

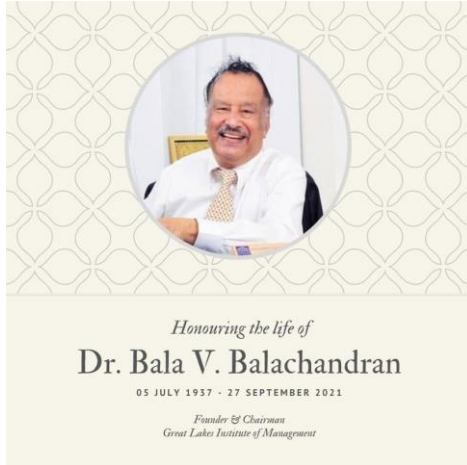


GLIM, GURGAON NEWSLETTER SIXTH EDITION

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REMEMBERING UNCLE BALA



Bala V. Balachandran (J L Kellogg Distinguished Professor of Accounting & Information Management (emeritus in service), Northwestern University and Founder, Chairman & Dean (emeritus) of Great Lakes Institute of Management, India passed away on 27th September, 2021 at Chicago after a brief illness. He was 84.

An eminent scholar, full of warmth and joie de vivre, Prof. Balachandran lived the life of a true Karma Yogi often stressing to his students that to do one's duty in life was the best accomplishment of all. His life was filled with accomplishments and accolades of the finest kind.

Uncle Bala, as he was fondly known, will be in our prayers as we, the Great Lakes family and thousands of Great Lakers, mourn his loss and celebrate his life of true unbound inspiration. His legacy will live on in the hearts and minds of everyone he interacted with as well as those he reached but never met. Let his kindness, loyalty, and compassion continue with us in building Great Lakes Institute of Management into a World-Class Management School which he aspired for, till he took his last breath.

He was a living embodiment of one of his key messages to students that ***the first twenty-five years should be to learn, the next twenty-five should be to earn and the last twenty-five should be to return to society.***



"There is no generational divide or a generational spectrum... mind and heart have to be together. Analyze with your mind, but serve with your heart."

DIRECTOR'S DESK

I want to take the opportunity to look back on a year that turned out much differently than anyone could have imagined. While it was certainly challenging in many ways, it also showed how strong we are as an Institute, even in the toughest of times.

We can take pride in the fact that when the pandemic brought the world to a halt and forced us to keep our distance, it certainly didn't stop us to achieve some major milestones. We obtained **NBA accreditation, approval of AIU** (for PGDM program), and **AACSB membership**. We also launched an open digital research platform –**Lumiere**, which is one of its kind. Our students also showcased the **champion spirit** by participating and winning across top-class campuses.

These and so many other successes were achieved in a time when we were forced to adapt to very adverse circumstances.

You've all shown what we can achieve when we work and think as a team so I want to thank you all who contributed to the growth of the Institute and brought it to the stage where it is now. Our combined strength is what makes us successful. I am also confident that whatever the future may bring, we will continue to build a robust foundation and evolve beyond the boundaries.

Let us keep following the spirit of '**one community**' and do things in a way that leads to excellence.

Excellence is not a skill. It is an Attitude

Ralph Marston

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12th Foundation Day

The first-ever GLIM Gurgaon '**Research Exhibition**' was organized to recognize the research contribution of our faculty members on the occasion of our 12th Foundation Day. Dr. Debashis Sanyal raised the toast and felicitated all the faculty members who have published journal articles, conference papers and case studies.



Great Lakes Institute of Management Gurgaon celebrated its 12th Foundation Day on 2nd March 2022. It was held both online and offline. **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. Mohan Lakhamraju, Vice-Chairman and CEO of GLIM also addressed the students and congratulated the team for all the accolades. He also reiterated the GLIM Gurgaon culture, its transparent environment, mutual respect, sense of ownership and empowerment, to be agile, and being responsive to the changes happening, and lastly the significance of communication.



The chief guest **Dr. Raja Dutta** -Country Head - Devices & Services Partnerships, South East Asia & India, Google Singapore spoke about the six important lessons – Firstly, the ***importance of connections experiences, and relationships***. Secondly, ***what is networking, and how does it helps***. Next, ***responsibility as future leaders*** and ***learning versus redundancy*** -follow the principles of continuous learning. The fifth was ***ROI on listening*** – the power of listening and lastly the ***importance of a mentor*** and also being a mentor in your early career days and ***getting a coach*** and also coach someone in the second half of your career.

The event was followed by employee recognition for 10 and 5 years of services, the Best performance of the year, Spirit of Great Lakes, and Women of Achievement awards.

Best Performer
Kishore Vhankhande



Spirit of Great Lakes
Admission Team



Women of Achievement
Prof. Dr. Kirti Sharma



The program was concluded with various cultural performances and student recognition awards for summer projects, Karma Yoga, cruising conquistadors, and best club for 2020-21



Sapience 2021

The Annual Management Conclave ‘**Sapience 2021**’ was conducted as a 7-part series from 24th November to 9th December, 2021. The theme of this year’s conclave was ‘**Purpose Driven business in the Post Pandemic World**’ aimed to deliberate upon how businesses have become resilient post-pandemic by leveraging emerging technologies and strategies to build sustainable models.



The Keynote Address was delivered by Mr. Sudhir Rajpal - ACS - Civil Aviation Department, CEO - Gurugram Metropolitan Development Authority & CEO - Faridabad Metropolitan Development Authority. Mr. Rajpal shared his valuable insights on *listening to your inner calling*, *understanding the things you are naturally good at*, and then *deciding your future journey*.

Industry leaders from across the six domains namely **Marketing, Finance, Human Resources, Operations, Analytics, and Entrepreneurship** gathered around for panel discussions on how the COVID-19 crisis transformed the way they conduct business and how it paved way for innovative methods to deliver value to their customers and stakeholders.



Crest 2021

The **10th edition of Crest**, Great Lakes Gurgaon's Annual Management Fest was inspired by the life and work of renowned astronomer Galileo Galilei. The Galilean was conducted online and as a two-part event on 20th and 21st January, 2022. The event was sponsored by Safexpress.

The Keynote was delivered by **Mr. Sridhar S** -Vice President, Tata Communications Ltd. & Founding Member (India Chapter), Leaders Excellence at Harvard Square. He shared his valuable insights on '**A World of Opportunities**'.



The event welcomed over 7000 young management aspirants in over 3300 teams from prestigious business schools around the country including **IIM Ahmedabad, IIM Bangalore, IIM Indore, XLRI-Jamshedpur, K J Somaiya, SRCC, Jamnalal Bajaj, Nirma University, BIMTECH, NIBM Pune, UBS, IMI, Symbiosis, TISS, Welingkar, Loyola**, as well as engineers from IITs, **BITS Pilani** and **VIT**, battled it out in different stages of 7 Crest competitions to reach the finals and win accolades. **Great Lakes, Gurgaon won 2nd prize for HR competition and Boardroom Simulation and 3rd prize for Finance, Analytics, and Strategy competitions.**

Lumiere 2021



GLIM, Gurgaon launched Open Digital Research Platform '**Lumiere Research Symposium**' **first-of- its-kind initiative in India** to augment research and to help researchers from management domain, allied disciplines, and students across the country to present their current research to a panel of experts and receive good quality feedback from national and international subject matter experts. The conceptualization of Lumiere was a brainchild of Dr. Debashis Sanyal, Director, GLIM Gurgaon, and Dr. Jones Mathew, Chairperson, Research, Ranking and Accreditation and was executed by Lumiere Co-organizer - Dr. Sheetal Menon (Assistant Professor, Strategic Management).

The Symposium also includes a dedicated session by eminent speakers to deliver talks on research-relevant topics including approaches to the literature review, contemporary research methodologies, paper development, and publication tips in high-quality journals. The institute is committed to use this platform to help Ph.D./Fellow students and other researchers to enhance their research knowledge, skills, and abilities.

The first edition 'Lumiere 1.0' was organized in a virtual mode in Nov 2021. The keynote speaker for the event was Dr. Karuna Jain - Professor of Strategy, Technology & Operations Management, IIT Bombay. She delivered an engaging session on "Evolution of Management Research Methods". The second edition is planned for 17th March 2022.



GLIM, Gurgaon Achievements

- ❖ Great Lakes Gurgaon awarded for contributing valuable & exemplary work to the education community at Education Leadership Award by ArdorComm Media
- ❖ Great Lakes, Gurgaon One Year Business Management program ranked 12th by Business World. Also Great Lakes, Gurgaon is now the 10th best Institute of North India.
- ❖ Great Lakes, Gurgaon was awarded NBA accreditation for its two-year full-time Post Graduate Diploma in Management (PGDM). The program is also been approved as an MBA equivalent by the Association of Indian Universities (AIU). The institute has also been awarded AACSB membership.

Faculty News



Prof. Dr. Umashankar Venkatesh appointed as an Editorial Advisory Board Member for the Journal of Services Research. He was also invited as Marketing Moderator for 7th Global Leadership Research Conference (GLRC 2022) organized by Amity Business School



Prof. Dr. Ahindra Chakrabarti invited as Chief Guest in the Faculty Development Programme at the Sidhu-Kanhu-Birsa University. He also delivered a session for Independent Directors at IICA.



Prof. Dr. Bappaditya Mukhopadhyay presented his paper at Indian Finance Association (IDA 2021) and ICBAI conference. **He was also featured in CDO Magazine as one of the Leading Academic Data Leaders of 2022.**



Prof. Dr. Umashankar Venkatesh and Prof. Dr. Jones Mathew Case Study - 'Kineer - A Social Marketing Challenge' won the 3rd Prize at the John Molson MBA International Case Competition in Canada.



Prof. Dr. Jones Mathew invited for DRC meeting for marketing scholars. He was also invited for case writing session at 4th International conference on Entrepreneurship, Innovation and Leadership (ICEIL)



Prof. S.K. Palhan nominated by Delhi University as a member of an expert committee to decide the structure of the undergraduate curriculum for AY 2022-23 based on the recommendations of the National Education Policy - 2020.



Prof. Dr. Poornima Gupta empaneled as an expert in the Doctoral Research Colloquium organized by Manipal University.



Prof. Dr. Sheetal Menon invited as a panel discussant for the "Leadership Conclave on Sustainability & Circular Economy" organized by Goa Institute of Management (GIM).



Dr. Vishal Dagar appointed as Review Editor on the Editorial Board of Environmental Economics and Management (speciality section of Frontiers in Environmental Science)

- [New Additions](#)
- [Promotions](#)

New Additions



Dr. Madhurima Mishra - She will be completing her Ph.D. in Organizational behavior & HRM at IIM, Rohtak. Her teaching interests lie in the domain of human behavior in organizations, leadership development, and behavioral ethics.



Dr. Vishal Dagar - He is a Ph.D. in Economics and used to teach Micro-Economics and Agricultural Economics at Amity University, His research focuses on micro & macro-level data sets.



Ms. Amanpreet Kaur Aulakh - She has worked for organizations like CITIGROUP India and Vance Info Client Expedia in Shenzhen China. Her last assignment was with GD Goenka University.



Mr. Rajat Gupta - He is a Master's in Commerce from Kurukshetra University with good experience in data analysis skills and MS office. His last assignment was with Ajay Pal & Associate.



Ms. Mamta Rani – She has done master's in commerce from IGNOU. She has 6 years of experience in the Delhi School of Economics as a Research Assistant.



Mr. Kuldeep Kumar - He has a total of 8 years of experience. His last assignment was with Sysnet Global Technology



Mr. Manoj Kumar Dimri - He has done his graduation from Dehradun. He has a total of 6 years of experience in the IT sector. His last job was with Sysnet Global Technologies.

PROMOTIONS

Congratulations

ON YOUR PROMOTION!



SUSHREE PANDA



SHANKAR H



AJAY KUMAR



JITENDER KUMAR



SANDEEP KALRA

RESEARCH & MDP UPDATE

- [Research Seminars](#)
- [Research Publications](#)
- [MDP Update](#)

RESEARCH SEMINARS



“Box office collection of sequel movies: exploring brand extension effect” by **Prof. Dr. Mohit Malhan**, GLIM, Gurgaon.



"Some thoughts on Visibility of a B-school through Research, Publications, and Outreach" by **Prof. Dr. S.G. Deshmukh**, professor at IIT Delhi



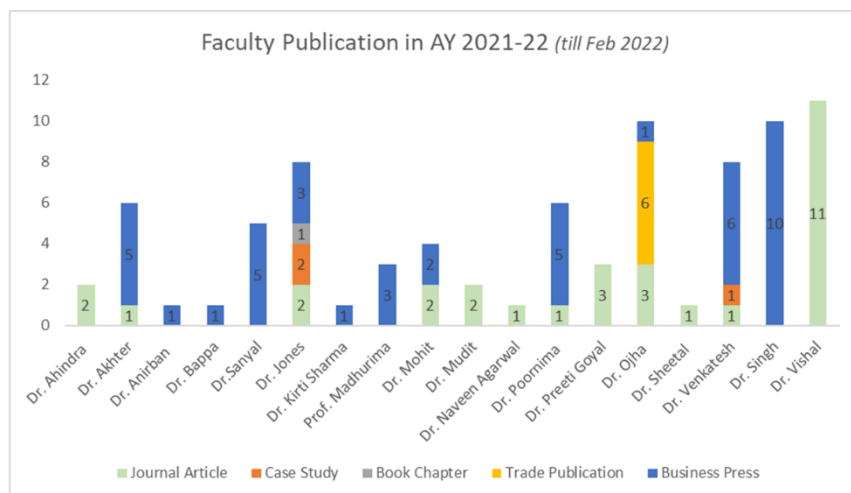
"Variations in technical efficiency of farmers with distinct land size across agro-climatic zones: Evidence from India" by **Dr. Vishal Dagar**, GLIM, Gurgaon.

RESEARCH Publications

Great Lakes faculty have been known for their research interests and frequent publications. We had a total of 54 publications in the Academic Year 2020-21 and a total of 86 publications (till Feb 2022) in the ongoing Academic Year 2021-22

Publication Type	Academic Year 2020-21	Academic Year 2021-22
Journal Article	11	32
Case Study	2	3
Conference	2	
Book Chapter		1
Trade Publication	9	6
Business Press	30	44
Total	54	86

Publication Category	Academic Year 2020-21	Academic Year 2021-22
ABDC A*		1
ABDC A		5
ABDC B	1	17
ABDC C	2	5
Emerald	2	
ICI	1	
Indian A publication	1	
Others	1	
Scopus	5	3



MDP Update

Prof. Dr. Ahindra Chakrabarti, Prof. Dr. Poornima Gupta and Prof. Anirban Chaudhuri delivered a new program – **'Art of Influencing'** for the senior executives of Indian Oil Corporation. The program was very well received with overall feedback as 92/100.

- [Placements - Rajputs](#)
- [Student Sessions](#)

Placements - RAJPUTS

Great Lakes, Gurgaon finished its final placements for the PGPM batch of 2022 within 4 months of the start of the program. It was a phenomenal year for campus placements and so far the best that Great Lakes, Gurgaon has had. The credit goes to the entire CCS team under the leadership of Ms. Shailaja Sharma.

The team has done well in managing the old recruiters very well as we had recruiters doubling the numbers of offers on campus. Also, the CCS has been able to rope in some excellent, marquee recruiters such as **Accenture ATCI, Paytm, Invesco, Ugam Solutions, Genpact, L&T Infotech, TATA Technologies**, etc. The average CTC offered to the class increased by **33% with 10% of students getting more than 18 lakhs per annum and 25% getting more than 17 lakhs per annum**. The average CTC of the batch was **15.6 Lakhs** per annum (29% higher than last year's class average) while the highest Domestic CTC was **19.3 Lakhs** per annum offered by a multinational consulting firm.

Student SESSIONS

CXO Talk Session

Interacting with the who's who of the industry is a significant part of an MBA program. Great Lakes hosted virtual sessions with the CXOs to share their experiences, wisdom and life lessons-

- CXO Talk 3 - **Mr. Mike Kavis**, Chief Cloud Architect, Deloitte USI on the topic "Accelerating Cloud Adoption".

- [Placements Warriors](#)
- [Student Sessions](#)
- [PGDM Students Award](#)

Placements - Warriors

The campus placement process for the PGDM Class of 2022, witnessed an excellent season with 100% placements by December 2021. The season saw participation from prominent recruiters such as **Bank of America, Byju's, Cognizant, Darwinbox, Deloitte, Droom, Gartner, Genpact, Great Learning, Infosys, Invesco, HDFC, Hexaware, KPMG, L&T Infotech, Moody's, Sify, TATA Technologies, Tiger Analytics, etc.** The average CTC offered to the Class of 2022 increased by **17% with 10% of students getting more than 13 lakhs per annum and 25% getting more than 12 lakhs per annum.** The average CTC of the batch was **10.53 Lakhs** per annum while the highest domestic CTC was **17.9 Lakhs** per annum offered by a global enterprise.

STUDENT SESSIONS

- CXO Talk 1 - **Mr. Umesh Gaur**, Managing Director & **Mr. Vinod Mathur**, Sr. Director-Strategic Services, Blue Yonder on the topic "SCM Process in the Last Decade"
- CXO Talk 2 - **Mr. Vipul Mittal**, Strategy & Transactions Leader (Global Delivery Services), **Ms. Kshama Dhir**, Service Delivery Leader (Strategy & Transactions), **Mr. Amit Kirti**, Executive Director, and **Ms. Sugandha Chauhan Sharma**, Assistant Director (Branding, Marketing & Communications) from EY
- CXO Talk 3 - **Mr. Mike Kavis**, Chief Cloud Architect, Deloitte USI on the topic "Accelerating Cloud Adoption".
- CXO Talk 4 - **Mr. Raam G**, Founder & CEO, TRD Studios on the topic "Design Thinking is the Next Competitive Advantage"
- CXO Talk 5 - **Ms. Vijayanti Naik**, Sr. VP, and Head & **Mr. Harish Iyer**, Head DE&I, Axis Bank on the topic "Diversity and Inclusion at workplace in general".
- "Industry Talk Session" conducted by **Ms. Lucky Sharma**, Associate Director- Business Development & Operations, AI & Analytics, Cognizant.
- "Career Progression: Changing Priorities & Unchanging Core Values" conducted by **Ms. Neha Mukherjee**, Sr. Manager –Business Development Research, MongoDB.

PGDM STUDENTS AWARD

Congratulations

FIRST PRIZE WINNERS			
 TUSHAR SHODHANI 1 st Prize in Marketing Maestros VIT Vellore	 KISHANENDRA, ANANDHA TULAGAN, NISHAN ANAND 1 st Prize in Velocity Case Competition IFMR Chennai	 SNEETI DATTA, SHUBERT SANKAR, PRATEEK KAUR 1 st Runner Up in Quark Case Competition BITS Pilani, Goa Campus	 APOORVA VERMA, NIKHIL BHARGAWA 1 st Prize at Eco Cult B-Plan Competition IIM Raipur
 NAMAN ANAND, SONIYA JAIN 1 st Prize at B-Aware 4.0 Branding Event NMIMS Navi Mumbai	 ANKIT JAIN, VANDANA NIGAM 1 st Prize at Bizdiscussion Marketing Event NIFTEM Sonapat	 GUNDAN AHUJA, HITESH KISHORE National Winners at Sankalp B-Plan Competition TAPMI Manipal	 APOORVA VERMA, NIKHIL BHARGAWA 1 st Prize in Green Marketing Competition IIM Shillong
 APOORVA VERMA 1 st Prize in Markic Article Competition Faculty of Management Studies (FMS)	 VANDANA NIGAM, NISHAN ANAND 1 st Prize at Eternix 6.0 Case Competition Shiv Nadar University	 GUNDAN AHUJA, HITESH KISHORE 1 st Prize at Startup Battlefield JIMS, Delhi	 APOORVA VERMA, NIKHIL BHARGAWA 1 st Prize in Startossav B-Plan Competition Ramjas College, University of Delhi
 ANKIT JAIN, DIVYA VERMA 2 nd Prize at Fin-Utsav IMI Bhubaneswar	 ANURAG PANDEY 2 nd Prize in Quix Competition Analytics Club - IIM Rohtak	 NAMAN ANAND 2 nd Prize in Finly - Article Competition KJ Somaiya Institute of Management	 APOORVA VERMA, NIKHIL BHARGAWA 2 nd Runner Up at Jumpstart B-Plan Competition Bennett University, Greater Noida
 DISHA DUA 2 nd Prize in Goal Seek Competition IIM Calcutta	 AKSHAY KAUSHAL 2 nd Runner Up at HRIZN XIMB, Bhubaneswar	 AISHWARYA KEJRIWAL 2 nd Prize in ShowCase Entrepreneurship Competition, IIM Ranchi	 APOORVA VERMA, NIKHIL BHARGAWA 2 nd Runner Up at Creative Magic Ad Competition IIM Raipur
 ANISHA SINGH, LEKHA SHAH 2 nd Runner Up at H-Race IIM Indore	 VANDANA NIGAM, NISHAN ANAND 2 nd Runner Up at Traverse le Monde IIM Sirmaur	 GUNDAN AHUJA, HITESH KISHORE 2 nd Runner Up in Prarambh B-Plan Competition IMI Kolkata	 APOORVA VERMA, NIKHIL BHARGAWA 2 nd Runner Up at Shark Tank B-Plan Competition NIT Warangal
 ANISHA SINGH, LEKHA SHAH 2 nd Runner Up at H-Race IIM Indore	 VANDANA NIGAM, NISHAN ANAND 2 nd Runner Up at Traverse le Monde IIM Sirmaur	 GUNDAN AHUJA, HITESH KISHORE 2 nd Runner Up in Prarambh B-Plan Competition IMI Kolkata	 APOORVA VERMA, NIKHIL BHARGAWA 2 nd Runner Up at Startossav B-Plan Competition Ramjas College, University of Delhi

SECOND PRIZE WINNERS	
 ANISHA SINGH, LEKHA SHAH 1 st Prize at Brandstorm IIMT Ghaziabad	 NAMAN ANAND 1 st Prize in Artificial Intelligence Quiz GoCrackIt
 ANISHA SINGH, LEKHA SHAH Runners Up at Finkbase Symbiosis Institute of Management Studies	 CHYANEESHWAR MALLOTTRA 1 st Prize in Article Writing Competition IIM Rohtak
 DIVYA BHARDWAJ 1 st Prize in Hbva Article Competition DRC College, DU	 PUJAN DAS 1 st Prize in Hbva Article Competition IIM Visakhapatnam
 ANISHA SINGH, LEKHA SHAH 2 nd Prize in CaseQuest 21 KJ Somaiya Institute of Management, Mumbai	 ANISHA SINGH, LEKHA SHAH 2 nd Prize in CaseQuest 21 KJ Somaiya Institute of Management, Mumbai
 ANISHA SINGH, LEKHA SHAH 2 nd Runner Up at Resurrect Marketing Competition NMIMS, Indore	 ANISHA SINGH, LEKHA SHAH 3 rd Prize in Markade 2.0 NMIMS Indore
 ANISHA SINGH, LEKHA SHAH 2 nd Runner Up at Eureka Case Competition IIMT Ghaziabad	 ANISHA SINGH, LEKHA SHAH 2 nd Runner Up at Horizon Hurricane Case Challenge IIM Sirmaur

- [Alumni session](#)
- [Alumni Update](#)

ALUMNI SESSION

The networking dinner was organized with alums for 2021 graduates. More than 100 alums shared their memorable experience with Great Lakes, Gurgaon.

ALUMNI UPDATE

- ❖ GLIM, Gurgaon launched new dynamic alumni connect portal "**my alumni network**" to reconnect with your peers.
- ❖ '**Rishi Dev Rattan**' from **PGPM batch 2017-18** created his startup called 'ONDRU' which helped clients in data collection, data management and regulatory support (descriptive analysis, data mining, forecasting and predictive analysis, etc) His company, Ondru Pvt. Ltd., was wholly acquired by CANIT Solutions, a marketing powerhouse based out of Chennai. He is now Chief Data Officer and Head of Strategy at CANIT Solutions.

Invest in you

- Productivity Corner
- Sudoku Challenge

Productivity Corner

Know Yourself

Emotional Intelligence or EI is the ability to understand and manage your own emotions, and those of the people around you. People with a high degree of emotional intelligence know what they're feeling, what their emotions mean, and how these emotions can affect other people. According to **Daniel Goleman**, an American psychologist who helped to popularize emotional intelligence, there are five key elements to it:

- **Self-Awareness** – if you're self-aware, you always know how you feel, and you know how your emotions and your actions can affect the people around you. Being self-aware also means having a clear picture of your **strengths and weaknesses**, and it means behaving with **humility**.
- **Self-Regulation** - one who regulate themselves effectively rarely verbally attack others, make rushed or emotional decisions, stereotype people, or compromise their values. Self-regulation is all about staying in control. This element of emotional intelligence covers one's flexibility and commitment to **personal accountability**.
- **Motivation** - self-motivated people work consistently toward their goals, and they have extremely high standards for the quality of their work.
- **Empathy** - people with empathy can put themselves in someone else's situation. They help develop the people on their team, challenge others who are acting unfairly, give constructive feedback, and listen to those who need it. If you want to earn the respect and loyalty of your team, then show them you care by being empathic.
- **Social Skills** - one who has good social skills is also good at managing change and resolving conflicts diplomatically. They're just as open to hearing bad news as good news, and they're experts at getting their team to support them and be excited about a new mission or project.

Want to know how emotionally intelligent are you?

Take the Test [here](#)

Sudoku Challenge

Take a break and try your hand on this hard brainteaser. The first 3 entrants will win exciting prizes.

4							7	
6								
8					1			9
	1							
				7			4	8
	2				9			
5				6				
				4				
	9							2