



# GLIM, GURGAON NEWSLETTER 10TH EDITION

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## FROM THE DIRECTOR'S DESK

Great Lakes, Gurgaon celebrated its 14th Foundation Day. I am proud and inspired by the way our institute has risen to all the challenges with flexibility, resilience, courage with a caring heart. Thank you all for your enormous contributions to the growth of this Institute and bringing it to the stage and status where it is now.

Over the years, we have seen and mastered many challenging moments. Our professionalism, coupled with a strong personal touch enhances the probability of success at every step. Our goal is to create a long-lasting faculty and student relationship, which will translate into long-term winning strategies and help achieve exponential growth for everyone and the institute.

I am happy that we had a successful second International Winter Business School Conference (WBSC-2023). This is a step towards driving our mission forward and collectively working and supporting the sustainable and inclusive culture that is vital in ensuring we do good while doing well. Remember, the journey is as much about the experiences as it is about reaching the destination. We need to cherish every moment, learn from every setback, and celebrate every triumph. As we are on our journey, remember that learning is not just about acquiring knowledge, but also about discovering who we are and what we are capable of achieving. We need to embrace each lesson in life as an opportunity to grow, to challenge ourselves and to expand our horizons.

*The capacity to learn is a gift; the ability to learn is a skill; the willingness to learn is a choice*

*Brian Herbert*



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## 14<sup>th</sup> Foundation Day



Great Lakes Institute of Management Gurgaon celebrated its 14th Foundation Day on 2nd March 2024. The event was held at the campus. **Dr. Debashis Sanyal**, Director of GLIM, Gurgaon, led the event by lighting the lamp with other faculty members and shared the achievements of GLIM, Gurgaon with everyone. Mr. **Gautam Lakhamraju**, COO of GLIM, also addressed the students and congratulated the team for all the accolades.



The ceremony was graced by the Chief Guest, **Mr. Ehtisham Zaidi**, VP Analyst & Key Initiative Leader, Gartner and also GLIM, Gurgaon alum of PGPM 2014 Batch. His address to the students was quite inspiring as he shared his transformative journey and how Great Lakes, Gurgaon has been instrumental in shaping his success.

The event was followed by employee recognition for Service Excellence Award, Women Achievement Award, Academic Excellence Award, and 10 & 5 years of service. This year we also had a special award as Certificate of Commendation for outstanding contribution in the field of Research and Publications.

Academic Excellence Award  
**Prof. Dr. Ravindra Ojha**



Women Achievement Award  
**Prof. Dr. Poornima Gupta**



Service Excellence Award  
**Mr. Sandeep Kalra**



Certificate of Commendation  
**Dr. Vishal Dagar**



We had various cultural performances by the students.



Finally, the program was concluded with student recognition 'Awards' for summer projects, best performing club for 2023-24 and the 'Certificate of Appreciation' for cruising conquistadors and the best committee members.

**First** SIP  
Kaushik Gopalakrishnan



**Second** SIP  
Anchal Gupta



**Third** SIP  
Naga Bhavitha Chowdary K



**Best Performing Club** – Finance Club



GLIM, Gurgaon also hosted two new events this year on the 14th Foundation Day. Canvas of Expression was organized for Employees and Alums to give an artistic expression to the canvas highlighting the message '**Together Everyone Achieves More**'. The other event was 'Bring your Child to Work' for the children of our employees with the same theme. The event included multiple fun and interactive events like Discovering your Inner Coding workshop conducted by [Codingal](#) and Together Time Tales and Art creation by [Arttykase](#).

Both the events were fun-filled experience for everyone and not only foster innovation and collaboration among everyone but also was a major step forward on inclusion. We had 28



happy children and 200 employees/alums who participated in the activities.

## Center of Excellence for Sustainable Development

Great Lakes Institute of Management, Gurgaon, hosted the **2nd International Winter Business School Conference (WBSC)** with the theme "Managing Businesses for a Sustainable Future: G-20 and Beyond" under the aegis of Center of Excellence for Sustainable Development.



The conference was formally inaugurated by **Ms. Sanyukta Samaddar**, IAS officer, Nodal Officer, SDG (Government of India), and Commissioner, NCR. The keynote address was given by **Prof. Brandon**, Prof. of Management in Texas University and Editor-in-Chief of Management Decision.

The theme of the conference was introduced by **Prof. Richard S J Tol**, Professor at the Department of Economics, University of Sussex and Professor of the Economics of Climate Change, Institute for Environmental Studies, and Department of Spatial Economics, Vrije Universiteit, Amsterdam, the Netherlands.

The conference included a panel discussion by industry representatives who spoke on their various sustainability initiatives. The industry panel included **Shri Adika Ratna Shekhar**, Chairman and Managing Director of Balmer Lawrie; **Ms Bandana Jha**, Executive Director, Philanthropy & Community Impact, **Mr Karthik Sathyanarayana**, Global Commercial Leader, Schneider Electric, and **Ms Tania Banerjee**, Project Leader, Climate & Sustainability, Boston Consulting Group. The panel collectively took stock of the worrying global and national trend of realization of SDG targets, and suggested a triangulated approach of industry-academia-public sector partnership to take forward the collective journey of sustainability for India.

Additionally, a panel of think tanks and policy makers - including **Ms. Mikkiko Tanaka**, Director, South and Southwest Asia Sub-regional Office for UN Economic and Social Commission for Asia and the Pacific, **Mr. Tapas Paul**, Lead Environmental Specialist at World Bank, and **Mr. Bipul Chattopadhyay**, Executive Director at CUTS (Consumer Unity and Trust Society) - deliberated on performance of G-20 countries on selected Sustainable Development Goals (SDGs).



The closing session featured distinguished speakers **Dr. Leila Dagher** and **Professor Rudolph** from Texas A&M University – Commerce, offering invaluable insights, particularly in statistical research and management theory. The session emphasized key takeaways, resonating with engaged researchers, and offering practical guidance.

## Crest



The **12th edition of Crest**, Great Lakes Gurgaon's Annual Management Fest was inspired by the theme **EkaVritti** - where diverse visions unite to carve out the road to triumph and achievement. This ancient Sanskrit saying signifies "May we stand united, share in our efforts, and reach success hand in hand." It

encapsulates the essence of EkaVritti. It embodies unity, where disparate visions come together, forging the path to success.

**Mr. Vikas Gandhi**, President, and SBU Head, Usha International, alongside **Mr. Gautam Duggal**, Director Global Talent Management & Learning at Mastercard, graced the stage as the distinguished keynote speakers for Crest 12 – Eka Vritti. **Dr. Umashankar Venkatesh**, Professor of Marketing captivated the audience with an enlightening masterclass on Marketing.



The event was held on the campus on 5<sup>th</sup> -6<sup>th</sup> December 2023. The event saw participation from over 3000 students including those from Top B schools across the country, over nine competitions, competing for a prize pool of Rs 4.5 Lacs. Students gained useful insights from Industry Experts through keynote addresses, masterclass, and direct interactions.

## Discovery Dialogues

Discovery Dialogues is a seminar series designed to benefit PhD Scholars, faculty and researchers by bringing in renowned scholars from around the globe. Each seminar will be conducted by a distinguished scholar in the management field, with proven expertise and significant contributions to academia to gain practical experience through interactive workshops that aim to enhance research skills and knowledge. GLIM, Gurgaon has conducted 4 Seminars so far.

**Seminar 1** – ‘Academic Writing and Visibility’ by **Prof Philipp Rauschnabel**, Professor of Digital Marketing and Media Innovation, Bundeswehr University Munich.

**Seminar 2** – ‘Creating and Managing Your Academic Brand’ by **Dr. Emmanuel Mogaji**, Associate Professor at Kelle Business School, UK.

**Seminar 3** – ‘Organizational Ethnography’ by **Dr. Richa Awasthi**, Professor of Management from B.R. Ambedkar University

**Seminar 4** - ‘Excellence in Funded Research Projects and Grants’ by **Dr. Sachin Mangla**, an esteemed academic and Associate Dean at O.P. Jindal Global University.



## Karma Yoga



The school's Karma Yoga program by Prof. S.K. Palhan was conducted in remote villages of Uttarakhand for computer literacy and rural development with the help of teachers and students from The Srijan school Delhi. The Great Lakes Institute, Gurgaon also helped the computer

literacy program by donating 5 computers and 9 laptops. The computer literacy program which started with only 2 computers in Silanga village has grown to 37 computers installed in remote villages in Chamoli district. The program has culminated in Inauguration of Edutech Hill Academy for promoting computer/ digital literacy, life skills, Yoga and career counselling in Gairsain.

The team of Karma Yoga stayed in Silanga village and conducted the activities in schools located in Mehalchauri, Beena and Gairsain. Various programs were also organized for the children and villagers in Silanga and Beena. The objective of the program was to encourage computer literacy, upgrade the libraries in three schools, promote teamwork, sports, creativity, art and folk songs / dances and bring joy in the life of children.



## Making a change through Karmayoga



Sai Aravind works as a Senior Engineer (Projects) for the Atlantic, Gulf & Pacific Company (AG&P), Chennai. Presently, he is a student in the Online PGDM (OPGDM) Program (2023-25) of Great Lakes Institute of Management. As part of the curriculum of this OPGDM program, each student undertakes a compulsory project of social relevance under the aegis of the **Karmayoga** module, where they are guided to identify social gaps in their respective operating environments and then design and implement an intervention program to remediate the issue. Prof. S.K. Palhan is inhouse mentor of the Karmayoga program and oversees all the projects.



As part of his Karmayoga project, Sai Arvind has established a small library in the Panchayat Union School, at Mohanur (Nagapattinam District), Tamil Nadu. This Library has been started with a corpus of 200 books, covering a wide range of topics such as - general knowledge, science, social science, grammar, moral values etc.

**In Sai's own words, "the main aim of the project is to develop the educational, academic, and interpersonal skills of students in rural areas. My motivation comes from the saying of the renowned American Scientist and Inventor – George Washington Carver, who said - "Education is the key to unlock the golden door of freedom."**

**He records his appreciation by further saying - "I am thankful to the headmaster and other faculty members of the school for their support and cooperation. I convey my gratitude to Prof. S.K. Palhan sir for his valuable lectures about Karmayoga. I also thank my program manager Ms. Ankita Tiwari for her help and support."**

This is precisely the positive change that GLIM wants to bring through its programs and we are very proud of the impact created by our young and dynamic student Sai Aravind.



## GLIM, Gurgaon Achievements



GLIM, Gurgaon added a hostel building of ground plus 7 floor and a 2.5 acre playground. The institute also partnered with Blue Circle Medi Services Pvt. Ltd. to set up and operate the health centre to be called **"GLIM Wellness Bay, Gurugram."** The Wellness Bay will be a separate dedicated centre with a four bedded Infirmary having 24X7 availability of all basic medical services.

GLIM, Gurgaon organized 'The Summer School' Case Competition for undergraduate Students. It provided a platform to show business acumen and analytical powers and present the same to Great Lakes Faculty and Industry Experts



GLIM, Gurgaon, in association with The Book Club of SRCC, DU, conducted a 'Knowledge Exchange Session' on 'Identifying and Addressing 'Aberrations' in Unicorns through the power of Analytics'. Dr. Jayatu and Dr. Jagriti explained how students can learn and leverage analytics and also to understand why Unicorns falter and how to identify them early. The students were also introduced to the Summer School 2024



GLIM, Gurgaon organized the Earth Day where all employees participated and planted the saplings. The institute also organized first special Blood Donation Camp in honor of World Cancer Day. All the students and faculty participated in the same.





GLIM, Gurgaon introduced India's 1st One-Year Full-Time MBA Program for Family Business Owners & Entrepreneurs (PGP-FBE). It is designed to equip students with the essential skills and insights needed to navigate the complexities of family businesses and entrepreneurship.

## Faculty News



### Prof. Dr. Umashankar Venkatesh

- Conducted an interactive workshop on 'The Skillset Conundrum: Imperatives for new entrants at Hansraj College, University of Delhi
- Invited as a Speaker for BW Higher Edunext Summit.
- Invited as a Keynote speaker for an international conference, RASTMSI 2024 at Vedatya Institute.



### Prof. Dr. V.P. Singh

- Invited as a speaker for the panel 'Digital Transformation and Impact- The Future of Learning' at BW Businessworld 7th Higher Education Summit & Awards, 2023.
- Presented a paper "Data Deluge: Behavioral Economics and Emotional Intelligence paving for Developing Sixth Sense" online at the 21st Annual Institute for Emotional Intelligence.



### Prof. Dr. Poornima Gupta

- Invited as track chair for the case competition held at NMIMS and also at GD Goenka



### Prof. S.K. Palhan

- listed in 100 Great IITians published by Excel Publishers
- invited as a Guest Speaker for the Introductory Session of the Tribal Youth Exchange Programme where he addressed the dignitaries and students. He also conducted team building activities.


**Prof. Dr. Jones Mathew**

- Invited as a Chair Session and keynote speaker on 'Sustainability Marketing' for AN International conference at the Amity College of Commerce and Finance.
- His case was published in Harvard Business Review
- Invited for the BW Education conclave and Business World B School Summit & Awards as a panel speaker on the topic 'Future of management education'.


**Prof. Dr. Smita Mazumdar**

- Awarded the 'Best Paper' at the 14th International Research Conference on Thriving Through Sustainability!
- Co-authored work on 'Voluntary ESG Disclosures in India – Does Legitimacy Theory Work' was presented at the 14<sup>th</sup> International Research Conference on Thriving Through Sustainability at IES, MCRC Mumbai. This paper also won the 'Best Paper' Award at the conference.


**Prof. Dr. Harish Kumar**

- honored with 'The Best Extended Abstract Award' for his paper at the 'International Conference by MDI, Gurgaon.
- Chaired and moderated session on "AIXR and ethics" and won best paper award for 'Unlocking Sustainable Consumption: Augmented Reality's Hidden Potential' at ICMMRO 2023 International conference at MDI, Gurgaon
- Invited for an expert session on XR and Consumer Behavior at BML Munjal
- Invited as the Session Chair and also presented paper at MICA International Communication Management Conference (ICMC 2024), Ahmedabad.


**Prof. Dr. Surya Prakash**

- Presented his paper at 26th Annual International Conference of the Society of Operations Management -SOM 2023 at the Indian Institute of Management Shillong.


**Dr. Vishal Dagar**

- Ranked among the Top 2% of Global Scientists by Elsevier and Stanford.
- Invited as a member of the Scientific Committee at the 7th Ethical Finance & Sustainability Conference, jointly organized by the University of Leeds (UK), EDC Paris Business School and CY Paris Cergy University.

- [New Additions – Teaching staff](#)
- [New Additions – Non- Teaching staff](#)
- [Promotions](#)

## New Additions - Teaching



**Dr. Jyoti Garg** joined us as “**Assistant Professor – Accounting & Finance**”. She has done Ph.D. in Finance and Accounting at IIM, Lucknow. She is a commerce graduate from Lady Shri Ram College, Delhi University and a postgraduate from Delhi School of Economics. She is an experienced professional with 3+ years of experience at corporates like Deloitte & Touché.



**Dr. Amit Kumar** joined “**Assistant Professor – Marketing**”. He completed his Ph.D. from School of Business Management, NMIMS University, Mumbai and is an MBA from Indian Institute of Foreign Trade, New Delhi. His total work experience is 18.5 years with 10 years in industry and 8.5 years into academics. He was also associated as a Marketing faculty with NMIMS University, and his last assignment was with KJ Somaiya Institute of Management, Mumbai.

## New Additions – Non -Teaching

**Dr. Shalini Virmani** joined as ‘**Director- Centre for Online Learning**’. She has 20 years of experience in leading Business schools like JAGSOM, NMIMS Global, S P Jain School of Global Management, and IMT Ghaziabad. Throughout her career, she has served in several leadership positions and has been at the forefront of heading various committees & end-to-end processes of top B-Schools in India. Her last assignment was as Dean of Jagdish Sheth School of Management (JAGSOM) and School of Humanities, Vijaybhoomi University, Greater Mumbai.

**Ms. Suman Grover** joined as ‘**Manager - Program Office**’. She has done MCA from Maharaja Agrasen Institute of Management and MBA in International business from UPES. Her total experience is 13 years in the education industry. Her last assignment was with the University of Petroleum & Energy Studies.



**Mr. Himanshu Miglani** joined as '**Manager - Brand and Content Marketing**'. He has 4 years of experience in entrepreneurship, marketing, brand strategy, and communications. His last assignment was with Masters' Union as Program Manager for Growth.

**Ms. Richa Tyagi** joined as '**Assistant General Manager – CCS**'. She has a experience of 14 years into Corporate Relations PAN India. She has worked with Bharat Institute of Technology, Chitkara University & Chandigarh University in Punjab and Vidya Knowledge Park, Meerut. Her last assignment was with SP Jain School of Global Management.

**Mr. Girish Chadha** joined as '**Academic Associate**'. He has done his masters in Economics and completed PGP in Data Science and Business Analytics from Great Lakes Institute of Management. He has worked with KPAC and BizCrum.

**Mr. Alankar Shirsath** joined as '**Academic Associate**'. He has done M.Sc. in Economics and is pursuing Ph.D in Economics from Gokhale Institute of Politics and Economics, Pune. His last assignment was with TISS, Mumbai as a Research Assistant.

**Mr. Mayank Pandey** joined as '**Assistant Manager – Admissions**'. He has done B.Tech in Mechanical Engineering from Abdul Kalam Technical University. His total work experience is 4 years. His last assignment was with Virohan Healthcare as Assistant Manager Sales.

## Promotions

**CONGRATULATIONS**  
*On Your Promotion*



**YASHU KHOJI**  
Manager - IT

- [Research Publications](#)

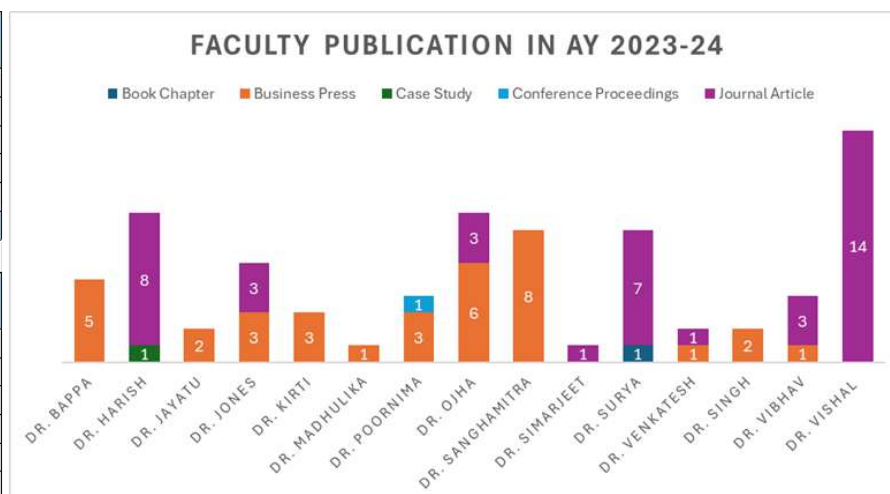
## Research Publications

GLIM, Gurgaon faculty have been known for their research interests and frequent publications. We published in 36 journals during the AY 2023-24. Most of the publications are in A and B category peer-reviewed journals and include FT 50 journals. GLIM, Gurgaon is proud of research achievements by our faculty members.

Publication Type	Academic Year 2023-24
Book Chapter	1
Business Press	35
Case Study	1
Conference	1
Journal Article	40
<b>Total</b>	<b>78</b>

Publication Category	Academic Year 2023-24
ABDC A**	1
ABDC A*	1
ABDC A	10
ABDC B	14
ABDC C	10
Scopus	4



**Update on GLIM Journal** – GLIM, Gurgaon in-house journal 'GLIMS Journal of Management Review and Transformation' was invited to collaborate with BML Munjal University at their upcoming international conference. Through this collaboration, we offer researchers and paper presenters the chance to publish with us after revising their papers.

The first issue of 2024 (Vol 3, issue 1) is ready for production, and we are in the final stages of completing this issue. The selected papers have started appearing in 'online first' which can be found [here](#). We are pleased to report that the journal has maintained a record of timely publication without any delays since its establishment.

- [Outbound for students](#)
- [Student Event](#)
- [Student Sessions](#)
- [PGPM & PGDM Students Award](#)

### Outbound Event



The outbound programme for PGDM 2022-24 and PGPM 2023-24 was organized on the bank of Ganga at Kaudiyala in three batches. The purpose of the programme was team building, creativity, confidence building and overcoming fear. The activities involved were rafting, raft building, rappelling, jungle trek, cultural program and team building games, confidence building activities, yoga and meditation.

### Student Events

#### International Immersion Program



The second batch of 29 students from one and two-year MBA programs at Great Lakes Institute of Management went for an international immersion program at IESEG Paris. Over the course of three weeks, students were engaged in a diverse range of courses and activities. The international immersion program at IESEG Paris provided participants with a valuable opportunity to explore global business practices and enhance their cross-cultural competence.



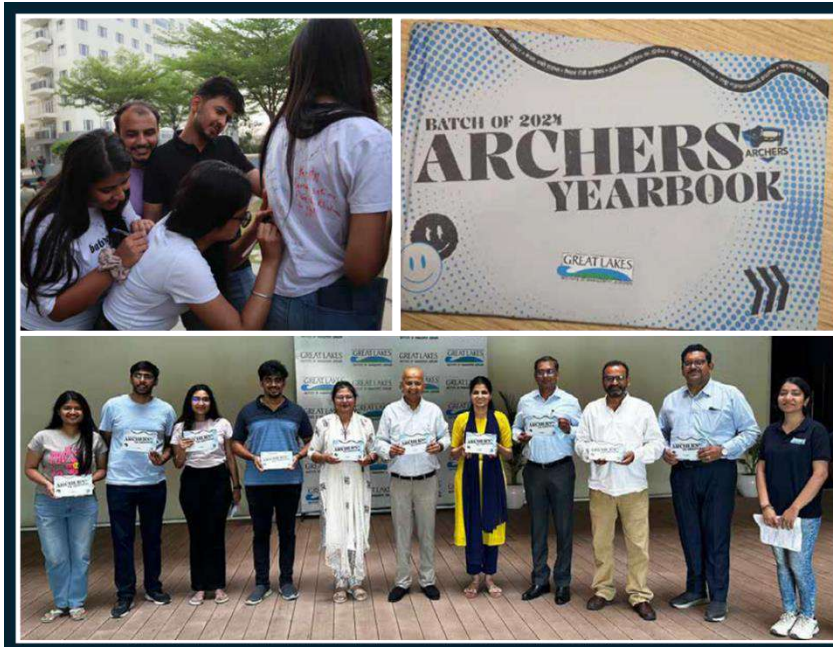
## Introduction of MBA Program in Family Business and Entrepreneurship



Great Lakes Institute of Management, Gurgaon organized webinar with Great Lakes alumni who turned entrepreneurs to learn how they leveraged Great Lakes MBA Programs in their entrepreneurial journeys and introduction to newly launched, India's first and only AICTE Approved One Year Full time MBA Program in Family Business and Entrepreneurship

## Unwrapping of Yearbook

Kaushik Gopalakrishnan and Harshita Chourasia from Archers batch curated the yearbooks for



both the Archers and Falcons batches with the help of Srushti Prasad from Falcons. They meticulously incorporated quotes from directors, faculty members, and mentors to make it a comprehensive experience. The yearbook unwrapping ceremony was held with faculty and students, where students also wrote heartfelt messages on each other's shirts and yearbooks. It was a heartwarming testament to the strong bonds forged within the batch.

## Clothing Donation

GLIM, Gurgaon students organized clothing donation drive with the help of Niswarth Kadam (NGO) for the people living in slum areas of Gurgaon. The drive not only saw active participation from students but even our faculties and staff members, showcasing the unity and compassion that defines our Institute. We gathered an impressive collection of 200+ clothing, blankets and footwears, which are instrumental in aiding those in need within our community.



## Student Sessions

### Industry visits

Great Lakes PGDM second-year students visited Ethics Group of Companies operated warehouse, under the guidance of Dr Surya Prakash. The hands-on exposure to logistics, fulfilment and SCM concepts, combined with the guidance of Ethics Group CEO, Mr. Sagar Sejpal and his team, enriched their understanding of the subject matter and the importance of warehouse operations.



Great Lakes Institute of Management, Gurgaon organized the **Industry-Academia Conference on Logistics and Warehousing**. The conference aimed to facilitate an enriching dialogue between



academia and industry experts on critical topics within the logistics and warehousing domain. The keynote address was delivered by **Mr. Manu Raj Bhalla**, President of the Warehousing Association of India (WAI). He delivered a captivating address, shedding light on the industry's current landscape.

The conference also had panel discussions on two themes: Standards and Automation, and Diversity and Inclusivity in Logistics and Warehousing. There were 26 industry participants who joined the event.



## PGPM WINNERS



**MUSKAN JINDAL**



**MANISH SONEE**



**ISHANK RASTOGI**

## PGDM WINNERS



**SUNIDHI**



**AADAR JAIN**



**AKSHIT GARG**



**RATIKA SHARMA**



**ANCHAL GUPTA**



**PRIYANSHI**



**SANSKRATI**



**PRANAV JASORIA**



**ALZIA KHAN**



**ABHINAV KAD**



**DEEPANWITA**



**ADITYA**



**AASTHA TIWARI**



**ARYAK SINGH**



**MUSKAN JAIN**



**MANSI**



**SHUBHAM DATTA**



**JENIL RITA**



- [Annual Alumni Meet](#)
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## Annual Alumni Meet

### Alumni Meet 2023

GLIM, Gurgaon organized **The Annual Alumni Management Meet 2023** where 160 alumni attended. where alums from across batches came to the campus. The alums interacted with the students and shared their knowledge and experience.



### Alumni Meet 2024

The 4th Alumni Reminiscence, the Alumni Meet was organised on the Institute's 14th Foundation Day. 178 Alumni turned up for the event. We had alums from the first batch of this campus to the latest from both PGPM and PGDM batches. A total of 93 boys and 65 girls stayed on campus in the new building. Our ALCOM took an aggressive social media campaign where multiple creatives were released over a period of 5 weeks to ensure we reach out to maximum alumni. Pictures were collected from the alums for the "Memory Lane", which was a hit with them.



## Other Alumni Interactions



PGPM class of 2025 from both the Chennai and Gurgaon campuses in Gurgaon. Some alumni from various batches also joined to share their experiences and advice, making it an evening filled with fun, inspiration, and guidance.

Webinar with Great Lakes Alumni who turned entrepreneurs and learn how they leveraged Great Lakes MBA Programs in their entrepreneurial journeys. Where they also learned more about the PGPM - Family Business & Entrepreneurship, India's first and only AICTE approved One-Year Full Time MBA Program for family business successors and entrepreneurs.



## Alumni Achievement



GLIM, Gurgaon is happy to share the proud achievement of our alum **Ayushi Gupta** (PGDM 2021-2023). Ayushi Gupta from the media team of DDB Mudra Group has achieved recognition for making it on the **Agency Reporter 30 Under 30** list. Please read the article [here](#).

- [Inspiring Story](#)
- [Know your Faculty](#)

## Inspiring Story

*"Your mind is a garden, and your thoughts are seeds - it's up to you to grow flowers or weeds"*



## The Inspiring story of Sunidhi & Aadar Jain Batch of PGDM 2022 -24

We arrived with dreams of learning, growth, and exploring the vast realms of the business world. Mere classroom education was never going to suffice for our inquisitive minds. The day we received our offer letters, a spark ignited within us - a yearning to push boundaries and experience all that lay beyond the conventional. This burning desire led us to the exhilarating world of B-school case study competitions, where we first crossed paths as teammates, unaware that destiny had greater plans for us as batchmates.

Driven by a passion for learning, a thirst for excellence, and a vision of an outstanding resume, we formed our unstoppable duo, "The Aces." From the very onset of our academic journey, our sights were set on the prestigious national case competition circuit, determined to etch our names in its annals.

However, our initial forays were humbling experiences. Despite meticulously preparing, we stumbled through the opening rounds, overwhelmed by the intensity of the live cases and the fierce competition that surrounded us.

We sought guidance from professors who had mentored champions and learned from seniors who had tasted success on the circuit. With their invaluable wisdom, we refined our approach, dividing responsibilities that played to our individual strengths.

As we competed tirelessly, our confidence soared. We became a seamlessly synchronized force, our talents and efforts merging into an unstoppable juggernaut. Slowly but surely, we started advancing through the grueling elimination rounds of prestigious competitions.

Our story is a testament to the transformative power of perseverance, collaboration, and an insatiable thirst for knowledge. We hope it inspires others to embrace challenges, learn from setbacks, and never underestimate the heights that can be achieved when you nurture the seeds of ambition with the fertile soil of hard work and unwavering determination.

**Our journey has been marked by an impressive 17 podium finishes, including 5 first positions, 4 second positions, and 8 third positions. Together, we have participated in over 40 case competitions, securing top 5 positions in more than 30 of them, across renowned institutions and companies like Aditya Birla Fashion and Retail Limited, Skilled Sapiens, Book My Mentor, IIM Ahmedabad, Master Union, NMIMS, and many others.**



## Know your Faculty

### Jones Mathew

A professor in the area of marketing and also the Director for PGCM program. Having completed 7 years with Great Lakes, Gurgaon and total 14 years of academic experience, his first choice was to go into defence academy and if given a chance to go back in time, he would have loved to be an army person. ***Life's challenges, his family, and a great workplace are the things that motivates him.***

Here is his candid, unfiltered, and straight-from-the-heart response.

#### How would your best friend describe you?

My friends describe me as dependable and sacrificing.

#### What do you do in your spare time?

Read anything that I can get my hands on and be with the elderly.

#### What has been your greatest accomplishment?

Being an awarded business school case writer with my cases being downloaded and used in the thousands across the world and Building teams whose members I can always count on.

#### What has been your greatest failure?

Not being able to join the NDA (the defence academy, not the political grouping!).

#### What is the lesson you learned from your greatest failure?

That often, life throws curveballs at you, and one just has to move forward.

#### Can you name one professional achievement and one personal achievement?

**Professional** – setting up an entire distribution system at the national level from scratch and looking after the sales & marketing of the new lifestyle brand.

**Personal** – having built a reputation for professionalism.

#### Who has had the greatest impact on you in your life?

Many – most importantly my English teacher at school and my parents.

#### What was your most stressful situation and how you handled it?

During my PhD journey, late in life, my guide changed just one year before submission. This massive setback I solved by striking up a rapport with my new supervisor very quickly and diligently and talked him into accepting the work I had already done so that he would not make me write the entire thesis all over again!

**What are you most grateful for in your life?**

Life itself

**What moment in your life would you choose to relive, and why?**

The present. Because nostalgia for the past is a waste.



**What is your greatest fear?**

Not living up to my own expectations

**If you could give your younger self one sentence of advice, what would you share and why?**

Don't overanalyze.

**What is your favorite place in the world?**

My home in Kerala. Because of my mother (earlier both parents) and divine cuisine, amazing greenery, deep respect for cultural diversity and great movies.

**What are you most passionate about?**

Collaborating with honest and committed colleagues.

**What annoys you the most?**

People with an insincere attitude