

Sponsored Research Projects for 2019-23

Faculty	Project Title	Funding Agency
Dr. Silky Vig Kushwaha	Women Empowerment through Entrepreneurship support: An Assessment of "Standup India Loan Scheme" for Women	IMPRESS-ICSSR
Dr. Gauri Modwel	Clean India Initiative: Need, Process and Prospects for Urban Cleanliness	IMPRESS-ICSSR
Dr. Teena Singh, Dr. Rinku Dixit, Prof. Atul Rawat	A Market Potential Study of Smart Meters in North India	Agastya Technologies Pte. Ltd. Singapore
Dr. Sombala, Dr. Teena Singh	ICSSR	Career Aspiration, Self-Concept Clarity among insurgency affected youth: A Case Study of Manipur
Dr. Rinku Dixit, Dr. Vinita Sharma, Prof. Monika Nijhawan	Research Study on changing landscape of Artificial Intelligence Applications in Learning & Development Field	Business Coaching India
Dr. Anand Jaiswal, Prof. Manvi Pant	Research on Cyber Security protocols in Indian Industry	Rabyte
Prof. Monika Nijhawan, Dr. Ritu Talwar	Research on Scope of Alternate/Blended Fuel and Heavy Vehicles in North Indian States	Sincere Marketing Service
Dr. Shagun Arora, Dr. Gajendra Sharma	Module Development on Financial Planning and wealth Management .	Business Coaching India
Prof. Sonal Gulati, Prof. Abha Grover	Research Study on Digital Tools and its applications in enhancing organizational productivity in India Inc.	TNS-Institute of Information Technology Pvt. Ltd.

Dr. Vinita Sharma	Development of IT Training Module on Artificial Intelligence and Machine Learning.	TNS-Institute of Information Technology Pvt. Ltd.
Dr. Arpana Chaturvedi, Prof. Monika Nijhawan	Research on Digital Business Tools: a necessity for the evolving world in the Automobile Space	Sincere Marketing Services Pvt. Ltd.

Faculty Consultancy Details

PGDM (2022-23)

S.No	Name of faculty (Chief Consultant)	Funding Agency	Title
1	Dr. Sushma Muralie, Prof. Abha Grover	BCI Enterprises Solutions	Content Development on New Age Leadership
2	Dr. Sonal, Prof. Ravindra Chawla, Dr. Arpana Chaturvedi	ECS	Consultancy on Digital Sales transformation for New Age Businesses
3	Dr. Mahima Gulati, Dr. Komal Khatter	BCI ENTERPRISES	Consultancy on Content Development on Neuro Marketing

PGDM (2021-22)

S.No	Name of faculty (Chief Consultant)	Funding Agency	Title
1	Prof Ravindra Chawla, Prof. Nikhil Singh	ECS CORPORATION	Consultancy on Digital Customer Service
2	Dr. Shivani Kapoor, Dr. Teena Singh, Dr. Rinku Dixit	Sincere Marketing Services Pvt. Ltd.	Research on Scope of Alternate /Blended Fuel Heavy Vehicles in North Indian States.
3	Dr. Tripti Desai, Prof. Damanjeet Virk, Prof. Vishakha Nair	BCI Enterprises Solutions	Consultancy on content Development on New Age Leadership in the post pandemic world of work .

PGDM (2020-21)

S.No	Name of faculty (Chief Consultant)	Funding Agency	Title
1	Dr. V.N.Srivastava	OD skill development academy pvt. Ltd.	Program for Competency Development for Forest Officers
2	Dr. V.N.Srivastava	od skill development academy pvt. Ltd. I	Program for STPL Executives
3	Dr. V.N.Srivastava	od skill development academy pvt. Ltd.	Consultancy to STPL
4	Dr. V.N.Srivastava	Tata Institute of Social Sciences	Development Centre Workshop
5	Dr. Rinku Dixit, Prof. Kamal Kundra	Agastya Technologies Pte Ltd	Research Study on Impact of Industry 4.0 in Manufacturing Sector
6	Prof. Veena Kumar, Prof. Ravindra Chawla	Agastya Technologies Pte Ltd	Module Development on Managing Sales and Finance in the Digital World.

PGDM (2019-20)

S.No	Name of faculty (Chief Consultant)	Funding Agency	Title
1	Prof. Ravindra Chawla, Dr. Shivani Kapoor	Thomas Cook India Limited	Enabling Middle management Leadership Intervention
2	Dr. Rinku Dixit, Prof. Bhumika Bansal	Fujifilm Sonosite India Pvt Ltd	Artificial Intelligence in Manufacturing Sector
3	Mr. Ravindra Chawla, Dr. Teena Singh	National Entrepreneurship Network	E Leaders Workshop for Startup Clubs
4	Dr. V.N. Srivastava	RP Goenka Group (OD Skills)	HR Leadership Development for Mid Career Managers of RP Goenka group to School of Management & Labour Studies, Tata Institute of Social Sciences, Mumbai

PGDM (M) (2022-23)

S.No	Name of faculty (Chief Consultant)	Funding Agency	Title
1	Dr. Ritu Talwar, Dr. Gajendra Sharma	M M Auto Industries Ltd.	Research on Advances in Seat Belt Springs .
2	Dr. Gajendra Sharma, Prof. Atul Rawat	ECS CORPORATION	A Study on Enhancing Customer Value Proposition
3	Dr. Ritu Talwar, Dr. Shagun Arora	Sincere Marketing Services Pvt. Ltd.	Role of AI Automation in Automobile sector in India

4	Dr. Swati Bhatnagar, Dr. Sangeeta Yadav	NTS Navrattan Jewellers Pvt. Ltd.	Charges for consumers market research for Lab Grown Diamonds.
5	Dr.Swati Bhatnagar, Prof. Sayanti	Textile and Apparels Boutique	A study on Customer preference towards ready-made garments for Gen Z

PGDM (M) - (2021-22)

S.No	Name of faculty (Chief Consultant)	Funding Agency	Title
1	Prof. Sayanti Banerjee, Dr. Sangeeta Yadav	AdLift Marketing Pvt. Ltd.	Training for Financial Management and Investments Overview
2	Dr. Vinita Sharma, Dr. Shagun Arora	Rabyte Pte Ltd.	Research on Cyber Security Protocols in Indian Industry.
3	Prof. Monika Nijhawan, Dr. Pooja Nanda	Sincere Marketing Services Pvt. Ltd	Application of AI for predictive maintenance of transportation fleet.

PGDM (M) (2020-21)

S.No	Name of faculty (Chief Consultant)	Funding Agency	Title
1	Prof. Monika Nijhawan, Prof. Rajendra Rawat	Daikin Air Conditioning india pvt ltd	Towards Charges for the following activities: Online Management Development Programme on " Artificial Intelligence "
2	Dr. Madhu Jasola, Dr. Gajendra Sharma	Mitsui Chemical India Pvt Ltd	Towards charges for the following activities: Online Management Development Programme on " New-age Sales & Marketing"
3	Dr. Ritu Talwar, Prof. Atul Rawat	Sincere Marketing Service	Training Programme on Lead Generation for online sales. Duration
4	Prof. Atul Rawat, Dr. Madhu Jasola	Sincere Marketing Service	Project Report on New age tools of Marketing in the pandemic.
5	Dr. Vinita Sharma, Prof. Monika Nijhawan, Prof. Sayanti	Agastya Technologies Pte Ltd	Study on AI Technologies and Supply Chain issues in the Electric Component industry in post COVID 19 word.

PGDM (M) (2019-20)

S.No	Name of faculty (Chief Consultant)	Funding Agency	Title
1	Dr. Ritu Talwar, Dr. Gajendra Sharma	Public Relations & Communication Management	Research Study on Factors affecting Public Relations and Communications
2	Mr. Rajender Rawat, Prof. Atul Rawat	BCI ENTERPRISES SOLUTIONS	Content Development for Digital Business Tools

