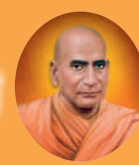




Manthan

ISSN 0973-7863



NEWSLETTER FROM FACULTY OF MANAGEMENT STUDIES (FMS) & DEPARTMENT OF MANAGEMENT STUDIES (DMS)
GURUKULA KANGRI (DEEMED TO BE UNIVERSITY), HARIDWAR, VOL. 35, ISSUE 22, 2022-23
(NAAC Accredited 'B' Grade Deemed to be University u/s 3 of UGC Act 1956)

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From the Dean's Pen.

In Faculty of Management Studies and Department of Management Studies, we nurture the overall personality of future intelligentsia and make them good human beings. I am glad to offer the various courses in management to different sections of society with a mission to make this world more peaceful and meaningful place to live.

Over the last couple of years, FMS and DMS have differentiated itself as a leading B-school through continuous improvement in its business teaching pedagogies and sincere efforts to groom students. The role of a good educational institution is to bring out the latent abilities of students so as to ensure their overall development. FMS and DMS has always believed in the new concept of all work and play without learning makes jack a dull boy, so we lay emphasis on learning propelled teaching instead of traditional teaching pedagogy. Believing that the young minds of today will become the policy makers of tomorrow, FMS and DMS tries to provide its young intellectuals, the opportunities to explore new tools and techniques to hone their skills. Today, in the intellectual, technical and competitive era, it is essential to be intuitive, creative and communicative to survive. FMS and DMS provides platform to the young minds by conducting conferences, symposiums, business quizzes, poster making and many other outreach programs regularly so that they can pioneer out of box thinking and tackle future challenges intelligently and calmly. It is our alumni that make us an intrinsically interfaced industry-academic body. Wherever they go, whatever they achieve, one thing remains unchanged and that is the relationship with FMS/ DMS, faculties and students that give FMSians and DMSians the linkage with the industry for better placement record every year.

V.K. Singh

Our Legacy...

Faculty of Management Studies and Department of Management Studies was established in the year 1996, offers two post-graduate courses: (i) a Master of Business Administration (MBA) and (ii) a Master of Business Administration in Business Economics. Additionally, it provides a Bachelor of Business Administration (B.B.A.) – Honors, a four-year undergraduate program following the guidelines of the New Education Policy-2020, applicable from the 2022-23 sessions. Alongside these, FMS also conducts two certificate courses: one in Sales Management and another in The Art of Happiness. Admission to the post-graduate courses is through CUET, CAT, MAT, CMAT, GMAT entrance exams and BBA Honors admissions are being conducted through CUET entrance exam. Besides this, Ph.D. program is also different areas of management. The Faculty aims at providing quality conscious managerial manpower for the industries and for that purpose FMS and DMS aims at developing competent professional managers for ensuring competitive business environment and to infuse entrepreneurial and innovative styles in the future managers. Besides this, there multifaceted objectives to are research, consultancy and managerial excellence. Marching ahead to the path of success, and video conferencing facility to faculty is providing Wi-Fi environment and the students and faculty members. FMS/ DMS, Gurukula Kangri (Deemed to be University) Haridwar is among the best teaching, research and consulting institutions. The Faculty has established itself as a world- class teaching and research institution and is involved in consulting and training programmes for the industry.

The alumni of the faculty hold, Inter alia, top management positions in the best of Indian as well as multinational companies. Besides the professional achievements, FMS/ DMS provides the ideal setting and background conducive to learning where a student is a treasured asset.

Continued Learning Webinar Series: Enhancing Professional Development

The Faculty has remained committed to fostering continuous learning opportunities. Through the Continued Learning Webinar Series: Enhancing Professional Development, FMS/ DMS have persistently organized a range of webinars. These sessions serve as a vital platform, offering insightful discussions, expert insights, and innovative approaches tailored to augment professional growth. Despite the pandemic's disruptions, FMS/ DMS have steadfastly upheld its dedication to empowering individuals with valuable knowledge and skills, ensuring ongoing development in the ever-evolving landscape of the business world.



Dr. Ankur Bhatnagar
Project Manager
Team Lease Ed Tech Ltd.



Mr. Raghunandan Pattanak
Sr. Corporate Trainer,
BSE Institute Ltd., Mumbai



Dr. Akansha Tyagi
Teaching Associate
Lal Bahadur Shastri IAS Academy
Mussoorie

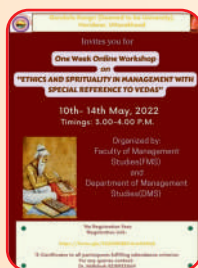


MANAGEMENT DEVELOPMENT PROGRAM (MDP)

The collaborative efforts of the Faculty of Management Studies and the Department of Management Studies culminated in a transformative One-Week Online Management Development Program (MDP) titled 'Post-COVID Business Transformation in Business Coterie,' spanning from April 22nd to April 28th, 2022.

Workshop Loggia

At the Faculty of Management Studies (FMS), an array of impactful workshops was recently conducted to foster and enhance professional development among its participants. These workshops served as pivotal platforms for practical skill-building, knowledge exchange, and networking opportunities. Covering diverse areas such as leadership, communication, strategic management, and emerging trends in the business landscape, these sessions were curated to provide comprehensive insights and hands-on experiences. Participants engaged in interactive sessions led by industry experts and academic stalwarts, gaining invaluable expertise and strategies to navigate the complexities of the professional world effectively. The workshops at FMS stood as testament to the institution's commitment to nurturing and empowering individuals for success in their respective fields.



FMS/DMS delved into the essence of leadership during a captivating five-day virtual workshop on 'Ethics and Spirituality in Management: Insights from the Vedas,' spanning May 10th to May 14th, 2022.



FMS/DMS orchestrated a power-packed five-day virtual workshop, 'Skill Enhancement: Crafting Personal Success,' spanning from the 23rd to the 27th of 2022.



The dynamic collaboration between Faculty of Management Studies and Department of Management Studies sparked a five-day national virtual workshop exploring 'Corporate India's Vision For India for the next 25 years and contribution of Startups and Young Indians' from September 19th to 23rd, 2022.



FMS and DMS teamed up for a power-packed 'E-Filing Mastery' workshop on August 29th, 2022, guiding attendees through the intricacies of Income Tax Returns online.



DMS sparks financial enlightenment! Renowned expert, Mr. Rajeev Jain from NISM, spearheaded a two-day 'Financial Education for Young Citizens' workshop on October 6th and 7th, 2023, empowering the youth with essential financial insights.

Day Celebration and Competition @ FMS & DMS

HINDI DIWAS CELEBRATION

On September 14th, 2022, the Faculty of Management Studies and Department of Management Studies lit up with Hindi Diwas celebrations through two vibrant competitions: the Idiom Skit and Poetry Contest. The winners were :



First position - Shagun Sharma (Research Scholar, Microbiology department), Ankita (MBA 1st sem) and Pranjal Sharma (BBA 3rd sem).

Second Position - Anuja Pandey (BBA 3rd sem), Divya (MBA 1st sem) and Bhimal Chauhan (MBA 1st sem) and Dhiraj Tomar (MBA 3rd sem).

Third position - Upasana (BBA 5th sem), Mahima (BBA 5th sem) and Krishna Chaturvedi (BBA 3rd sem).



NATIONAL LEGAL SERVICE DAY CELEBRATION

FMS and DMS joined forces for a power-packed National Webinar on 'Unlocking Job Prospects in Corporate Legal Advisory Services in India,' commemorating National Legal Service Day. Guided by the expertise of Mr. Bhavpreet Singh Soni, CEO of Billionpreet Growth Consultants Pvt. Ltd., the event explored vast career opportunities in this field

CHANDRAYAAN-3 MAHAQUIZ

Chandrayaan-3 MahaQuiz, Flagship of the Government of India at organized by FMS, saw vibrant participation from eager students. The event buzzed with youthful enthusiasm, as students delved into the realms of space exploration, showcasing their passion and knowledge. It stood as a spirited celebration of curiosity and the quest for space science understanding among the youth.



RASHTRIYA EKTA DIWAS CELEBRATION

FMS and DMS joined hands to commemorate Rashtriya Ekta Diwas with an engaging Essay Writing Competition on Sardar Vallabhbhai Patel's birth anniversary. Congratulations to the winners: 1.) Shivansh Sharma from BBA 1st Semester, 2.) Shashwat Sharma from BBA 3rd Semester, and 3.) the duo of Ojasvee Prakash and Vanshaj Prajapati from BBA 3rd Semester.



NATIONAL SMALL INDUSTRY DAY CELEBRATION

FMS & DMS united to ignite entrepreneurial sparks with a dynamic Business Plan Competition on National Small Industry Day, August 27, 2022. The winners of Business Plan Competition were -



First Position : Santosh Rathor, FMS MBA (BE) 3rd sem.

Second Position : Ankita Mishra & Sweta Rawat, DMS MBA 1st sem.

Third Position : Ananya Gupta & Kajal Thakur, DMS MBA 1st sem.

DIWALI CELEBRATION

FMS and DMS teamed up for a dazzling Diwali celebration on November 8th, 2023, hosting a lively Rangoli and Dance competition. The Conference Hall at FMS and the DMS Atrium buzzed with vibrant colors and rhythmic performances, bringing together artistry and festivity in a joyful celebration of Diwali.



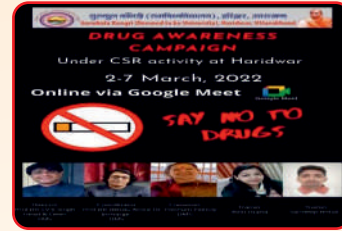
INTERNATIONAL ENTREPRENEURSHIP DAY CELEBRATION

FMS and DMS, in partnership with Niti Aayog and Atal Innovation Mission, sparked entrepreneurial dreams with an online session: 'From Idea to Startup: Exploring Funding Opportunities.' Guiding the way was Mr. V. Ramakanth, CEO of ACIC KL Startups Foundation, Guntur, Andhra Pradesh.

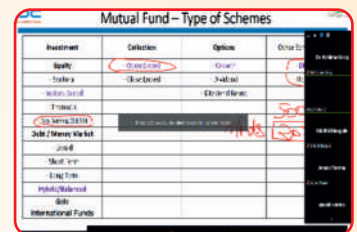


Awareness Programs @FMS & DMS

From March 2nd to 7th, 2022, the Faculty of Management Studies and Department of Management Studies teamed up for a 5-day "Drug Awareness Campaign" in Haridwar. Aditi Gupta and Sandeep Rohal discussed the country's pressing drug crisis and solutions. Students from various Haridwar schools joined. Prof. V.K. Singh directed the campaign, Prof. Bindu Arora coordinated and Dr. Poonam Painuly managed it.



On February 9th, 2023, the Faculty of Management Studies and the Department of Management Studies teamed up with Ambition Learning Solution, Borivali (West), Mumbai, for an Investor Awareness Program. Mr. Varad Kulkarni, the Training and Content Executive at Ambition Learning Solution, was the resource person.



FMS and DMS teamed up with NCFE for a 'Financial Awareness and Consumer Training Program.' Mr. Rajeev Jain, a Financial Education resource person, led the initiative.



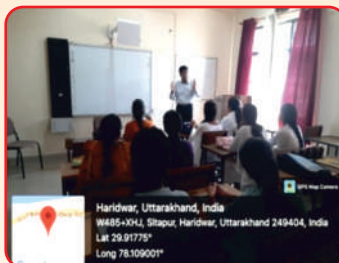
FMS organized an expert talk on "Career Opportunities in HR" by Mr. Prem Prakash, Human Resource Manager, Hindustan national Glass and Industries Ltd. held on 03rd November, 2023.



An expert talk was organized on 16th October, 2023 by the FMS and DMS on "Income Tax E-filing using Compu Tax Financial Software" in which CA Ashutosh Singh gave his insight.



DMS organized an expert talk on "Emerging trends of Women Entrepreneurs in Indian E-Commerce Sector" by Mrs. Neelam, Founder, Rimisha Wear.



DMS organized an expert talk on "Essential Economic Skills for Future Managers" by Prof. Aditya Gautam, Principal, Hari Om Saraswati PG College (Government Aided PG College), Dhanuri Haridwar on 18th August, 2022.



FMS and DMS students jointly attended an expert talk on "Language & Communication Skills" by Mr. Sachin Chauhan, Trainer, Oxford Institute of Skill Development Pvt. Ltd. on 20th-21st october, 2023 which was organized by IQAC, GK(DU) Haridwar

Academic Agora and MOU's



Meeting organized for Course Outcome and Program Outcome of MBA and MBA (Business Economics) program under curriculum development in the presence of all the scholars and faculties of FMS and DMS.



Industrial Visit

As a part of curriculum the students' are made to expose with the practical work setting. DMS students' visited Wipro Limited, Sidcul, Haridwar on 3rd May, 2023.



BOS

FMS orchestrated an online Board of Studies (BOS) meeting on August 17th, 2023, featuring expertise from Prof. Tejinder Sharma, Department of Commerce, Kurukshetra University and Prof. Vinay Sharma, Department of Management Studies, IIT Roorkee. The session delved into crucial discussions, harnessing their insights to shape the academic landscape.



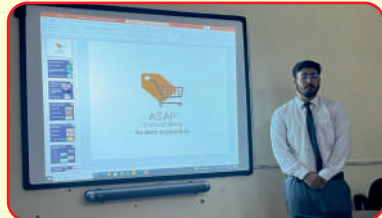
FMS and DMS, Gurukula Kangri (Deemed to be University) inks MoU with Sonsivision & Billionpreet Growth Consultants

A Memorandum of Understanding was signed between Billionpreet Growth Consultants Pvt. Ltd., Ajmer (including Sonsivision Corporates LLP, Ajmer) and Management Studies (FMS and DMS), Gurukula Kangri (Deemed to be University), Haridwar to collaborate on joint consultancy projects, conference, seminars, webinars, workshops, internship and placement for students, joint publications, awareness programs on IPR/Startup/ Franchisee etc.

Startup Disquisition by FMS Students

Exhibition/ Poster Presentation of Startups organized by Innovation Cell, Institution Innovation Council (IIC), Ministry of Education Initiative, Gurukula Kangri (Deemed to be University). The student of FMS secured positions as below:

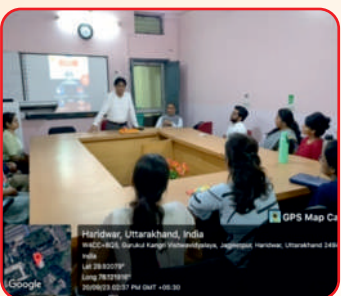
1. Abhishek Jhakmola (MBA Ist) & Pranjal Sharma (BBA Vth) - IInd Position
2. Vansh Namdev & Vanshaj Prajapati (BBA IIIrd) - IIIrd Position.



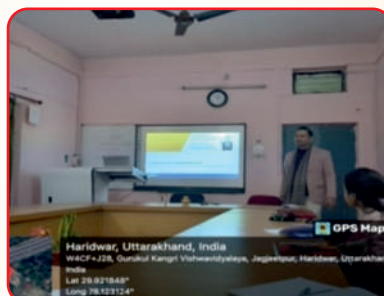
Research Protrusion



FMS & DMS jointly organized an Expert Lecture on "Researching in Research" by Prof. R. P. Meena, Head, FOC, CUH, Mehander Garh, Haryana on 22nd September, 2023 held at Business Clinic, FMS.

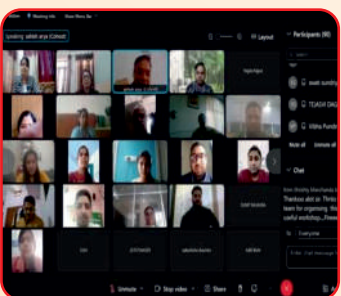
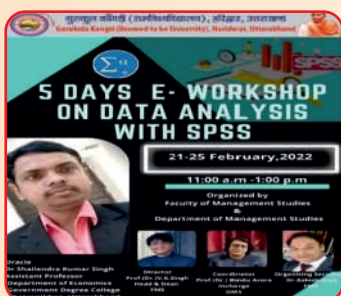


An Expert Lecture was organized by FMS & DMS on "Orientation for Research" conducted by Prof. (Dr.) Pushpendra Kumar, Faculty of Commerce, Karori Mal College, DU, New Delhi on 20th September, 2023 held at Business Clinic, FMS.



An Expert talk was duly organized by FMS & DMS on the topic "Problem Formulation, Conducting Industrial Research and Transforming it into Published Articles and Case Studies" by Dr. Sudhanshu Joshi, DoMS, Doon University, Dehradun on 12th December, 2023 at Business Clinic, FMS.

The Faculty of Management Studies (FMS) and the Department of Management Studies (DMS) recently collaborated to host an engaging online interactive session focusing on Intellectual Honesty & Research Integrity. Dr. Krishna Kumar Verma, a distinguished authority in the field, graced the event as the esteemed resource person. The session delved deep into the crucial aspects of maintaining intellectual integrity and upholding ethical standards in research endeavors. Dr. Verma's insights, expertise, and interactive approach provided a comprehensive understanding to the participants, fostering a meaningful discussion on the importance of ethical conduct and honesty in scholarly pursuits within the academic realm.

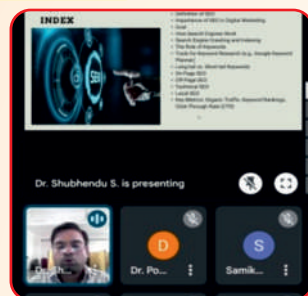


Unlocking the Power of Data: FMS and DMS hosted an engaging e-workshop on Data Analysis with SPSS, led by keynote speaker Dr. Shailendra Kumar Singh from Government Degree College Bhatronjkan, Uttarakhand. With Prof. V.K. Singh at the helm, the workshop drew participants nationwide, aiming to equip them with SPSS skills for cutting-edge research in management topics, while Prof. Bindu Arora coordinated and Dr. Ashish Arya organized the event.

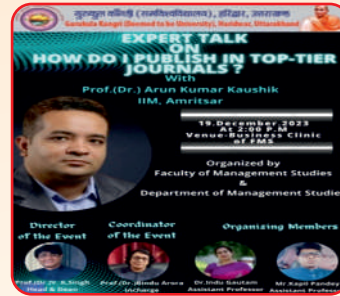
FMS and DMS hosted a guest talk titled "How Do I Publish in Top-Tier Journals?" by Prof. Arun Kaushik from IIM Amritsar, Punjab. The session offered invaluable insights for aspiring researchers, guiding them through the complex journey of publishing in esteemed academic journals. Prof. Kaushik's expertise illuminated the strategies needed to meet high publication standards, empowering attendees with actionable advice for impactful research dissemination and academic contributions.

JRF

1. Yogita Rajput - Prof. V. K. Singh
2. Shubham Saxena - Prof. Pankaj Madan
3. Sandeep Rohal - Dr. Poonam Painuly



FMS and DMS jointly organized a workshop on "Data Analytics and Tracking: Search Engine Optimization" led by Dr. Shubendu S. Shukla, providing insights into leveraging data for effective SEO strategies.



PhD Awarded 2021-23

1. **Prof. Surekha Rana** - Anant Malik, Sunita Kumari Giri, Priyanka Bhaskar.
2. **Prof. Patiraj Kumari** - Aditi Kumari, Anshika Sharma, Ayushi Gaur.
3. **Prof. Bindu Arora** - Neha Kaushik, Himani Sharma, Shalini.
4. **Dr. Poonam Painuly** - Kolluru Laxmi Gautami, Jagarati Jaiswal.
5. **Prof. V. K. Singh** - Prachi Sahai, Megha Sharma, Apporva Bhatnagar.
6. **Prof. Pankaj Madan** - Deeksha Ahuja, Tanya Mittal, Pallavi Bhardwaj.



During the International Conference on Veda, Vigyan, and Sanskriti Mahakumbh by Gurukula Kangri Deemed to be University from December 23rd to 25th, 2023. Prof. H. C. Purohit from Doon University, Dehradun, served as the Session Chairperson, while Mr. Harshit Chaudhary, an Assistant Professor at FMS, was honored as the best presenter during the session.

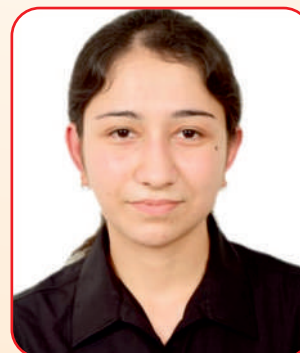


Upcoming Seminar Sponsored by ICSSR

FMS/ DMS is set to host the 10th two-day National Seminar on the National Education Policy 2020, focusing on "Towards Management Holistic Education" on March 11th and 12th, 2024. This significant event is sponsored by the ICSSR, aiming to delve into the comprehensive implications of the policy on education management, fostering discussions on holistic educational approaches.



Toppers For MBA, MBA (BE)



Trapti Bhardwaj
MBA
(2020 - 2022)



Pushpa
MBA (Business Economics)
(2020-2022)

Students Excogitate

"What makes us complete"

- Ethics:** Ethics is a moral framework guiding right and wrong behavior, based on principles and values.
- Education:** Education is the process of acquiring knowledge, skills, values, and understanding through teaching, training and experiences.
- Punctuality:** Punctuality is the habit of being on time and respecting scheduled appointments, demonstrating reliability and consideration.
- Dedication:** Dedication is unwavering commitment, passion, and effort towards a goal or purpose, often with wholehearted determination.
- Integrity:** Integrity is the quality of being honest, truthful, and morally upright in one's actions and values.
- Loyalty:** Loyalty is steadfast, unwavering support and allegiance to a person, group, or cause.
- Confidence:** Confidence is the strong belief in one's abilities, self-assuredness, and a positive sense of self-esteem.
- Meditation:** Meditation is a practice of focused attention, mindfulness, and relaxation, promoting mental clarity, serenity, and self-awareness.
- Wisdom:** Wisdom is the deep understanding of life, gained through knowledge, experience, and sound judgment, leading to enlightened choices.
- Delicacy:** Delicacy is the refined and exquisite quality, often associated with refined tastes and fragility.
- Decision making:** Decision making is the process of choosing between options and courses of action based on evaluation and judgment.
- Hilarious:** Hilarious means funny, causing controllable laughter or amusement, often through clever or absurd humor.
- Curiosity:** Curiosity is a strong desire to explore, learn, and understand the world, seeking knowledge and discovery.
- Endurance:** Endurance is the ability to persist, withstand, or tolerate challenging situations or activities.
- Forbearance:** Forbearance is refraining from enforcing rights or showing patience, often in contracts.
- Organized:** Organized means arranging or structuring items or tasks efficiently and systematically.

By: Rohan Saini
MBA 1st Sem., FMS

"Unveiling the Power of the 80/20 Rule: The Pareto Principle"

In the realm of productivity and efficiency, the Pareto Principle, also known as the 80/20 rule, stands as a fascinating and universal concept. This principle, named after Italian economist Vilfredo Pareto, suggests that approximately 80% of effects result from 20% of causes.

In various facets of life, the 80/20 rule holds true. For instance, 80% of a company's profits often stem from 20% of its customers, while in personal endeavors, 80% of your happiness might come from 20% of your activities.

Understanding and leveraging the Pareto Principle can lead to substantial benefits. By identifying and focusing on the vital few factors that generate the most impact, individuals and businesses can optimize their resources, streamline their efforts, and achieve remarkable results with minimal input.

From business strategy to time management, the Pareto Principle serves as a valuable tool to prioritize, allocate resources effectively, and enhance overall productivity. So, whether you're striving for business success or personal growth, harness the power of the 80/20 rule to unlock your full potential.

By: Shivansh Sharma
BBA 1st Sem., FMS

"Entrepreneurship in India"

India, now in its seventh decade of independence, is on the verge of major change, which can be summed up in one phrase: "Entrepreneurship in India." The entrepreneur is someone who has the ability and desires to establish, manage, and succeed in a start-up venture with the risk of profit. The best example of entrepreneurship is the establishment of a new business venture. It refers to the process of establishing a company. Entrepreneurs are frequently regarded as creators of new ideas, goods, services, businesses, or procedures. Entrepreneurial developments are possible through technology, Rapid Innovation and Agility, Diverse Funding Opportunities, Remote Work and Distributed Teams and Focus on Sustainability and Social Impact. Entrepreneurs "see opportunities and solutions where the average person only sees inconveniences and problems." The goal is to create a life that suits your needs. There are no bosses. Absence of time constraints. You are not being hindered by anyone. For everyone in it, including them, entrepreneurs have the power to make the world a better place. Entrepreneurship provides a long-term solution to the crushing threat that challenges all economies in an era of widespread layoffs and a global crisis...

"Successful entrepreneurs are created, not born".

Top 3 Young Indian Entrepreneurs

Ritesh Agarwal - Age: 27 (OYO Rooms)

Tilak Mehta - Age: 16 (Papers n Parcels)

Sreelakshmi Suresh - Age: 23 (eDesign Technologies)

Some other entrepreneurs are Dhirubhai Ambani, Jehangir Ratanji Dadabhoy Tata, Falguni Nayar and Shiv Nadar. India is known as the start-up capital of the world, multiple young and dynamic Indians are pursuing entrepreneurship, which is propelling not only them but the entire country forward. From attracting foreign investment to creating job opportunity.

By: Kajal Thakur
MBA IIIrd Sem., DMS

"Management Lessons from Valmiki's Ramayana"

Valmiki's Ramayana, an ancient Indian epic, is not only a rich narrative of the Lord Rama's journey but also offers valuable management lessons that transcend time and culture. The epic presents profound insights into leadership, decision-making, teamwork, and emotional intelligence. Here are some key management lessons drawn from the Ramayana:

- Visionary Leadership:** King Dasharatha's decision to crown Rama as his successor showcases the importance of visionary leadership. Leaders should think beyond their tenure and work towards the greater good of the organization or society.
- Embrace Responsibility:** Rama's acceptance of exile demonstrates a leader's readiness to embrace challenges and responsibilities. Leaders must prioritize their duty over personal comfort.
- Ethical Conduct:** Rama's adherence to dharma (righteousness) exemplifies ethical conduct in leadership. Upholding moral values enhances trust and credibility.
- Effective Communication:** The squirrel's story of contributing its bit to build the bridge for Rama's army emphasizes the importance of effective communication. Leaders should value every team member's contribution and foster open dialogue.
- Team Collaboration:** Rama's alliance with Sugriva and the Vanara (monkey) army highlights the significance of collaborating with diverse teams. Harnessing individual strengths towards a common goal led to success.

In conclusion, Valmiki's Ramayana offers a treasure trove of management lessons that remain relevant in contemporary leadership scenarios. The epic's characters and their experiences provide a timeless guide for leaders seeking to navigate challenges, inspire their teams, and create a positive impact on their organizations and societies.

By: Pranjal Sharma
BBA Vth Sem., FMS

Our Alumni On Teaching Boulevard



Prof. Rajat Agarwal
Head of Department
DoMS, IIT Roorkee



Dr. Sujoy Bhattacharya
Associate Professor
IIT Kharagpur



Dr. Naman Sharma
Associate Professor
IIFT, Kolkata



Dr. Jugal Kishor
Assistant Professor
Faculty of Commerce,
Central University of Rajasthan



Dr. Anurag Singh
Associate Professor
Institute of Management Studies
BHU, Varanasi



Dr. Arun Kaushik
Associate Professor
IIM Amritsar



Dr. Deeksha Sharma
Head of Department
Banking & Finance Department
National P.G. College, Lucknow



Dr. Ashu Khanna
Professor
DoMS
IIT Roorkee.



Dr. Shafaq Zareen
Assistant Professor
Vivekananda College
University of Delhi

Highest Package of FMS/DMS During 2022 To 2023



Devanshi
MBA (DMS, 2022-23)
5.88 LPA
Viraaj Ventures Pvt. Ltd.



Yugal Tamsina
MBA (FMS, 2022-23)
5 LPA
Geetanjali HomeState Pvt. Ltd.

Student's Achievements Of FMS & DMS



Vardan Shah has been selected as an Army Officer through CDS and NCC Special Entry. He will undergo the training at Officers Training Academy, Chennai from April 2024.



Santosh Rathore has been selected as YOUNG PROFESIONAL in The Ministry of Labour and Employment, Govt. of India, under the Mission Mode Project implemented the National Career Service (NCS) Project.

Recruitment Partners of FMS & DMS



Book's Authored by FMS/DMS Faculties



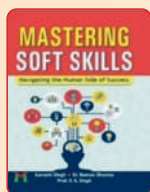
"A Concise Handbook of Business Research - Special Emphasis on Data Analysis using MS-Excel and R" authored by Ashish Arya, Vishnu Nath, and Prof. Pankaj Madan, published by Taylor and Francis, serves as a comprehensive guide for conducting business research with a focus on data analysis using MS-Excel and R.



BFC Publications has published "Vedic Management" authored by Dr. Mithilesh Kumar Pandey.



Published by Vikas Publishing House on behalf of the School of Distance Education, Bharathiar University, State University - Government of Tamil Nadu, Coimbatore, Tamil Nadu, "Basics of Business and Business Environment for BBA Semester-1" has been authored by Biswanath Ghosh, Kapil Pandey, Prof. Bindu Arora, and Suman Lata.



Misha Publications publishes 'Mastering Soft Skills: Navigating the Human Side of Success' authored by Aarushi Singh, Dr. Naman Sharma, and Prof. V. K. Singh.



Misha Publications has published 'Changing Mind through E-Platform: Theoretically-Driven Empirical Attempts' authored by Megha Sharma, Prachi Sahai, and Prof. V. K. Singh.



Misha Publications has published "Managing Start-Ups - From Ideas to Success" authored by Prof. V. K. Singh, Rajan Singh, and Dr. B. K. Tiwari.



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