

Sponsored Research Projects for 2024-25
PGDM

Faculty	Project Title	Funding Agency
Dr. Sunaina Sardana, Dr. Kamal Kundra, Dr. Abha Grover	Research and Consultancy on Leadership Challenges in the new world of work i.e. industry 5.0	Business Coaching India LLP
Dr. Raj Kumar, Dr. Prabal Chakraborty, Dr. Shagun Arora	Alliance Components & Devices Pvt Ltd	Research on Market potential for IT components and devices in the Era of Industry 4.0
Dr. Sushma Muralie, Mr. Arun Kumar, Dr. Savita Gautam	Sincere Marketing Services Pvt Ltd	Research on Environmental regulations in heavy transport industry

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Sponsored Research Projects for 2023-24
PGDM

S No.	Faculty	Project Title	Funding Agency
1	Dr. Nishtha Agarwal, Dr. Tripti Desai, Dr. Soumi De	A project on Quality Control and Defect Detection in the Processes of the Rebyte Pte Ltd.	Rabyte Pte Ltd
2	Dr. Shailee Choudhary, Dr. Somnath Paul	Personalized Jewelry Recommendation System using ML.	NTS Navratan Jewellers Pvt. Ltd
3	Dr. Elizabeth Jacob, Prof. Arun Kumar	Skill Development & Product Training	Metacap Global Brokerage LLP
4	Prof. Praveen Malik, Prof. Rachna Kathiria,	Skill Development & Product Training	Metacap Financial Services LLP
5	Ms. Sonal Gulati, Mr. Kunal Jha	Adlift Marketing Pvt Ltd	Research on New Age tools for Social Media Marketing

Faculty Consultancy Details

PGDM (2024-25)

S. N o	Name of faculty (Chief Consultant)	Funding Agency	Title
1	Dr. Chaitali Bhattacharya, Dr. Angad Munshi, Dr. Junaid Akhtar	Smokey Luxury Living Pvt Ltd	Consultancy on training design on Luxury sector in Indian landscape
2	Dr. Arpana Chaturvedi, Mr. Praveen Malik, Mr. Kunal Jha	Nave Jyoti Info planet Pvt Ltd	Digital Infrastructure Consultancy
3	Dr. Shailee Choudhary, Dr. Ashish Yadav	NTS Navrattan Jewellers Pvt Ltd	Use of Digital Technology in Jewellery Designing
4	Dr. Silky Vigg, Dr. Zeeshan, Ms. Manika Gupta	Metacap Global Brokerage LLP	Corporate Training Programs on Financial Performance Indicators
5	Dr. Sangeeta Yadav, Ms. Seema Pant, Dr. Somnath Paul	Metacap Global Financial Services LLP	Skill Development & Product Training
6	Dr. Pushpa Negi, Dr. Saib Fakhar	Metacap Global Brokerage LLP	Training in derivatives
7	Dr. Savita Gautam, Dr. M.K.P. Naik	Metacap Global Financial Services LLP	Skill Development & Product Training
8	Dr. Pushpa Negi, Dr. Saib Fakhar	Metacap Global Brokerage LLP	Training in derivatives
9	Dr. Savita Gautam, Dr. M.K.P. Naik	Metacap Global Brokerage LLP	Skill Development & Product Training

Faculty Consultancy Details

PGDM (2023-24)

S. No.	Name of faculty (Chief Consultant)	Funding Agency	Title
1	Dr. Prabal Chakraborty, Dr. Elizabeth Jacob, Ms. Rashi Aggarwal	ECS Corporation	Market Development and impact on lubricants
2	Dr. Rashmi Chauhan, Dr. Vinod Kumar, Ms. Mamta Pandey	Sincere Marketing Services Pvt Ltd	Consultancy on changes in the Managerial function in the automotive sector (Leadership and Sales)
3	Dr. Swati Bhatnagar, Dr. Ritu Talwar, Mr. Ishwari Suyal	Sincere Marketing Services Pvt Ltd	Training for EV sales
4	Dr. Chand Tandon, Prof. Rachna Kathuria, Prof. Karan Khati	Textile and Apparels Boutique	Consultancy on Project Finance in Textile Industry
5	Dr. Shailee Choudhary, Ms. Parveen Kaur, Dr. Anita Yadav, Mr. Atul Rawat	Business Coaching India LLP	Consultancy on Content Development on (a) Generative AI and HR, (b) Generative AI & Marketing, (c) Generative AI and Finance
6	Dr. Monica Verma, Dr. Tripti Desai	TNS Infrastructure Technology Pvt Ltd	Consultancy on Content Creation on Next Generation HR Automation
7	Dr. Mahima Gulati, Dr. Swati Bhatnagar	BCI Enterprises Solutions	Consultancy on Content Development on Neuro Marketing
8	Dr. Rajendra Rawat, Dr. Prabal Chakraborty, Ms. Veena Kumar, Dr. Syshma Muralie	Textile and Apparels Boutique	A study on Customer preference towards Readymade garments for Gen Z
9	Dr. Komal Khattar, Mr. Harish Kumar, Dr. Gajendra Sharma	ECS Corporation	A Study on Enhancing Customer Value Proposition
10	Dr. Rinku Dixit, Ms. Monika Nijhawan, Dr. Raj Kumar, Dr. Kamal Kundra	Sincere Marketing Services Pvt Ltd	Role of AI Automation in Automobile sector in India