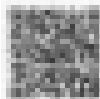


GO BEYOND WHAT IS POSSIBLE

# BE LIMITLESS

— ADMISSION GUIDE 2025-27 —



Scan  
your limitless  
journey

Breakout from your shell

Expect the unexpected

Explore the unexplored

Chart your own course

Challenge the boundaries

Defy the convention

BE LIMITLESS

Meet your opportunities

Innovate your way to lead



# TAKE *CHARGE* OF YOUR GROWTH CHOOSE TO BE LIMITLESS

Now is your moment to accelerate your growth and shift from being led to leading your own journey. At Jaipuria, you'll take charge of your destiny, choosing the platform and path that aligns with your ambitions. Discover your tribe, build your community, and embrace a culture that challenges you to evolve. With an industry-focused curriculum and a dynamic campus experience, Jaipuria offers you a transformational program that goes beyond the ordinary. We're excited to welcome you to a version of yourself that knows no limit - a version that's truly limitless.

**Sharad Jaipuria**  
Chairman

## VISION

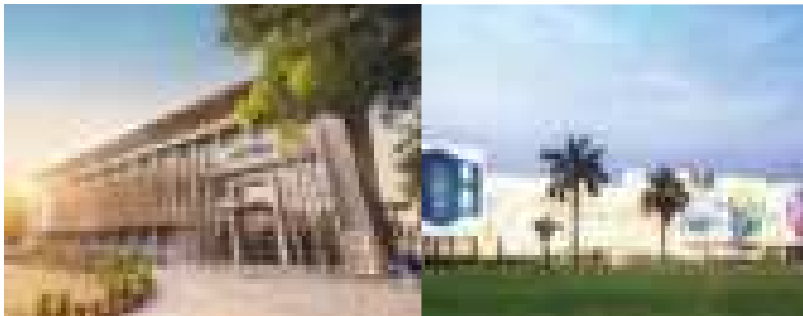
To be an educational institution of choice for all stakeholders which promotes human well-being through continuous learning.

## MISSION

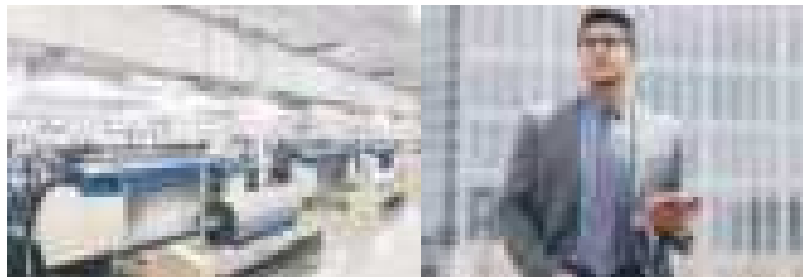
To provide learner-centric education that focuses on developing learners as competent, ethically aware and socially conscious management professionals through continuous improvement in the quality of the teaching-learning process and research.



EXPANDING *HORIZONS* SINCE 1945



4 Management Institutes | 60+ Schools | 3000+ Educators | 22000+ Alumni | 55000+ Students



30 Million Meter/Annum Denim and Woven Fabrics

14500 Metric Tons/Annum Cotton Yarn



101+ Self-paced courses

100K+ Courses Subscribed

BOARD OF GOVERNORS

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Ginni International Ltd.  
Seth M.R. Jaipuria Schools  
Jaipuria Institute of Management  
Past President - PHDCCI

VICE CHAIRMAN  
**SHREEVATS JAIPURIA**  
Seth M.R. Jaipuria Schools  
Jaipuria Institute of Management  
IJaipuria  
Chairman, Education Committee, PHDCCI

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Managing Director, Guardian Lifecare

**KAMAL GUPTA**  
Corporate Consultant  
Former Technical Director, ICAI

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NMIMS University

**SALIL BHANDARI**  
Corporate Consultant  
BCJCA Associates LLP.

**SUDHIR JALAN**  
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Rieter India (P) Ltd.

**YOGI SRIRAM**  
Group Advisor to MD & CEO,  
Group HR, Larsen &  
Toubro Limited

**KAVITA PATHAK**  
Director  
Jaipuria Institute of  
Management, Lucknow

**SUBHAJYOTI RAY**  
Director  
Jaipuria Institute of  
Management, Noida

**PRABHAT PANKAJ**  
Director  
Jaipuria Institute of  
Management, Jaipur

**DEEPANKAR CHAKRABARTI**  
Director  
Jaipuria Institute of  
Management, Indore

Nominee  
AICTE Representative



# YOUR LIMITLESS HERE.

Imagine a journey where every step you take fuels the next—a continuous loop of growth and discovery. You'll think deeply, learn relentlessly, and innovate boldly. This cycle will empower you to make informed choices and lead with confidence. It's more than just a process; it's a way of becoming a dynamic, limitless manager and a well-rounded human being, ready to thrive in an ever-evolving world. Here, growth never stops, and neither will you.

## #1 THINK

Ask questions, contemplate, explore new avenues. After all, what you think is what you become.

## #2 LEARN

Seek the truth, pursue it, reach out. Be ready to head anywhere, as long as it's forward.

## #3 IMBIBE

Absorb, experience, appreciate, as much as you can. Let go of insecurity, start feeling proud of who you are.

## #4 INNOVATE

Think uniquely, traverse new roads, achieve the extraordinary, keep it simple. Discover new routes to success.

## #5 CHOOSE

Weigh your options, prioritize, take your pick, try the new, accept challenges. Understand the power of risk-taking.

## #6 LEAD

Take charge, blaze a new trail, be a trendsetter. Management is doing things right, leadership is doing the right things.



# BE UNLIMITED AT *ONE* JAIPURIA

## 4 CAMPUSES. LIMITLESS EXPERIENCE.

Centralized admissions

Standardised curriculum

150+ expert faculty pool

Unified Resources

Peers from 20 states

4-fold opportunities for  
growth and fun

Inter-campus trimester  
exchange across all campuses

4X placement choices

Limitless opportunities

One unique experience



See what the enabler and the enabled  
have to say about ONE JAIPURIA



Dr. Romi Sainy  
Professor (Marketing)



Ayush  
PGDM 23-25

COURSES OFFERED

- Post Graduate Diploma in Management (PGDM)
- Post Graduate Diploma in Management - Service Management (PGDM-SM)
- Post Graduate Diploma in Management - Marketing (PGDM-M)
- Fellow Program in Management
- Online PGDM



NOIDA

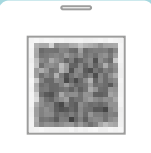
45<sup>th</sup> Rank  
(NIRF, 2024)

Amongst all Management Institutes in India  
By Ministry of Education, Govt. of India

**AIU** Recognised  
PGDM equivalent  
to MBA

**NAAC**  
Accredited Institute

**NBA**  
Accredited  
PGDM Programs



Scan to get  
the vibe of  
Noida campus



Scan to get  
the Vibe of  
Lucknow  
campus

72<sup>nd</sup> Rank  
(NIRF, 2024)

Amongst all Management Institutes in India  
By Ministry of Education, Govt. of India

**AIU** Recognised  
PGDM equivalent  
to MBA

**NAAC – A+**  
Accredited Institute

**NBA**  
Accredited  
PGDM Programs



LUCKNOW

COURSES OFFERED

- Post Graduate Diploma in Management (PGDM)
- Post Graduate Diploma in Management - Financial Services (PGDM-FS)
- Post Graduate Diploma in Management - Retail Management (PGDM-RM)
- Fellow Program in Management



Scan to get  
the Vibe of  
Jaipur  
campus

75<sup>th</sup> Rank  
(NIRF, 2024)

Amongst all Management Institutes in India  
By Ministry of Education, Govt. of India

**AIU** Recognised  
PGDM equivalent  
to MBA

**NBA**  
Accredited  
PGDM Programs



JAIPUR

COURSES OFFERED

- Post Graduate Diploma in Management (PGDM)
- Fellow Program in Management

COURSES OFFERED

- Post Graduate Diploma in Management (PGDM)
- Fellow Program in Management



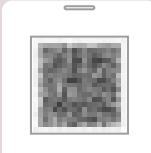
INDORE

101-125 Rank Band  
(NIRF, 2024)

Amongst all Management Institutes in India  
By Ministry of Education, Govt. of India

**AIU** Recognised  
PGDM equivalent  
to MBA

**NBA**  
Accredited  
PGDM Programs



Scan to get  
the vibe of  
Indore  
campus

# Two YEARS OF LIMITLESS LEARNING POWERED BY

At Jaipuria Institute of Management, AI is not just discussed; it's integrated into your learning experience. From the very beginning, you'll engage in AI-driven simulations that mirror real-world business challenges, honing your decision-making and problem-solving abilities.

Step into a world where AI powers your learning journey at Jaipuria.

## Learn Through AI Gaming

- Industry's first LLM-powered business simulations
- Turn-based strategy games crafted by expert instructional designers
- Debate decision scenarios with friends and AI assistants!

## Exclusive AI Leadership Courses

- A foundational core course on 'AI for Managers' for everyone
- An advanced 'Generative AI Transformation' elective course for those who want to build careers in technology.

*\*India's only B-school offering specialized GenAI course\**

## Premium AI Access - No ChatGPT Subscriptions Needed!

- India's only business school with its own in-house platform
- Powered by GPT-4 and Anthropic Claude 3.5 Sonnet
- Accessible to every student on campus

## Your AI Success Tools

- Access to a 24/7 AI placement preparation coach trained on real interview questions
- Company-specific preparation assistance
- Smart CV builder\*
- Automated answer assessment with personalized feedback\*

While others teach AI theory, at Jaipuria you'll actually use it. Every day. Join the select few who graduate truly AI-fluent.

*\*Features under beta testing*

Scan to know how AI is enabling a limitless learning ecosystem at Jaipuria



Shiva Kakkar  
Vice President- AI





**5 PROGRAMMES**  
**6 SPECIALIZATIONS**  
**100+ ELECTIVES TO CHOOSE FROM.**

**PGDM**

**PGDM**  
(Marketing)

**PGDM**  
(Service Management)

**PGDM**  
(Retail Management)

**PGDM**  
(Financial Services)



1050 hours of classroom training



200 hours of industry exposure



180 hours of industry readiness training



100 hours of IDP  
(Individual Development Program)



60 days of summer internship

# YEAR *ONE* YOUR FOUNDATION FOR INFINITE GROWTH



## ORIENTATION

Know more about your way forward. Get ready to accelerate your future.



## CORE COURSES

18 core courses designed to give you a strong foundation in management excellence.



## INNOVATIVE WORKSHOP MODE COURSES

Unlock your potential with our workshop-mode innovative courses, where you'll gain hands-on experience and tackle real-world challenges. These courses will empower you with practical skills, sparking creativity and preparing you for future success.



## MENTORSHIP

Be shaped by experts from industry and academia. Mentorship over your two-year journey will provide you with invaluable guidance. You'll gain insights, support, and direction to reach your full potential and succeed in your career.



## INDIVIDUAL DEVELOPMENT PROGRAM (IDP)

Want to turn your dreams to success? With IDP, plan your own growth step-by-step through mentored assessments, analysis and actions.



## SIMULATION SESSIONS

Test your skills and strategies with experiential learning tools that replicate real-world business scenarios and challenges.



## SOCIAL IMMERSION

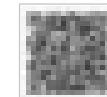
Want to make a difference? Turn your ideas to impact with social and civic initiatives for the community. Build skills like empathy and collaboration with your peers.



## SUMMER INTERNSHIP

Test and apply your knowledge with the first real, insider's view into the industry. This 60 days internship is a critical component as it prepares you for a changing, dynamic business world.

Scan to know about your limitless possibilities





## CORE COURSES

Master the fundamentals of business with our compulsory core courses, which include immersive program, workshop-mode learning, artificial intelligence and liberal arts. These courses provide limitless learning opportunities, giving you a deep understanding of key business areas such as finance, marketing, operations, and strategy. You'll be empowered to shape your academic journey and lead limitless pathways to success.

Accounting for Business  
AI for Managers  
Business Research Methods  
Corporate Finance  
Critical Reading and Writing  
Entrepreneurship  
Essentials of Business Analytics  
Macroeconomics and Economic Environment of Business  
Management Accounting and Control  
Managerial Economics  
Managing Human Resources  
Marketing Management  
Operations Management  
Organisational Behavior  
Sales Management and Business Development  
Social/Rural Internship  
Statistics for Management  
Strategic Management

## WORKSHOP-MODE ON FOR REAL LEARNING



Design Thinking



Business Ethics and Sustainability



Public Speaking and Persuasion

## CREATE YOUR FUTURE WITH IDP

### ASSESSMENT

Profiling through tests and interviews by an expert panel, evaluation of passion, knowledge and application, assessment of interest areas.

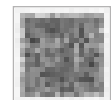
### ANALYSIS

SWOT analysis for outlining skills, ranking on a 5 point scale, needs GAP analysis for intervention.

### ACTION

Structured, focused and time-bound plans based on needs & capacities.

Scan to know how Workshop mode courses enrich learning



# YEAR *Two* STEP UP WITH BOUNDLESS OPPORTUNITIES



## INDUCTION

Start on a confident note with industry orientation and acclimatization in your career.



## SPECIALIZATIONS

Choose from 15 industry-tailored and new-age electives to specialize in the domain of your interest. Become a pro in your chosen field and thrive in today's dynamic business world.



## INTER-CAMPUS TRIMESTER EXCHANGE

Study in any Jaipuria campus and immerse yourself in a truly limitless culture defined by unlimited learning and exposure.



## LIVE PROJECTS

Ready to solve business problems of the future? Get a hands-on experience of the real world, while you are still learning.



## TRAINING

How should you prepare for a dynamic business world? Get industry-ready with intense and innovative industry exposure. Get trained by industry experts to ensure you acquire the skills and knowledge necessary for success.



## GLOBAL EXPOSURE

Ready to break boundaries and seize global opportunities? Gain a global edge with our exchange programs & become ready for the world stage.



## PRE-PLACEMENT DRIVE

What is the placement process like? Get a peek into your next and gain unbridled opportunities for your future stint with the leaders.

Scan to know how Jaipuria grooms future leaders



# ADDITIONAL LEARNING POWERED BY iJaipuria *ONLINE* MODULE

Accounting for Beginners  
Advanced Excel Skills For Power Users  
Agile Project Management  
Artificial Intelligence & Machine Learning For Everyone  
Building High-Performing Teams  
Business Ethics and Corporate Governance  
Change Management for Organisations  
Chat GPT Masterclass: A complete guide for Beginners  
ChatGPT For Marketers  
CRM Essentials  
Customer Retention and Loyalty  
Data Analysis Using Tableau  
Delegation and Empowerment  
Design Thinking for Innovation  
Developing Entrepreneurship Qualities  
Enhance Your Emotional Intelligence  
Evaluation of Investment Projects  
Excel Essentials For Beginners  
Excel Skills For Intermediate Users

Financial Literacy  
Financial Planning for Retirement  
Fundamentals of Business Analytics  
Inside Sales & Business Development Certificate Program  
Lean Six Sigma  
Marketing Management Mastery  
Mastering Marketing on Facebook, Instagram and WhatsApp  
Microsoft SQL: Basic to Advanced  
MS Excel For Data Science and Machine Learning  
Negotiate to Win  
Oratory and Public Speaking Mastery  
Performance Acceleration Technique  
Python Intermediate Level  
Recruitment and Selection  
SEO With Content Marketing Masterclass  
Stock Market Basics for Beginners  
Strategic Management for Professionals  
Understanding Corporate Social Responsibility  
Women: A Key Differentiator



# *SPECIALISE* FOR UNRIVALLED SUCCESS

MARKETING

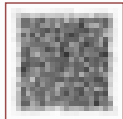
FINANCE

HUMAN RESOURCES

OPERATIONS MANAGEMENT

BUSINESS ANALYTICS

BUSINESS STRATEGY AND ECONOMICS



To get a  
sneak peek of  
the specialisations  
scan it



# UNLOCK ENDLESS OPPORTUNITIES IN MARKETING

Navigate the new marketing landscape defined by digitalisation, e-commerce and social media. As the demand for skilled professionals in marketing rises drastically, be prepared to define your career trajectory with Jaipuria's innovative approach tailored to emerging trends.



Scan to view student perspectives on PGDM with Marketing

## ELECTIVES TAILORED BY INDUSTRY EXPERTS

B2B Marketing  
Brand Management  
Consumer Behaviour  
Customer Relationship Management  
Digital Marketing  
Distribution and Channel Management  
Global Marketing  
Healthcare in Digital Age  
Hospitality and Tourism Marketing  
Integrated Marketing Communication

Marketing Analytics  
Marketing Research  
Marketing with Artificial Intelligence for Non-Coders  
Pricing Strategies  
Product and Category Management  
Retail Analytics  
Retail Marketing  
Rural Marketing  
Services Marketing  
Social Media Marketing  
Strategic Marketing

## THEIR EXPERTISE YOUR SUCCESS STORY



**Prof. Anubhav Mishra**  
Professor  
Dean - Research  
.....  
PhD, Executive Post Graduate Programme  
.....  
Industry experience in companies like SAP Labs India and Infosys Technologies Ltd.  
.....  
Conducts Management Development Programs (MDPs) for executives.

### Area of Research

Online consumer behavior, misinformation, and immersive technologies such as augmented reality (AR), virtual reality (VR), and the Metaverse.

Published in esteemed international journals, like International Journal of Information Management, Journal of Business Research, Psychology & Marketing, Technological Forecasting & Social Change, Journal of Consumer Marketing, Journal of Consumer Behavior, and Information Systems Frontiers.

### Published Work

(2024) Real impact: Challenges and opportunities in bridging the gap between research and practice, International Journal of Information Management.

(2024) Four decades of sustainable tourism research: Trends and future research directions, International Journal of Tourism Research.

(2024) Decoding individual motivations and responses to misinformation, Journal of Research in Interactive Marketing.



**Dr. Ramzan Shama**  
Associate Professor  
Dean - Research  
.....  
PhD, MBA  
.....  
15 years of experience in teaching and research at leading management institutes  
.....  
UGC-NET qualified scholar  
.....  
Industry experience in companies like HDFC, Sun Pharma and Cadila Pharma

### Area of Research

Marketing, Advertising, Branding

His research has been published in top-tier journals such as the Journal of Consumer Behaviour, Journal of Internet Commerce, and the International Journal of Business and Emerging Markets (ABDC and SCOPUS indexed). His paper, "Impact of Media Advertisements on Consumer Behaviour", published in the Journal of Creative Communications (SCOPUS Q2), has gained significant attention, with over 359,108 downloads and 275 citations.

Dr. Sama also serves as a reviewer for prominent journals like the International Journal of Contemporary Hospitality Management and the Spanish Journal of Marketing.

### Published Work

(2024) Social media influencers: a systematic review using PRISMA, Cogent Business & Management.

(2023) Understanding the impact of fashion app emotional attachment on consumer responses: The role of e-servicescape, customer experience and perceived value of online shopping, Journal of Fashion Marketing and Management: An international journal.



**Dr. Vinita Srivastava**  
Assistant Professor  
.....  
PhD, Professional Certificate Programme, Executive Education, Certified Course, Master of Business Administration  
.....  
Academician, Consultant, and Researcher, with over 17 years of experience

### Area of Research

Pharmaceutical Marketing, Social Marketing in Public Health, Consumer Behaviour.

Dr. Srivastava's research work has been widely published in esteemed journals like Asian Journal of Business Ethics (Springer), Journal of Medical Marketing (Sage), Journal of Nursing Science & Practice (ADR), and Indian Journal of Marketing.

She has presented her research at prestigious platforms, including the University of London, IIM Lucknow, and Kingston University. She is an active reviewer for journals such as Journal of Promotion Management (Taylor & Francis) and Journal of Pharmaceutical and Healthcare Marketing (Emerald).

### Published Work

(2024) The mediating role of tourism services: A PLS-SEM study on satisfaction and behavioural intention, International Journal of Hospitality and Tourism Systems.

(2024) Study of climate literacy and pro-environmental behaviour amongst students, Citizenship, Social and Economics Education.

(2022) Consumer purchase decision involvement across product categories and demographics, International Journal of Business Innovation and Research.



**Dr. Rekha Attri**  
Professor  
Dean - Students Affair  
.....  
PhD, PGDM  
.....  
17 years experience in teaching, research and academics

### Area of Research

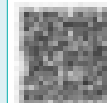
Brand Management, Consumer Behavior, Sales and Marketing

Dr. Attri has conducted multiple consulting assignments and workshops, including those for government engineering and polytechnic institutes in Madhya Pradesh, the sales team of Tata Steel, and organizations like AU Small Finance Bank and the Airport Authority of India. In addition to her academic responsibilities, she has authored 39 research papers and 8 case studies, presented over 20 research papers at national and international conferences, and reviewed books for Oxford Publications. She is an active contributor to journals indexed in ABDC, SCOPUS, and WoS, focusing on topics like brand management, emotional intelligence, service quality, and business communication.

### Published Work

(2024) Impact of AI-focused technologies on social and technical competencies for HR managers: A systematic review and research agenda.

(2024) Do eco labels matter for green business strategy and sustainable consumption? A mixed-method investigation on green products, Business Strategy and the Environment.



Scan for insight on marketing as a specialisation

FROM A DREAMER TO A *MARKETING* MAVEN



Kriti Awasthi

- Batch 2008-10
- 2010
  - Assistant Manager Marketing
  - Usha International
- 2024
  - Regional Marketing Head
  - Middle East & Africa
  - Whole Earth Brands



Pankaj Rana

- Batch 2000-02
- 2002
  - Sales Executive
  - Unique Furniture
- 2024
  - Director
  - SmartTech Business Solution



Pradeep Naithani

- Batch 2003-05
- 2005
  - Sales Officer - Channel Sales
  - Standard Chartered Mutual Fund
- 2024
  - DVP - Sales and Distribution
  - Helios Capital India



Nitin Kalani

- Batch 2007-09
- 2009
  - Business Development Manager
  - Career Launcher
- 2024
  - Associate Vice President
  - Meritro



Abhay Kashyap

- Batch 2004-06
- 2007
  - Marketing Specialist
  - OnMobile
- 2024
  - Associate Vice President
  - blackNgreen



Anurag Sharma

- Batch 2017-19
- 2019
  - Business Development Manager
  - BYJU'S
- 2024
  - Marketing Head Learning Centres & COCO Stores
  - upGrad



Rajat Kumar

- Batch 1995-97
- 2005
  - Zonal Manager
  - Bharti Airtel Limited
- 2024
  - AVP & Business Head
  - Hindustan Times



Shreyas Saundattikar

- Batch 2012-14
- 2014
  - Alliances & Marketing
  - Sony India
- 2024
  - Senior Manager Marketing
  - Cambridge University Press & Assessment



Vinayak Kumar

- Batch 2009-11
- 2011
  - Sales Executive
  - IHCL
- 2024
  - Corporate Director
  - New Openings
  - Sales and Marketing
  - IHCL



Neelesh Kesarwani

- Batch 1995-97
- 1997
  - Territory Sales Incharge
  - Colgate-Palmolive
- 2024
  - Vice President
  - Sales, Vodafone Idea Ltd.



Sachin Kapoor

- Batch 2000-02
- 2004
  - Business Development
  - ABN AMRO Bank
  - HSIL
- 2024
  - Founder & Chief Executive Officer
  - Switchitech



Saurabh Nigam

- Batch 2008 - 10
- 2010
  - Senior Executive
  - New Business Development
  - HSIL
- 2024
  - Business Transformation Manager
  - EY



Scan to watch  
our alumni's  
limitless  
journey

OUR PROMINENT RECRUITERS



and many more...

ELECTIVES DESIGNED BY EXPERTS, DELIVERED FOR IMPACT

- Advanced Corporate Finance
- Alternative Investments
- Behavioural Economics
- Behavioural Finance
- Business Forecasting
- Corporate Restructuring
- Corporate Valuation
- Entrepreneurial and Startup Finance
- Equity Analysis and Portfolio Management
- Financial Econometrics
- Financial Derivatives and Risk Management
- Financial Institutions and Markets
- Financial Modelling and Analysis
- Fixed Income Securities
- FinTech

Scan to view student perspectives on PGDM with Finance



- Investment Banking
- Management of Banks
- Multinational Financial Management
- Project Finance
- Risk Management in Commercial Banks
- Treasury and Forex Management
- Tax Environment of Business
- Wealth Management

FORGE NEW FRONTIERS IN FINANCE

Thrive in a complex, competitive and challenging business world with a program that blends theory with cutting-edge practices. Jaipuria's finance specialization equips you to overturn modern challenges in finance with an innovative and real-world approach. Stay ahead of the curve with tools and knowledge on emerging trends.

THEIR EXPERTISE YOUR SUCCESS STORY



Dr. Sushma Vishnani  
Professor,  
Dean - Academics  
PhD, CA  
25+ years of experience

Area of Research

Quality of Financial Reporting, Corporate Governance, Asset Pricing, Accounting Conservatism

Sushma Vishnani, Professor (Finance & Accounting), is a qualified chartered accountant with 25+ years of extensive experience in audit and consultancy on financial matters. She has published research papers on financial reporting, accounting conservatism, earnings management, corporate governance, asset pricing and working capital management in reputed journals, including ABDC list of journals. Her papers are well-cited. She has presented her papers at various conferences at national and international levels. She has reviewed book chapters and journal articles for various reputed publishers like Emerald, Sage, etc.

Published Work

(2024) Understanding mutual fund investors' behavior using an extended model of goal-directed behavior. Global Business Review.

(2023) Value relevance of comprehensive income reported as per IFRS-converged Indian accounting standards. Asia-Pacific Financial Markets.



Dr. Nidhi Singh  
Associate Professor  
Dean - Research  
PhD, PGDM  
T7+ years of experience in industry and academic

Area of Research

Technology Innovation, Mobile Payments, Behavioral Finance

Dr. Singh has published papers in reputed ABDC and Scopus-indexed journals, such as International Journal of Consumer Studies, Journal of Retailing and Consumer Services, and Technological Forecasting and Social Change. She has presented her work at national and international conferences, including IIMR, IICA, and NLSIU.

Published Work

(2024) Financial and energy exchange traded funds futures: an evidence of spillover and portfolio hedging. Annals of Operations Research.

(2024) Green cryptocurrency and business strategies: Framework and insights from a stewardship literature review. Business Strategy and the Environment.



Dr. Atul Shiva  
Assistant Professor and  
FPM Chair  
PhD, M.Com  
Certified trainer in SmartPLS Software, TUHH, Germany  
20+ years of experience in Finance and Analytics

Area of Research

Corporate Finance, Behavioral Finance.

Dr. Shiva's research has been published in top journals like Marketing Intelligence and Planning, Journal of Business Research, Qualitative Research in Financial Markets, Managerial Finance, Borsa Istanbul Review and Journal of Financial Services Marketing. Dr. Shiva has conducted numerous workshops on PLS-SEM across many reputed institutions in India and abroad.

Published Work

(2024) Nair, P. S., & Shiva, A. Specifying and validating overconfidence bias among retail investors: a formative index. Managerial Finance, 50(5), 1017-1036.

(2023) Shiva, A., Kushwaha, B. P., & Rishi, B. A model validation of robo-advisers for stock investment. Borsa Istanbul Review, 23(6), 1458-1473.



Prof. Varda Sardana  
Assistant Professor  
PhD, (Pursuing), M.Phil  
TEDx Speaker, Researcher

Area of Research

Finance, Banking

Prof. Sardana's research has been published in ABDC and Scopus-indexed journals, and she has presented papers at national and international conferences, including IIM Bangalore and Abu Dhabi School of Management, UAE. She is also actively involved in community service, having led multiple humanitarian projects as part of Rotaract and received the Paul Harris Fellowship from Rotary International.

Published Work

(2024) Non-performing assets: Navigating the banking woes through an integrative review. International Studies of Management and Organization.

(2024) A win-win situation: Uncovering the relationship between CSR reporting and financial performance in Indian companies. International Journal of Law and Management.



Scan for insight on finance as a specialisation

FROM A DREAMER TO A *FINANCE* EXPERT



**Arijit Dutta**  
• Batch 2002-04  
• 2004  
• Executive  
• HDFC Bank  
• 2024  
• Vice President  
• HSBC



**Anurag Srivastava**  
• Batch 2011-13  
• 2013  
• Analyst  
• WICI Global  
• 2024  
• AVP  
• JPMorgan Chase & Co.



**Riku Acharyya**  
• Batch 2012-14  
• 2014  
• Senior Relationship Manager  
• ICICI Securities  
• 2024  
• Associate Vice President  
• Kotak Securities



**Akanksha Srivastava**  
• Batch 2009-11  
• 2011  
• Analyst  
• Nomura  
• 2024  
• Vice President  
• Morgan Stanley



**Anju Singh**  
• Batch 2008-10  
• 2010  
• Analyst  
• Nomura  
• 2024  
• Director  
• UBS



**Bhavana Tanddon**  
• Batch 2012-14  
• 2014  
• Management Trainee  
• L&T Finance  
• 2024  
• Assistant Vice President  
• Credit Process



**Gaurav Kaushik**  
• Batch 2005-07  
• 2007  
• Associate  
• SandMartin  
• 2024  
• Vice President Group Manager  
• BNY Mellon



**Amit Jena**  
• Batch 2005-07  
• 2007  
• Assistant Manager  
• Reliance General Insurance  
• 2024  
• Vice President  
• UTI Asset Management Co Ltd



**Payal Saxena**  
• Batch 2002-04  
• 2004  
• Relationship Manager  
• ICICI Lombard  
• 2024  
• General Manager  
• IFFCO Tokio General  
• Insurance Co. Ltd.



**Anindya Hore**  
• Batch 2004-06  
• 2006  
• Business Development Executive  
• HCL Infosystem  
• 2024  
• Assistant Vice President  
• Credit Risk Global Internal Audit  
• HSBC



**Ritika Agrawal**  
• Batch 2012-14  
• 2014  
• Rating Analyst  
• Onicra Credit Rating  
• 2024  
• Credit Manager  
• HDFC Bank



**Rajul Bhargava**  
• Batch 2004-06  
• 2006  
• Executive  
• Bajaj Allianz General  
• Insurance Co. Ltd.  
• 2024  
• Deputy General Manager  
• IFFCO-TOKIO

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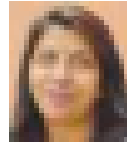


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HR Analytics  
Industrial Relations and Labour Laws  
International Human Resource Management  
Learning and Development  
Leadership and Team Building  
Organizational Change and Development  
Performance Management System  
People Analytics  
Talent Acquisition

### THEIR EXPERTISE YOUR SUCCESS STORY



**Dr. Shalini Srivastava**  
Professor  
.....  
PhD, MA  
.....  
Over 25 years of  
teaching experience  
.....  
Seasoned corporate  
trainer

#### Area of Research

Managerial Effectiveness, Student Engagement, Employee Engagement, Organizational Stress.

Dr. Shalini Srivastava, former Dean (Research), is an Associate Editor for Employee Relations, and on the reviewer board of International Journal of Information Management (A\* Journal). Her widely published research in high-impact journals, including FT 50 - Journal of Business ethics (A\*), International Journal of Hospitality Management and Journal of Business Research (A), has earned recognition from Emerald Awards and Literati.

#### Published Work

(2024) Does green transformational leadership reinforce green creativity? Journal of Organizational Change Management.

(2024) Peers' unethical behavior and employees' discretionary behavior: International Journal of Hospitality Management.

(2024) Does workplace ostracism lead to withdrawal? Journal of Organizational Effectiveness.



**Dr. Aparna Mendiratta**  
Assistant Professor  
.....  
PhD, MBA

#### Area of Research

Workplace Bullying, Employee Engagement, Leadership and Social media and Talent Management.

Dr. Mendiratta's research contributions are regularly published in international journals, focusing on workplace bullying, employee engagement, leadership, social media and talent management. Dr. Aparna is also deeply involved in exploring emerging HR trends.

#### Published Work

(2024) Social Media Influencers and the Vaccination Drive. Technological Forecasting and Social Change.

(2023) Pandemic Impact on Working Women. Corporate Communications.

(2023) Digital Social Engagements and Knowledge Sharing. Technological Forecasting and Social Change.

(2022) Happiness at Work through Spiritual Leadership. Employee Relations.

(2022) Emerging Leadership issues in Unicorns and Soonicorns. Academy of Entrepreneurship Journal.

(2021) Workplace Bullying and Organizational Citizenship Behaviour. International Journal of Emerging Markets.



**Dr. Pragya Gupta**  
Associate Professor  
.....  
PhD, MBA  
.....  
13 years of  
corporate experience

#### Area of Research

Workplace Spirituality, Employee Well-being, Green HRM, and Work-life Conflict.

Prof. Gupta, has published 30+ papers in national and international journals of repute, and she actively conducts MDPs on topics such as Culture & values, Spiritual Intelligence and Diversity & Inclusion.

#### Published Work

(2024) Examining the link between CSR perceptions and employee advocacy

through organizational justice: Can corporate hypocrisy mitigate? Corporate Social Responsibility and Environmental Management.

(2024) Integrating generative AI in management education: A mixed-methods study using social construction of technology theory. The International Journal of Management Education.

(2023) Investigating stakeholder perceptions of graduate employability. Higher Education, Skills and Work-Based Learning.



**Dr. Nishtha Malik**  
Associate Professor  
.....  
PhD, MBA

#### Area of Research

Leadership Studies, Contextual Performance, Work-Family Enrichment, Ethical Climate, HR in the Hospitality Industry, and the impact of Yoga on Leadership.

Dr. Malik specializes in Authentic Leadership and its influence on contextual performance. She is actively engaged in conducting workshops on Research Methodology and Quantitative Techniques. Her collaborative research spans institutions like the University of Washington, University of Idaho, and University of Virginia.

#### Published Work

(2024). Assessing the nexus of Generative AI adoption, ethical considerations and organizational performance. Technovation

(2024). Harnessing brand authenticity to promote prosocial service behavior. Journal of Brand Management.

(2024). Decoding individual motivations and responses to misinformation: Insights from thematic analysis. Journal of Research in Interactive Marketing.

(2023). Better together: Right blend of business strategy and digital transformation strategies. International Journal of Production Economics.



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FROM A DREAMER TO AN *HR* LEADER



**Debyani Sinha**  
◉ Batch 1996-98  
◉ 2000  
▪ Sr. Executive HR  
▪ Onicra Credit Rating  
◉ 2024  
▪ Senior Director Human Resources  
▪ Atria - Ingenious Insights



**Joshita Tandon**  
◉ Batch 2006-08  
◉ 2008  
▪ HR Business Partner  
▪ SRP Limited  
◉ 2024  
▪ Vice President and Head - CHR  
▪ SRP Limited



**Alicia Srivastava**  
◉ Batch 2002-04  
◉ 2004  
▪ HR Executive  
▪ Jaypee Palace Hotel  
◉ 2024  
▪ Associate Vice President  
▪ The Oberoi Group



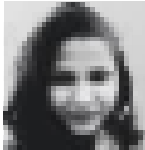
**Asha Nair**  
◉ Batch 2001-03  
◉ 2004  
▪ Assistant Manager  
▪ Symphony  
◉ 2024  
▪ Associate Director  
▪ EY



**Garima Shukla**  
◉ Batch 2006-08  
◉ 2008  
▪ Management Trainee  
▪ Reliance Nippon  
◉ 2024  
▪ Sr. Vice President  
▪ Human Resources  
▪ Reliance General Insurance



**Gaurav Tripathi**  
◉ Batch 2007-09  
◉ 2009  
▪ HR Executive  
▪ Godfrey Phillips  
◉ 2024  
▪ Chief of Staff to the  
▪ Founder & MD  
▪ BN Group



**Alka Tiwari**  
◉ Batch 2007-09  
◉ 2009  
▪ Recruiter  
▪ Lava International  
◉ 2024  
▪ HR Manager  
▪ LG India



**Prachi Bawari**  
◉ Batch 2002-04  
◉ 2004  
▪ HR Manager  
▪ SYDA Foundation  
◉ 2024  
▪ Head - HR International Business  
▪ CRISIL



**Praveer Singh**  
◉ Batch 2002-04  
◉ 2006  
▪ Sr. Trainer Manager  
▪ Bajaj Allianz  
◉ 2024  
▪ DGM HR  
▪ Adani Power



**Rashmi Singh**  
◉ Batch 1997-99  
◉ 2000  
▪ HR Executive  
▪ Fibcom  
◉ 2024  
▪ HR Head  
▪ HUBER+SUHNER



**Sagorika Sanyal**  
◉ Batch 2002-04  
◉ 2004  
▪ IT Recruiter  
▪ Elixer  
◉ 2024  
▪ Vice President  
▪ Talent Management  
▪ APPSeCONNECT



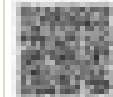
**Shalini Nagar**  
◉ Batch 1997-99  
◉ 1999  
▪ Assistant Manager Human Resources  
▪ Fortune Park Group Hotel  
◉ 2024  
▪ Senior Director HR  
▪ India and Global Shared Services  
▪ Baxter International Inc.



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**Dr. Lokesh Vijayvargy**  
Professor  
.....  
PhD, M. Tech  
.....  
Over 20 years of academic experience

**Area of Research**  
Decision Science, Operations Management, Green Supply Chain, Industry 4.0 and Supplier Selection.

Dr. Vijayvargy serves as the Pan Jaipuria Area Chair for Operations Management and Decision Science. He has published extensively in leading international journals and presented at conferences globally, with key contributions in green supply chain practices, operations management, and organizational performance.

- Published Work**
- (2024) Metaverse adoption as a cornerstone for sustainable healthcare firms in the industry 5.0 epoch. Journal of Enterprise Information Management.
  - (2024) The impact of marketing mix on the adoption of clothes rental and swapping in collaborative consumption. Journal of Global Operations and Strategic Sourcing.
  - (2023) Fear of missing out and revenge travel. Journal of Travel, Tourism & Marketing.



**Dr. Anupam Saxena**  
Professor  
.....  
Post-Doctoral Fellow,  
PhD

**Area of Research**  
Sustainability in Operations Management and Services Management.

Dr. Saxena has published extensively in peer-reviewed national and international journals. He has authored and edited three books and actively participates in academic conferences globally.

- Published Work**
- (2024) Touchstones for the development of an inclusive approach for ecotourism as a service industry. Benchmarking: An International Journal.
  - (2023) Past, present, and future of anthropomorphism in hospitality & tourism: conceptualization and systematic review. Journal of Hospitality Marketing Management.



**Dr. Srikant Gupta**  
Assistant Professor  
.....  
PhD, M.Sc

**Area of Research**  
Supply Chain Optimization, System Reliability, Industrial Production Planning, Sustainable Development Goals.

Dr. Srikant Gupta key areas of expertise include sustainable supply chain management, Industry 4.0, and integration of the circular economy. He holds an academic record as a gold medalist in his postgraduate studies, and his commitment to teaching has fetched him various awards such as Best Faculty for Quality Teaching. Having a strong publication record in Scopus and WoS-indexed journals, Dr. Gupta contributes to the Centre for Green Logistics, especially on the use of multi-objective approaches to develop optimal solutions for environmental, social, and economic issues.

- Published Work**
- (2024) Exploring the critical drivers of blockchain technology adoption in Indian industries using the best-worst method. International Journal of Productivity and Performance Management.
  - (2024) An integrated multi-objective multi-product inventory managed production planning problem under uncertain environment. Annals of Operations Research.



**Dr. Ankur Chauhan**  
Professor  
.....  
PhD, M.Tech

**Area of Research**  
Circular Economy, Healthcare Delivery Systems

Dr. Chauhan extensively applies multi-criteria decision-making methods and statistical modeling in his research, including regression analysis and ARIMA modeling. He has published in top ABS, ABDC, and Thomson Reuters listed journals, contributing significantly to operations and environmental management.

- Published Work**
- (2023) Data-driven flexible supplier network of self-care essentials during supply chain disruptions. Annals of Operations Research.
  - (2022) Sustainable healthcare operations in telemedicine services during a pandemic. Technological Forecasting and Social Change.



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on operations  
management as  
a specialisation

## FROM A DREAMER TO AN OPERATIONS GURU



Abhishek Gupta

- **Batch 2003-05**
- **2005**  
Asst. Manager, Operations  
IndusInd Bank
- **2024**  
Partner Lead  
Automotive Supply Chain  
World Economic Forum



Abhishek Khandelwal

- **Batch 2007-09**
- **2009**  
Business Analyst  
BG Jeffrey's Consulting
- **2024**  
Vice President  
Procurement  
Crystal Crop Protection Limited



Aditya Bhadoriya

- **Batch 2013-15**
- **2017**  
Senior Associate IB - Tech  
Moody's Corporation
- **2024**  
Vice President  
Wells Fargo



Manish Bahadur

- **Batch 1998-00**
- **2003**  
Branch Manager  
ICICI Bank
- **2024**  
Vice President  
HCL Technologies



Kamna Sharma

- **Batch 2008-10**
- **2010**  
Team Manager  
Deutsche Bank
- **2024**  
Assistant Vice President  
Bank of America



Nidhi Goswami

- **Batch 2010-12**
- **2012**
  - Sales Manager
  - Advantage Banking
  - Deutsche Bank
- **2024**
  - Associate Vice President
  - Kotak Mahindra Bank



Pooja Srivastava

- Batch 2008-10
- 2010  
Analyst  
Nomura
- 2024  
Vice President  
JPMorgan Chase & Co.



Piyush Kumar

- **Batch 2012-14**
- **2014**  
Senior Sales Executive  
RBC Developers Pvt. Ltd.
- **2024**  
Asst. Vice-President  
Operations & Logistics  
Nykaa



Sidhant Nayyar

- Batch 2007-09
- 2011  
Senior Executive- Procurement  
Samsung
- 2024  
Director - Sourcing & Procurement  
JLL India



Gyanesh Kumar

- Batch 2000-02
- 2003  
Sales Manager  
Bancassurance  
Bajaj
- 2024  
Vice President  
Partnership Distribution  
Tata AIA



Sarvesh Mishra

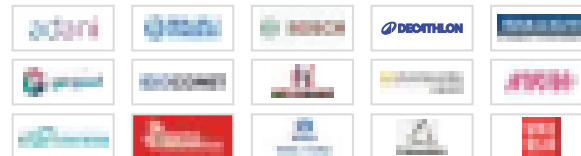
- Batch 2004-06
- 2008  
Key Account Manager  
HCL
- 2024  
Director  
Deloitte



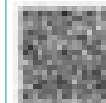
Soumyajyoti Ghosh

- **Batch 1999-2001**
- **2001**
  - Territory Sales Manager
  - Philips Lighting
- **2024**
  - VP & Country Head : Alternate Channels & International Biz
  - Bajaj Electricals Ltd

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## THEIR EXPERTISE YOUR SUCCESS STORY



**Dr. P. Mary Jeyanthi**  
Associate Professor  
PhD, MCA  
.....  
A decade experience  
in banking sector

### Area of Research

Generative AI, Artificial Intelligence, Machine Learning, Big Data Analytics, Blockchain, Metaverse.

Dr. Jeyanthi's notable publications include the single-authored textbook, Analytics in Business Domain (Wiley), used by NMIMS Global Access School, and her editorial work in Decision Intelligence Analytics and Strategic Business Management (Springer). Dr. Jeyanthi has published extensively in national and international journals, with research featured in Cogent Economics & Finance, Theoretical Economics Letters, and the Journal of Business Intelligence Research.

### Published Work

(2021) Aspirations and Subjective future of domestic female workers: The case of India, Advances and Applications in Statistics.

(2020) Failure prediction of Indian Banks using SMOTE, Lasso regression, bagging and boosting, Cogent Economics & Finance.



**Dr. Nitin Merh**  
Professor  
PhD, M.Sc  
.....

26 years of teaching  
with key positions at  
leading institutions

Corporate Trainer  
and Life Coach -  
Indore Management  
Association

### Area of Research

Business Analytics and Happiness

Dr. Merh has authored nearly 50 publications in peer-reviewed national and international journals, along with conference papers and case studies. His training programs have benefited several organizations, including Nicholas Piramal India Ltd. and the Indore Management Association.

### Published Work

(2020) Data-Driven Modelling for Predicting Financial Performance of BSE 500 Companies. Aweshkar.

(2019) Applying Predictive Analytics in a Continuous Process Industry, Springer Proceedings in Business and Economics.



**Dr. Shivani Bali**  
Professor  
PhD, MBA  
.....  
Three patents holder  
Seasoned corporate  
trainer

### Area of Research

Circular Supply Chain, Supply Chain Analytics, Sustainability, Emerging Technologies, Optimization & Decision-making.

Dr. Bali has conducted corporate training for organizations like IndiaMart and Indian Oil and has delivered guest lectures at institutions like FMS (Delhi University) and IIFT (Indian Institute of Foreign Trade). She has published extensively in journals indexed in SCI, WoS, and Scopus and has authored two academic and three edited books.

### Published Work

(2024) Blockchain-based deep learning in IoT, healthcare, and cryptocurrency price prediction: A comprehensive review, International Journal of Quality & Reliability Management.

(2022) A strategic decision-making framework for sustainable reverse operations, Journal of Cleaner Production.



**Dr. Pooja Singh Kushwaha**  
Associate Professor  
PhD, MBA  
.....  
IBM certified  
Analytics trainer

Corporate trainer

Google certification in  
analytics and digital  
marketing

### Area of Research

Social Media Analytics, Sentiment Analytics, Generative AI, Blockchain, IoT

Dr. Kushwaha has authored research papers in reputed journals and presented at various national and international conferences. Her expertise includes Advanced Excel, Social Media Analytics, Knowledge Management, and Cloud Computing.

### Published Work

(2024) Exploring the critical drivers of blockchain technology adoption in Indian industries using the best-worst method, International Journal of Productivity and Performance Management (EmeraldA).

(2024) Managing tourism and hospitality industry during pandemic: analysis of challenges and strategies for survival. Benchmarking: An International Journal (Emerald B).

(2024) Integrating Generative AI in Management Education: A mixed-methods study using Social Construction of Technology Theory, The International Journal of Management Education (Elsevier T).

FROM A DREAMER TO A DATA SPECIALIST



**Nishant Mohnot**  
• Batch 2002-2004  
• 2004  
• Analyst  
• CNBC TV18  
• 2024  
• Director  
• McKinsey



**Akanksha Gupta**  
• Batch 2014-16  
• 2016  
• Business Analyst  
• Cognito Analytics  
• 2024  
• Functional Business Analyst  
• Circle K



**Arpan Sanyal**  
• Batch 1997-99  
• 1999  
• District Manager  
• Cipla  
• 2024  
• Director  
• PwC



**Utkarsh Srivastava**  
• Batch 2006-08  
• 2008  
• Research Associate,  
• S&P Global  
• 2024  
• Associate Director -  
• Chief Data Office  
• S&P Global



**Dheeraj Chandel**  
• Batch 2006-08  
• 2008  
• Area Sales executive  
• Polar Industries Limited  
• 2024  
• Associate Director  
• Analytics and Visualization  
• MSD



**Jamaal Nasir**  
• Batch 2012-14  
• 2014  
• Associate Consultant  
• KPMG  
• 2024  
• Associate Director  
• KPMG India



**Manoj Pandey**  
• Batch 1997-99  
• 1999  
• Founder  
• Metaphor Software  
• 2024  
• Senior Director - AI and ML  
• Cisco



**Akhil Gupta**  
• Batch 1998-2000  
• 2002  
• Systems Executive  
• DSS MOBILE  
• 2024  
• Vice President  
• Bank of Singapore



**Urvashi Jain**  
• Batch 2008-10  
• 2010  
• Senior Analyst  
• Equity & Derivatives  
• Nomura  
• 2024  
• AVP-Projects  
• Barclays



**Vijay Sadhanani**  
• Batch 2006-08  
• 2009  
• Management Trainee  
• Genpact  
• 2024  
• Assistant Vice President  
• HSBC



**Zaryab Ahmar**  
• Batch 2008-10  
• 2010  
• Financial Analyst  
• Aptara  
• 2024  
• Associate Director  
• S&P Dow Jones Indices  
• Germany



**Stuti Chadha**  
• Batch 2016-18  
• 2018  
• Management Trainee,  
• CNH Industrial  
• 2024  
• Oracle HCM Functional  
• PwC



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- Behavioural Economics
- Consulting for Managers
- Economics of Strategy

- ESG Reporting and Risk Analysis
- International Business
- Mergers & Acquisitions and
- Strategic Alliance
- Technology and Innovation Strategy

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economics as a  
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**Prof. Amiya Kumar Mohapatra**  
Dean - Research  
.....  
Ph.D., M.A., MBA,  
M.Com.

Area of Research

Strategic Management, Sustainable Development, ESG, Circular Economy, Fiscal Policy, Public Policy.

Dr. Mohapatra has co-authored 5 reference books, edited 25 books, and published over 100 research papers and articles in reputed journals mostly indexed in SCOPUS, ABDC, and Web of Science. He has held leadership roles including Deputy Director, Dean and Chairperson for Accreditation and Quality Assurance. Dr. Mohapatra has organized more than 20 national and international conferences; and has been recognized with the 'Research Excellence Award' for his valuable contributions to academics and research.

Published Work

(2024) Unveiling Green Digital Transformational Leadership: Nexus between Green Digital Culture, Green Digital Mindset and Green Digital Transformation. Journal of Cleaner Production (ABDC 'A' Category).



**Dr. Varun Chotia**  
Associate Professor  
.....  
PhD, M.sc.

Area of Research

Public Infrastructure, Macroeconomics, Econometrics.

Dr. Chotia's research focuses on public infrastructure investment and fiscal sustainability, using econometric models for empirical analysis. Dr. Chotia has published over 25 research papers in reputed international journals and has won awards for teaching excellence at Jaipuria Institute of Management. Before entering academia, he gained corporate experience as a Business Analyst at IMS Health and Accenture.

Published Work

(2024) How big data analytics can create competitive advantage in high-stake decision forecasting? Technological Forecasting and Social Change.

(2024) Unlocking sustainable success: Strategic approaches to carbon neutrality. Journal of Cleaner Production.



**Dr. Ritika Gugnani**  
Associate Professor  
Dean - Academics  
.....  
PhD, MBA

With over 20+ years of  
teaching experience

Area of Research

Carbon Neutrality, Macroeconomic Policy Issues, Business Ethics, Corporate Governance.

Dr. Gugnani's research contributions are widely recognized and published in prestigious journals indexed by ABDC, SCOPUS, and Web of Science. Dr. Gugnani's research primarily focuses on themes like corporate carbon neutrality and sustainable business practices.

Published Work

(2024) Social media opinion leaders and information diffusion of crowd funding projects: Evidence from China. Technological Forecasting and Social Change, 200, 123110.



**Dr. Harshit Kumar Srivastava**  
Associate Professor  
.....  
PhD , M.Com

Area of Research

Development Economics, Indian Economy, Current Economic Issues.

Dr. Srivastava has numerous publications in respected journals, including ABDC, SCOPUS, and Web of Science. His recent works explore socio-economic infrastructure and regional development, and he has contributed to edited volumes on digital innovation in economics and rural industrialization.

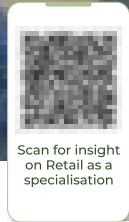
Published Work

(2024) Social media opinion leaders and information diffusion of crowdfunding projects: Evidence from China. Technological Forecasting and Social Change, 200, 123110.



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- Franchising and Global Retailing
- Luxury Marketing
- Mall Management and Event Management
- Merchandise and Category Management for Retailers
- Managing Private Labels
- Merchandise Buying

- Merchandising
- New Store Planning
- Product and Category Management
- Retail Buying
- Retail Marketing
- Retail Store Management
- Rural Retailing
- Retail Analytics
- Store Designing and Visual Merchandising
- Store Operation
- Warehousing Design Management

## THEIR EXPERTISE YOUR SUCCESS STORY



**Dr. Himanshu Misra**  
Associate Professor  
.....  
PhD, MBA  
.....  
20+ years of experience  
in marketing

### Area of Research

Technology in Marketing, Consumer Decision-Making, Brand and Market Behaviour, Rural Markets.

Dr. Misra, a management graduate from Banaras Hindu University. He is highly regarded for his research on marketing and rural e-commerce models, particularly examining factors that influence buyer-seller partnerships. His interest spans consumer behavior, organized retail, and case writing for academic discussions.

Dr. Misra has presented at various national and international conferences and has published extensively in peer-reviewed journals, including SCOPUS-indexed publications.

### Published Work

(2023) Innovation as a catalyst for Moonj artisans: A case of Rekhaakriti. Emerald Emerging Markets Case Studies, 13(1).

(2022) Bayesian parameter estimation and model selection for gallbladder cancer data of two countries. Journal of Statistics Applications & Probability, 11(1), 251-263.



**Dr. Shalini Nath Tripathi**  
Associate Professor  
.....  
PhD, MBA  
.....  
Seasoned academican  
and consultant with  
19+ years of experience  
in marketing.

### Area of Research

Services Marketing, Marketing Strategy.

Dr. Tripathi's expertise spans services marketing and strategic marketing. Her research contributions are widely recognized, with publications in reputed journals such as Journal of Consumer Marketing, Internet Research, Technological Forecasting and Social Change, Annals of Operations Research, International Journal of Manpower and many more.

She has delivered impactful training sessions for organizations including the Indian Railways, Central Excise, Airports Authority of India, India Post, and Women's Self-Help Groups, focusing on service quality and marketing strategy.

### Published Work

(2023). Exploring the impact of fairness of social bots on user experience. Technological Forecasting and Social Change.

(2023). How does misinformation and capricious opinions impact the supply chain - A study on the impacts during the pandemic. Annals of Operations Research.

(2022). Validating the antecedents of customer M-payment loyalty: An empirical investigation. Internet Research.



**Dr. Reeti Agarwal**  
Professor  
.....  
PhD, PGDBA  
.....  
25+ years of teaching  
experience

### Area of Research

Customer Relationship Management (CRM), Customer Satisfaction, Loyalty, Repurchase Behavior.

Dr. Agarwal's research has been widely published in the Journal of Retailing and Consumer Services, International Journal of Tourism Research, Business Strategy and the Environment, Technological Forecasting and Social Change, and Journal of Knowledge Management, among other journals.

### Published Work

(2024) Why do people purchase plant-based meat products from retail stores? Examining consumer preferences, motivations and drivers. Journal of Retailing and Consumer Services.

(2024) Sustainability Reporting In Carbon-Intensive Industries: Insights From A Cross-Sector Machine Learning Approach. Business Strategy and the Environment.

(2024) Unveiling the nexus: organization inclusion, ethical virtues, and organizational citizenship behavior in the hospitality sector. Journal of Knowledge Management.



**Dr. Shubhendra S. Parihar**  
Associate Professor  
.....  
PhD, MBA  
.....  
Certified cyber Law  
Expert  
.....  
17+ years of teaching  
experience

### Area of Research

Pharmaceutical Marketing, Business & Technology, Developmental Economics, World Trade.

Dr. Parihar has led numerous Management Development Programs (MDPs) for companies such as Cipla, Macleods Pharma, and Tata Motors, focusing on topics like sales productivity, leadership, and digital marketing. He also consults on public policy, digital marketing, and team management for both private and government sectors.

### Published Work

(2024) Determinants of online learning and the mediating role of facilitator. International Journal of Educational Reform, 33(2), 142-156.



FROM A DREAMER TO A *RETAIL* EXPERT



**Abhinaw Sinha**  
◉ Batch 2006-08  
◉ 2008  
▪ SME Sales  
▪ Reliance Communication  
◉ 2024  
▪ Assistant Director  
▪ Samsonite



**Abhishek Bishnoi**  
◉ Batch 2006-08  
◉ 2008  
▪ Manager  
▪ Rosebys Interiors  
◉ 2024  
▪ Founder  
▪ Franforschen



**Ankur Bahorey**  
◉ Batch 1997-99  
◉ 1999  
▪ Deputy Manager  
▪ Citicorp  
◉ 2024  
▪ Director and  
▪ Chief Operating Officer  
▪ HDFC ERGO



**Atul Shivaji**  
◉ Batch 2006-08  
◉ 2008  
▪ Management Trainee  
▪ HDFC Bank  
◉ 2024  
▪ Area Sales Manager  
▪ IDFC First Bank



**Anant Chaturvedi**  
◉ Batch 2010-12  
◉ 2012  
▪ Store Manager  
▪ Tommy Hilfiger  
◉ 2024  
▪ Founder  
▪ Remedify Events



**Lokesh Makhija**  
◉ Batch 2006-2008  
◉ 2008  
▪ Business Development Manager  
▪ CHCL  
◉ 2024  
▪ National Business Manager  
▪ Cello Future Fashion



**Mishita Singhal**  
◉ Batch 2017-19  
◉ 2019  
▪ Team Manager  
▪ Amazon  
◉ 2024  
▪ Group Manager  
▪ Amazon



**Shreya Srivastava**  
◉ Batch 2014-16  
◉ 2016  
▪ Department Manager  
▪ Shoppers Stop  
◉ 2024  
▪ Sr. Retail Merchandiser  
▪ Quest Retail



**Pranjal Srivastava**  
◉ Batch 2014-16  
◉ 2016  
▪ City Operations Manager  
▪ Aditya Birla Retail Limited  
◉ 2024  
▪ Category Lead  
▪ Reliance Retail



**Ravi Pratap Singh**  
◉ Batch 2007-09  
◉ 2010  
▪ Sales Officer  
▪ Parle Products Pvt. Ltd.  
◉ 2024  
▪ AGM, Sales  
▪ Aditya Birla Group



**Sankar Jyoti Baruah**  
◉ Batch 2013-15  
◉ 2015  
▪ Operations & Logistics Manager  
▪ QAUR  
◉ 2024  
▪ Assistant Manager  
▪ Flipkart

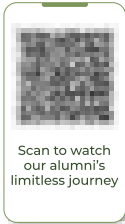


**Siddhant Shukla**  
◉ Batch 2014-16  
◉ 2016  
▪ Franchise Operations Manager  
▪ Telenor India  
◉ 2024  
▪ AVP- Offline Expansion and Strategy Head  
▪ Grooves Audio & Lifestyle

OUR PROMINENT RECRUITERS



and many more...



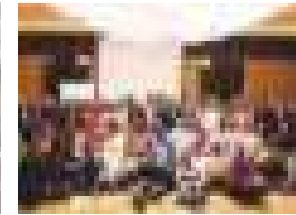
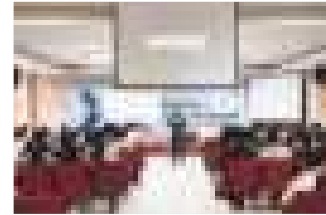
Scan to watch  
our alumni's  
limitless journey





# LEADERS ARE MADE, NOT BORN. BECOME *ONE* WITH THE STUDENT COUNCIL

Take charge, develop your leadership acumen, and make meaningful contributions to the campus community. Through hands-on responsibilities and mentorship, SEC members emerge as limitless leaders ready for real-world challenges. At Jaipuria, we don't just talk about leadership, we help you stand out and redefine your vision, voice and impact. Get ready from day one.



## START YOUR SEC JOURNEY

Passion, commitment, and leadership potential - these are the pillars of your SEC journey.

Join various clubs and committees in year one

Prepare to be elected for key positions, such as: **President, Vice president** in various communities and clubs.

## GROOM THE LEADER WITHIN

Discover, refine and unlock your leadership potential with On-campus Leadership Workshop

Create a comprehensive blueprint of initiatives for your respective clubs

Share strategies, discuss challenges, and collaborate on solutions to drive collective excellence.

Through targeted sessions, enhance skills such as: strategic planning and execution, communication and interpersonal dynamics, team leadership and conflict resolution, problem-solving and decision-making.

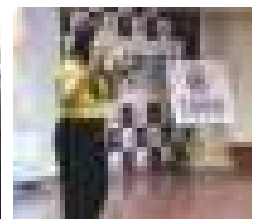
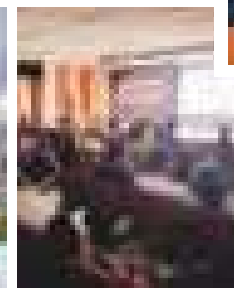
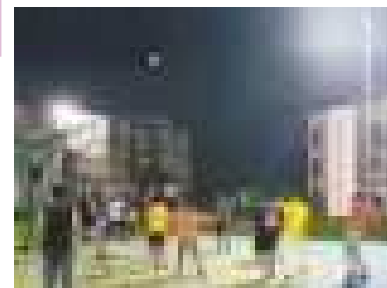
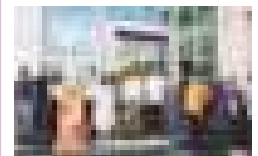
## TAKE CHARGE OF YOUR ROLE

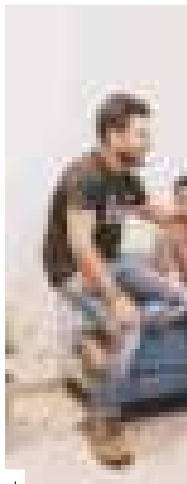
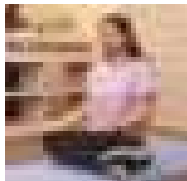
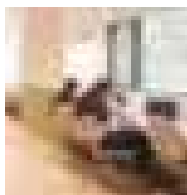
Plan and execute initiatives that foster learning, engagement, and community building.

Collaborate with peers from across Jaipuria campuses, ensuring alignment and innovation in inter-campus initiatives.

With mentorship from faculty and external experts, align initiatives with the broader vision of the institute, gaining insights into effective leadership and management

Student Excellence Council  
Alumni Relations Committee  
International Relations Committee  
Media Relations Committee  
Program Management Committee  
Sports Committee  
CSR Committee  
Admission Committee  
Event Committee  
Student Internship Programs  
Career Management Committee  
Entrepreneurship Committee  
Research Club  
HR Club  
Retail Club  
Communication Club  
Business Analytics Club  
Finance Club  
Marketing Club



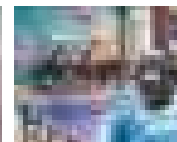
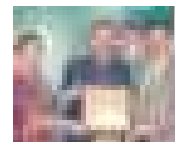
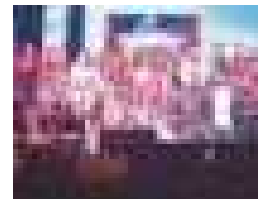
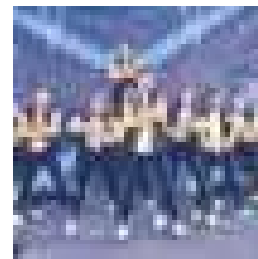
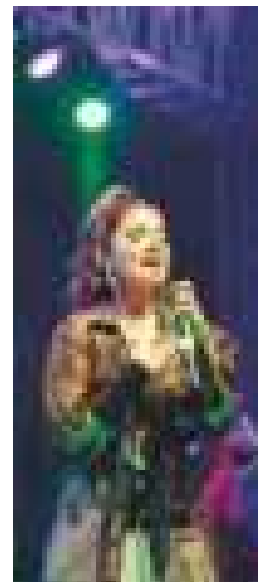
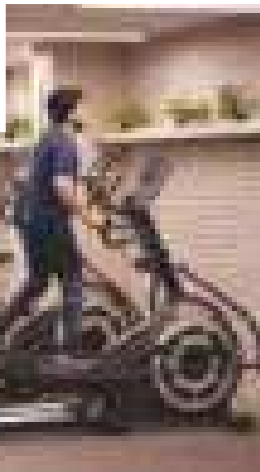
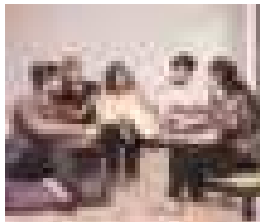
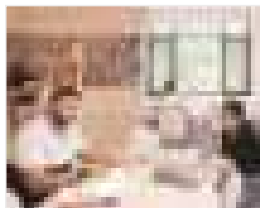


## BE AT *HOME* TO STEP OUT OF YOUR COMFORT ZONE

The highlight of student life is the hostel experience. At Jaipuria, make the most of 2 years of fun and friendships. Make a network for life and meet a community that will remain your biggest cheerleader.



Take a tour of our comfortable and safe hostel life

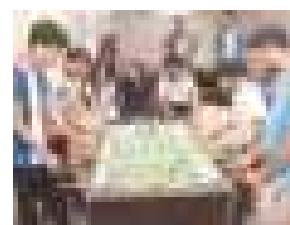
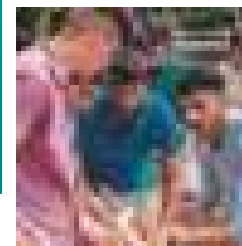
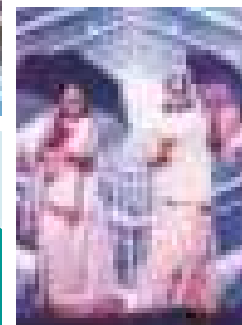
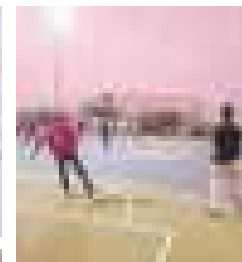


**30+** Clubs  
**100+** Events  
**110+** Conferences

*LEAD* WITH  
UNSTOPPABLE  
FUN



Catch Jaipuria's limitless exposure to learn and lead.

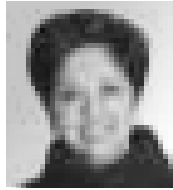




**Shiv Shivakumar**  
Chairman  
MTPL, An Advent Company  
Former  
Group Executive President  
Aditya Birla Group



**Radhika Gupta**  
MD & CEO  
Edelweiss AMC



**Indra Nooyi**  
Former Chairperson  
and CEO Pepsico



**Gaurav Agarwal**  
Co-founder  
1mg



**Apoorva Purohit**  
Co-Founder  
Aazol  
Independent Director  
LTIMindtree



**Harish Bhat**  
Advisor & Director  
TATA Group



**Unmesh Pawar**  
Partner - CHRO  
KPMG India

**MEET *VISIONARIES***  
**WHO INSPIRE DREAMERS -**  
**OUR GUEST SPEAKERS**



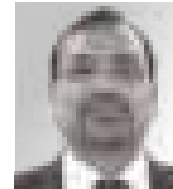
Catch a glimpse  
of our guest speakers



**Rajeev Dubey**  
Chairman  
Mahindra Insurance Brokers  
Mahindra Steel Service Centre  
Mahindra First Choice Wheels



**SV Nathan**  
Co-Founder and Chairman  
Visara Human Capital Consulting  
Former Chief Talent Officer  
Deloitte



**Neeraj Goel**  
CFO  
Intech Organics  
Former CFO  
Jaquar



**Vineeta Singh**  
Co-founder & CEO  
Sugar Cosmetics



**Pushhkraj Shenai**  
CEO  
Lakme- HUL



**Anil Bhasin**  
Advisor  
Kent RO  
Former President  
Havells India Ltd



**Atul Chaturvedi**  
Executive Chairman  
Shree Renuka Sugars  
Former CEO  
Adani Agro



**Pulkit Trivedi**  
MD,  
Snapchat



**Santosh Desai**  
MD & CEO  
Future Brands



**Suresh Narayanan**  
Chairman  
Nestle India



**Aditya Ghosh**  
Co-founder Akasa Air  
Board Member  
Fabindia, OYO  
Former President  
IndiGo

# GATEWAY TO LIMITLESS CAREER OPPORTUNITIES

## PLACEMENT HIGHLIGHTS 2022-24

Jaipuria's strong industry partnerships, an immersive curriculum, and innovative new-age courses empower our students to explore their talents across diverse profiles and access attractive job opportunities in emerging domains.



### Finance

Credit, Risk, Advisory, Portfolio Management, Financial Operations, Investment Banking, Financial Modeling, Spend Analytics, Digital Banking, Risk Management, Enterprise Planning, Trade Financing, Financial Compliance Management



### Analytics

Business Analyst, Analytics Practitioner, Data Analyst, Artificial Intelligence, Machine Learning, Cloud Specialist



### Operations

Supply Chain Consulting, Procurement Advisory, Service Operations, Analyst (Logistics), Retail Operations



### Marketing

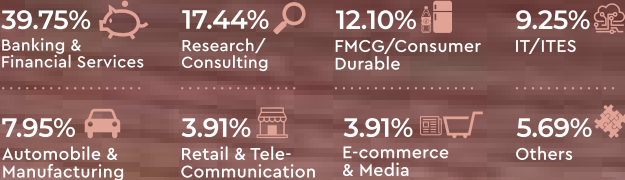
Product Management, Research Analyst, Product Consultant, Customer Insights, Branding, Trade Marketing, Digital Marketing



### Human Resource

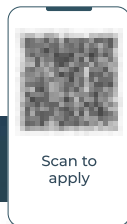
HR Transformation, Talent Acquisition, HR Analytics, HRBP, L&D, PMS, HR Consultants

## SECTOR-WISE PLACEMENTS



# TIME TO BE LIMITLESS APPLY NOW.

## HOW TO APPLY Choose the right programme you wish to study as well as your preferred campus



### Check the eligibility criteria

You must have a 3 year of Bachelor's Degree or equivalent qualification with atleast 50% marks or equivalent CGPA in any discipline from University incorporated by an Act of the Central or State legislature in India or other educational institutions established by an Act of Parliament or declared to be deemed as a University under Section 3 of UGC Act, 1956.

You can also apply if you are appearing for the final exam and expected to complete all requirements by 30th June 2025. In such a case your admission will be provisional and subject to furnishing evidence to that effect latest by 1st October 2025; otherwise, you may be asked to withdraw from the programme.

### Understand the Selection Process

The selection to Post Graduate Diploma in Management programme is purely based on the cumulative performance in CAT2024/CMAT/XAT/MAT/GMAT score followed by case analysis and personal interview. We will assess your profile and suitability through case analysis and personal interview.

The objective is to identify and assess your interpersonal skills in addition to the overall knowledge. Due weightage is given to past academic achievements and work experience respectively, as per the set parameters by AICTE.

### The Selection Weightages

PARAMETER**	WEIGHTAGES
Score in CAT/CMAT/XAT/MAT/GMAT	45%
Case Analysis	10%
Personal Interview	25%
Academic Performance in X Std., XII Std., Degree/Post Graduate Degree	15%
Work Experience, Sports & Extra Curricular Activities	03%
Diversity	02%

\*Jaipuria Institute uses CAT score for short-listing of candidates for Post-Graduate Diploma in Management/MBA programmes. IIMs have no role either in the selection process or in the conduction of the programme. | \*\*The selection parameter is subjected to change as per AICTE Norms.

### Apply Online

Applications for our postgraduate programmes are made directly on our website. You just need to visit and click apply now. The application process comprises of 3 steps;

#### Step 1

Register with your credentials



#### Step 2

Make a non refundable payment of INR 1000/- towards application fees through any of the online payment modes.



#### Step 3

Fill the application form with your personal and academic details.

### Speak to our Counsellor

Once you submit the application, you may contact our admission counsellor to know about the selection process, date and venue and to seek further guidance about studying at Jaipuria.

You will receive an admission decision/offer letter within two weeks, including decisions on any financial assistance/scholarship. You have to submit required documents along with the first-semester fee to confirm your admission.

### Fees\*, Scholarship & Loan

PGDM at Jaipuria is an excellent and affordable investment for your future. On an average, graduates earn more than the MBA course tuition fees during their first year of employment after the MBA equivalent PGDM. Most candidates fund their studies with a mix of personal funds, loans and scholarships. The programme fee includes tuition fees and other related costs. Essential courseware will be provided from the well stocked book bank of campus library for the duration of the course on a returnable basis.

The fee is payable in six installments across the period of the programme. Hostel fee is payable for the year along with the first installment and fourth installment of the programme fee. The selected candidate must pay their first installment of fee within stipulated time as mentioned in the admission offer letter. For details of hostel fees visit: <https://www.jaipuria.ac.in/fees/>

CAMPUS	LUCKNOW	NOIDA	JAIPUR	INDORE
Particulars	PGDM/PGDM-FS/ PGDM-RM	PGDM/PGDM-SM/ PGDM-M	PGDM	PGDM
1st Year Fees	740000	795000	700000	640000
2nd Year Fees	735000	780000	675000	635000
<b>Total Fees</b>	<b>1475000</b>	<b>1575000</b>	<b>1375000</b>	<b>1275000</b>

#A refundable Security Deposit of INR 15,000 to be paid along with first Installment in addition to the fee above.

## Scholarship

In order to reward outstanding achievement and to ensure that fears about finance do not constrain our prospective students from considering study at Jaipuria Institute of Management, we are pleased to offer a number of prestigious scholarships\*.

The scholarship will be awarded on first come first served basis to a limited number of scholars, subject to submission of first installment of fees. The scholarship amount is equally divided in two

parts, one for each academic year.

An awardee shall be eligible to receive the scholarship in the second year only if he/she maintains a requisite CGPA at the end of the first year. In addition, Jaipuria also offers a sibling scholarship of Rs 1 lac. spread across two years. Overall Jaipuria offers scholarship of more than 5.5 crores to deserving students based on different parameters.

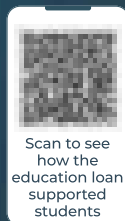
## IDFC First Scholarship#

IDFC FIRST Bank MBA scholarship is a need-based scholarship where ₹2,00,000 is granted for two years of full-time MBA education to students that have secured admissions in B-schools on their own merit and have a family income of less than 6 lakhs per annum. This scholarship aims to make post graduate education in Business studies accessible to those who are meritorious but are unable to afford it due to financial constraints.

## Education Loan

Jaipuria has made arrangements with all major national, private banks, and NBFCs for education loans at lowest possible interest rate.

Jaipuria is one of the approved institution for SBI scholar loan. Visit website for detail.



## Refund Policy

The refund policy of the Institute in case of withdrawal/cancellation of admission in the MBA equivalent PGDM courses is as per the rules of

AICTE vide its Public Notice Advt. No. AICTE/Legal/04(01)/2007

## Alumni Membership

At Jaipuria you will get an opportunity to network with alumni across four campuses. Be a member of the Alumni Association and reap lifelong benefits from the largest alumni network spread across the globe. The registration fee for the lifetime membership is Rs. 2500/- plus applicable tax to be paid separately in favour of respective campus alumni associations.

#This scholarship is awarded by an external agency and the institute has no influence in selection or award of scholarship. For details visit: [https://www.idfcfirstbank.com/csr-activities/educational\\_initiatives/mba-scholarship](https://www.idfcfirstbank.com/csr-activities/educational_initiatives/mba-scholarship)

\*The Institute reserves the right to amend the fees and scholarship without prior notice.

