- The VIBE” organised by the Department of HRM & OB from 13-14 December 2023. The inter-college/University fest witnessed participation



more than ten teams. Various Universities/Colleges from Jammu region participated in the event. Mr. Akash Mangotra, Mr. Mohit Kumar and Abhay Sharma bagged the first prize in Quiz Competition. Mr. Govardhan Singh Rathore, Varchas Sharma and Mr. Hitesh Khajuria secured the first position in Ad-Mad competition

Cultural & Literary Events

- ❖ **Participation in Youth Festival “TARANG” from 21-23 September 2023**



Mr. Hitesh Khajuria, MBA (Marketing Management) 3rd Semester student participated in the Youth Festival “TARANG-A Festival of Art, Culture and Music for promotion of Unity and Harmony” organised by Department of Social Work Central University of



Tamil Nadu, Thiruvavur in collaboration with National Foundation for Communal Harmony (NFCH), an autonomous organization with Ministry of Home Affairs, Govt. of India from 21st-23rd September 2023. During the festival Mr. Hitesh



participated in different events and secured 1st Position in MIME Competition, 2nd position in Traditional Dress competition and 3rd position in Solo Dance competition.



- ❖ **Mr. Rohan Singh Bogal**, MBA (Marketing Management) 2nd Semester bagged 1st Prize in **Mimicry** during Annual Cultural Festival UDAAN, 2023 organized by Office of Dean Student Welfare, Central University of Jammu from 27th -28th April 2023.

Sports Activities

- ❖ Ijaz Ahmed (4th semester) Department of Marketing Management bagged 1st position in Discus Throw (Men) in Annual Sports Meet Combatica- 2023 held at Central University of Jammu.
- ❖ Kiran Kumari (4th semester) Department of Marketing Management bagged 2nd position in Marathon (Women) in Annual Sports Meet Combatica- 2023 held at Central University of Jammu.
- ❖ Kiran Kumari (4th semester) Department of Marketing Management bagged 1st position in 200m (Women) in Annual Sports Meet Combatica- 2023 held at Central University of Jammu.
- ❖ Kiran Kumari (4th semester) Department of Marketing Management bagged 1st position in 400m Relay (Women) in Annual Sports Meet Combatica- 2023 held at Central University of Jammu.
- ❖ Kiran Kumari (4th semester) Department of Marketing Management bagged 1st position in 200m (Women) in Annual Sports Meet Combatica- 2023 held at Central University of Jammu.
- ❖ Ijaz Ahmed, Basil V and Junaid R (4th semester) Department of Marketing Management bagged 2nd position in Football (Men) in Annual Sports Meet Combatica- 2023 held at Central University of Jammu.
- ❖ Pooja Singh (2nd semester) Department of Marketing Management bagged 1st position in Discus Throw (Women) in Annual Sports Meet Combatica- 2023 held at Central University of Jammu.
- ❖ Dhildev (2nd semester) Department of Marketing Management bagged 3rd position in Shot Put (Men) in Annual Sports Meet Combatica- 2023 held at Central University of Jammu.
- ❖ Pooja Singh (2nd semester) Department of Marketing Management bagged 2nd position in Shot Put (Women) in Annual Sports Meet Combatica- 2023 held at Central University of Jammu.
- ❖ Pooja Singh (2nd semester) Department of Marketing Management bagged 1st position in Javelin (Women) in Annual Sports Meet Combatica- 2023 held at Central University of Jammu.
- ❖ Hitesh Khajuria (2nd semester) Department of Marketing Management bagged 2nd position in Badminton (Men) in Annual Sports Meet Combatica- 2023 held at Central University of Jammu.
- ❖ Pooja Singh and Chanda (2nd semester) Department of Marketing Management bagged 1st position in Cricket (Women) in Annual Sports Meet Combatica- 2023 held at Central University of Jammu.
- ❖ Pooja Singh and Chanda (2nd semester) Department of Marketing Management bagged 1st position in Kabaddi (Women) in Annual Sports Meet Combatica- 2023 held at Central University of Jammu.
- ❖ Pooja Singh and Chanda (2nd semester) Department of Marketing Management bagged 2nd position in Kho-Kho (Women) in Annual Sports Meet Combatica- 2023 held at Central University of Jammu.

- ❖ Mr. Govardhan Singh and Mr. Hitesh Khajuria from MBA (Marketing Management), 3rd Semester participated in North Zone Inter-University Badminton (M) tournament organised by Association of Indian Universities (AIU) at Maharshi Dayanand University Rohtak, Haryana from 22nd -26th November 2023.



- ❖ Team led by Mr. Pursharth Sharma from MBA (Marketing Management) won the first ever E-Sports event organized by Department of Engineering, Central University of Jammu from 23rd -24th May 2023. On 23rd May, the first ever E-sports tournament for the game VALORANT was held on the campus of the Central University of Jammu organised by the eSports club from the department of computer science and information technology. This event consisted of 8 teams and 40+ players. It was a round- Robin tournament. The event was won by Team Impact led by Mr. Pursharth Sharma and consisted of 4 other players named Mr. Rohit Bharadwaj, Mr. Neeraj Chaudhary, Mr. Abhishek Singh, Mr. Gaurav Kumar and the runners up team was led by Mr. Sambhav Sharma

from Community College followed by Mr. Ansh Jamwal, Mr. Aditya Pratap Singh, Mr. Priyanshu Rana and Mr. Vikas Kashyap. Mr. Pursharth was also declared as Most Valuable Player (MVP) of the tournament with 123 kills.

Participation Placement Drives, 2023-23

Name of the company	Date of Placement drive
Advantage Club	4 -5 May 2023
Kotak Mahindra	13 May 2023
Airblack	17 May 2023

- ❖ Apart from above placement drives conducted by the Department students of MBA (Marketing Management) participated in the placement drives of PrevestDen Pro and Extramarks conducted by Department of HRM &OB on 21 March 2023 and 11 May 2023 respectively.