



**OPJU**

UNIVERSITY OF STEEL TECHNOLOGY  
AND MANAGEMENT



# Bi-Annual Newsletter

*Vol - 1, Issue - 2*



**SCHOOL OF  
MANAGEMENT**

# SAFALYA



## From the Desk of Assistant Dean and Heads

As we stand at the threshold of a new year, I want to take a moment to reflect on the achievements and challenges we have faced together and to express my optimism for the opportunities that lie ahead. May the coming year be filled with success, joy, and fulfillment for each member of our academic family. I want to express my sincere gratitude to all faculty and staff members for your unwavering commitment to academic excellence, research, and the overall success of our school. Your dedication is the driving force behind our accomplishments, and I am confident that together, we will continue to achieve new heights. As we navigate the challenges and opportunities that lie ahead, I encourage collaboration and open communication among faculty members, students, and parents. Our strength lies in our ability to work together towards a common goal, fostering an environment where ideas flourish, and innovation thrives. Additionally, I am always open to hearing your feedback and suggestions. Your input is invaluable as we strive to enhance the School's overall experience and effectiveness. In closing, let us approach the coming academic year with enthusiasm, resilience, and a shared commitment to excellence. I look forward to witnessing our collective achievements and the positive impact we will undoubtedly make.

**Dr. Saket Jeswani**

Professor & Assistant Dean

In this edition of 'Safalya', I am delighted to share our outstanding achievements in the The Week - Hansa Research Survey Best B-School India Rankings 2023. OP Jindal University's School of Management (SOM) has secured impressive positions like All India Emerging B-Schools: 26 Rank, East Zone Private B-Schools: 18 Rank, East Zone B-Schools: 20 Rank, All India Private B-Schools: 152 Rank, and All India B-Schools: 171 Rank, out of nearly 3500 B-Schools and 20 IIMs in India, these rankings underscore our unfettered commitment to excellence. With the momentum in place, I feel that the coming year holds a lot of promises in terms of activities like conferences, workshops, collaborations, and engagements with the many stakeholders committed to the vision of the organization. The incredibly successful international conference of School of Management witness a constellations of luminaries from academia, industry, and corporate from across the globe who exchange their knowledge, ideas and research for sustainable world. 'Safalya' is testimony of our consistent Endeavour to perfection. In this issue of our magazine, we delve into various aspects of our achievements and explore the evolving landscape at OPJindal University. The Newsletter truly justify it's name for our university and its achievements by being 'Safalya'.

**Dr. J.P. Rath**

Head-UG Program

It is with great pleasure that I contribute this message to the Bi-annual Newsletter "Safalya", a platform that encapsulates our collective journey, accomplishments, and aspirations. In the realm of management education, our commitment to fostering excellence remains unwavering. Our Postgraduate Programs in Management continue to evolve, driven by a dedication to providing a transformative educational experience. We take pride in the achievements of our students, who consistently demonstrate a high level of intellectual curiosity, creativity, and a commitment to making a positive impact in the world of business. The diverse range of electives, workshops, and industry collaborations we offer serve as a testament to our commitment to providing a holistic education that goes beyond traditional boundaries. The School of Management at OP Jindal University remains at the forefront of cutting-edge research and thought leadership. Our faculty members continue to contribute ground-breaking research that not only adds to the academic discourse but also informs and inspires our students. We are actively working on expanding our global partnerships, enhancing industry connections, and introducing innovative pedagogical approaches to ensure that our programs remain at the pinnacle of management education. I extend my gratitude to the entire School of Management community—faculty, students, staff, and alumni, for their unwavering dedication and support. Together, let us continue to strive for excellence, foster innovation, and create a lasting impact on the world of business.

**Dr. Himanshu Vaishnaw**

Head-PG Program



## About the Department

The School of Management at OP Jindal University is dedicated to providing a comprehensive and world-class education in the field of business. Our commitment to academic excellence is underscored by our strong ties with industry partners and global collaborators. Through a multidisciplinary approach, we strive to equip our students with the knowledge and skills needed to excel in the dynamic and competitive business landscape.

At School of Management, we actively seek to make a meaningful impact through a range of initiatives, including diverse academic programs, corporate education and training, as well as research and consultancy projects. These efforts are geared towards fostering not only individual growth but also contributing to the advancement of the business community at large. Our diverse range of programs reflects our dedication to catering to various educational needs and aspirations.

### Vision

To be a Premier Management School with global outlook for significant impact on business and society through excellence in value-based education, research, innovation, and entrepreneurship.

### Mission

To nurture a learning environment for the creation and dissemination of management knowledge of global standards and to develop leaders of enterprises who add value to society and nation building.

### The programmes we offer include

*BA(Hons) Economics*

*Bachelor of Commerce (Hons)*

*Bachelor of Business Administration (BBA)/ BBA (Hons)*

*Master of Business Administration (MBA)*

*Doctor of Philosophy (Ph.D.)*

*Executive Master of Business Administration*

### Highlights of the School

#### *International Collaboration*

*FPT University, Vietnam*

*Sohar University, Oman*

*Josh Maria College, Philippines*

*NHRD Institutional Membership*

*Business Analytics lab*

*Center for Financial Training & Trading*

*CoE- Logistic and Supply Chain Management*

*MoU with Stockgro*

*MoU with Technolitics*

*MoU with ICSI, Raipur Chapter*





## Events and Activities

### Conference

School of Management successfully conducted 4th International Conference on "The Role of Innovation, Entrepreneurship and Management for Sustainable Development" in association with Sohar University, Oman & Jose Maria College Foundation Inc, Philippines on 3rd & 4th November, 2023 in Hybrid mode. The ICRIEMSD-2023 is a premier conference aims to bring together academicians/ researchers, industry expert and students share their experiences and research results on all aspects of Innovation, Entrepreneurship, Management and Information Technology. This Conference provide a interdisciplinary platform to all the participants to present and discuss the most recent innovation, trends and concern in the fields of Innovation, Entrepreneurship, Management and Information Technology. Around 55 papers were presented in physical mode and 110 research papers were presented in online mode.

Two workshops were conducted. On 3rd November, 2023 workshop on "Recent Trends in Management Education" was conducted by Dr. Sumeet Gupta, Professor, Indian Institute of Management, Raipur and second workshop on "Publishing Impactful Research" was conducted by Dr. Abhijeet Biswas, Assistant Professor, Institute of Management Studies, BHU, Varanasi.





## Events and Activities

### Faculty Development Program

School of Management, OPJU has organized a one week Faculty Development Program on "Innovative Solutions to Research with SPSS", in physical mode from 9th-13th October 2023, exclusively for the faculties, Research Scholars & Post-graduate students of OPJU. This FDP enabled the participants to enhance their research knowledge as well as to conduct data analysis easily and accurately with the help of statistical software package SPSS.



### Alumni Guest Lecture

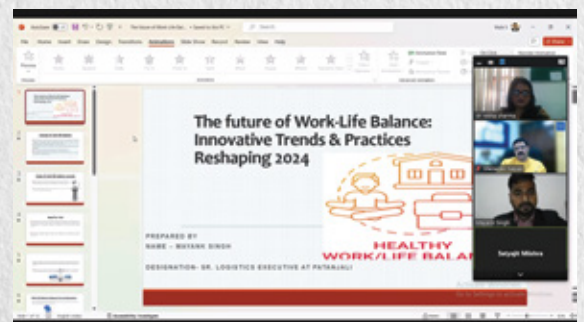
School of Management organized alumni guest lecture series on "Procure to Pay Process using ERP" on July 16, 2023. The speaker for the session was Mr. Sambit Ku Barik, Manager, Purchase, JSP Angul.



School of Management organized alumni guest lecture on "From Data to Decisions: The Art of Crafting Research Questions in Business Analytics" on July 30, 2023. The speaker for the session was Ms. Pallavi Pandey Assistant Professor, Christ University, Pune.

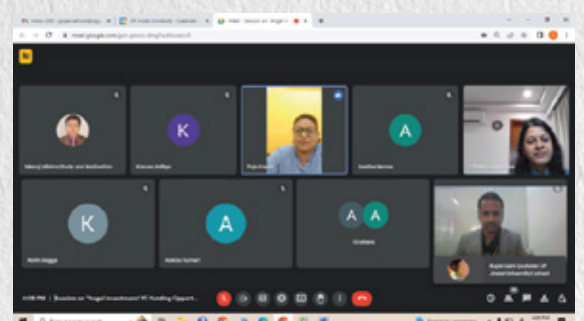


School of Management organized One day alumni guest lecture on "The Future of Work-Life Balance: Innovative Trends & Practices Reshaping 2024" on December 18, 2023. The Speaker of the session was Mr Mayank Singh, Senior Logistics Executive, Patanjali Foods Limited.



### Workshop/Webinar

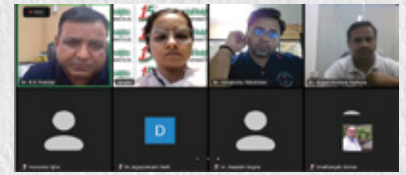
School of Management organized Online workshop on "Angel Investment/ VC funding Opportunity for Early Stage Entrepreneurs" on July 24, 2023 in association with Institution's Innovation Council. The speaker of the session was Dr. (CS) Usha Srivastava Company secretary and associate member of the Institute of Company Secretaries, New Delhi.



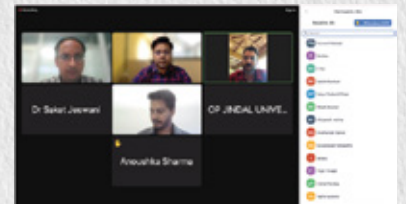


## Events and Activities

School of Management organized Workshop on Qualitative Data Analysis with NVivo on July 14, 2023. The speaker for the session was Ms. Smahi Prada Kaushik, Technical executive, Numerical Analytics Instruments Pvt. Ltd



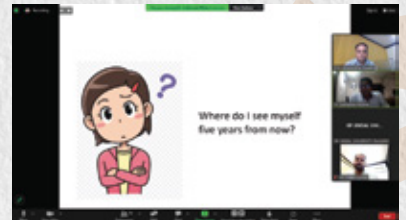
School of Management in Association with Institution's Innovation Council organized an Expert Talk on the Occasion of World Entrepreneurs' Day on August 21, 2023. The speaker of the session was Mr. Karan Kukreja, Founder of GIFLIF & White Walls Media.



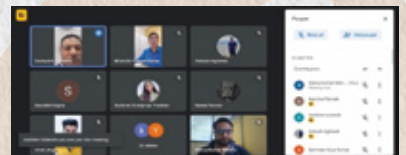
School of Management in association with Institution's Innovation Council organized webinar on 26th August 2023 on topic "Lean Start-up & Minimum Viable Product/Services" for the young professionals. The speaker was Dr. Trpti Bajpai, Associate Professor-IILM University, Gurugram.



School of Management in Association with Institution's Innovation Council organized Webinar On "Accelerators/ Incubation opportunities for Students & Faculties- Early Stage Entrepreneurs" on August 22, 2023. The speaker was Dr. Subhendu Kumar Mishra Associate Professor, Department of Entrepreneurship, GITAM University, Visakhapatnam.



School of Management under The Center of Excellence in Logistic and Supply Chain Management has organized Webinar on "Innovation on Supply Chain Management in Agriculture Sector" on October 14, 2023. The speaker for the session was Dr. D.S. Chauhan, Practicing Farmer Ex- CGM, NABARD.



School of Management, in association with Stockgro Ltd. organized a workshop on 'Model based Investing on December 01, 2023. The speaker of the session was Mr. Narender Singh, SEBI registered research analyst.



## Faculty Achievements

### Publications

- Mr. Manoj Ku Mishra has published a Research paper entitled "Environmental values mediate the relationships between the selected factors and the Green Entrepreneurial switching intentions" in IJWI (SCOPUS INDEXED).
- Dr. Rekha Sharma has published research paper titled A systematic Evaluation on factors influencing Green Accounting Practices of Selected Indian Companies, A Way to Sustainable Development &quot; in ABDC Indexed Journal, European Economic Letters, Vol 13, Issue 5 (2023).
- Dr Mukesh Ku Sharma has published research paper titled &quot;Digital Transformation in Agricultural Practices: A Legal and Management Framework with Educational Implications, in Scopus listed Journal, & Journal of advance Zoology Vol 44, Issue 2 (2023).
- Dr Rekha Sharma has published research paper titled Examining the Impact of Mental Accounting on Students Investment and Financial Decision" is published in ABDC Indexed Journal, Asian And Pacific Economic Review, Vol 16, Issue 1 (2023).



## Events and Activities

### Invited Talk

- Dr. Saket Jeswani was invited as Plenary Speaker in 2nd Regional Student Research Congress and Regional Conference on Recent Issues and Trends in Business, Accounting, Management, and Economics this July 21, 2023, on the theme "Advocating Data-Driven R&D in Sustaining Economic Recovery", organized by University of Mindanao, Philippines
- Dr. Saket Jeswani was invited as Resource Speaker for 7 days Research Methodology Workshop from 26 June to 3 July organized by Reva University, Bangalore.
- Dr. Himanshu Vaishnav, Assistant Professor (Sr. Grade) has delivered a Guest Lecture on "Lean Start-up and Minimum Viable Product/Business" for the Students and Faculty Members of Christian College of Engineering & Technology, Bhilai (Chhattisgarh) on August 18, 2023.
- Mr. Manoj Ku Mishra delivered a guest lecture for final and pre final B.Tech. Students of Dharmsinh Desai University, Nadiad, Gujarat on 14 th September 2023, on the topic "Electric Vehicle and sustainability".
- Mr. Manoj Ku Mishra was invited as a Resource speaker for 5 days International FDP on Unleashing Emerging Trends and Advancement in Computer Science 2.0 from July 24 th to 28 th 2023, Organized by School of Computer Science and Engineering (SCOPE), VIT-AP University.
- Mr. Manoj Ku Mishra delivered a guest lecture on "Elasticity of Demand" at Maharaja Agrasen International College, Raipur on 19 th December, 2023

### Conference

- Dr. Gopal Krishna Rathore, Associate Professor, SoM presented a research Paper entitled "Green finance towards Sustainability: An overview" at International Finance and Accounting Conference (IFAC-2023) held on 8 th 9 th September at IIM Jammu.
- Mr. Bhupendra Tripathi, Assistant Professor, SoM has presented a research Paper entitled "Capacity Building Approach for Sustainable Green Finance in India" at International Finance and Accounting Conference (IFAC-2023) held on 8th & 9th September, 2023 at IIM Jammu.
- Mr. Manoj Ku Mishra presented a paper entitled "The significance of green entrepreneurial orientation and green knowledge management in the quest of ambidextrous green innovation: A moderated mediation model" at international conference- VISHLESHAN 2K23 held during 15-16 December, 2023.

### Short-term Courses/Awards

- Dr. Saurabh Gupta Assistant Professor(Sr. Grade) attended Short Term Professional Development Programme on 'Implementation of NEP 2020 for University and College Teachers' organized by INDIRA GANDHI NATIONAL OPEN UNIVERSITY, held from 12 to 20 June, 2023
- Ms. Sujata Panda, Assistant Professor attended Executive Development Programme in Strategic Human Resource Management from IIM Kashipur
- Ms. Sujata Panda, Assistant Professor SoM attended two – week Online Interdisciplinary Refresher Course in "ADVANCED RESEARCH METHODOLOGY" from 21 July - 04 August, 2023, Organized by Ramanujan College, University of Delhi.
- Dr. Saurabh Gupta Assistant Professor (Sr. Grade), SoM secured 3rd position in Indigenous Voices Case Writing Competition organized by Emerald Publishing



### Students Placement Record (2022-23)

Student Name	Branch/Course	Company's Name
Kush Kumar Pandey	MBA	ATS
Sudhansu Das	MBA	ATS
Chitrasen Pradhan	MBA	ATS
Sandeep Choubey	MBA	ATS
Vipul Kumar	MBA	ATS
Tushar kumar Sao	MBA	ATS
Priya Singh	MBA	Jain Software Solutions
Shivam Shaw	MBA	IndiaMart
Parul Singh	MBA	Shoptery
Akash Sinha	MBA	IndiaMart
Ajit pradeep Mishra	MBA	IndiaMart
Mimansa Kashyap	MBA	Genpact
Sagar Patel	MBA	Flipkart
Deepak yadav	MBA	Flipkart
Harsh Rathi	MBA	College Tour
Sofia Tabassum	MBA	Inmovidu Technologies
Rohit Kumar	MBA	Inmovidu Technologies
Pawan Kalyan	MBA	Garuda Aerospace
Shashank Mishra	MBA	Garuda Aerospace
Madhav Uraon	MBA	Garuda Aerospace
Madhvi Tripahti	MBA	Learnskart
Pawan Gupta	MBA	Kaushik Consultancy
Ankita Tiwari	MBA	Can-Ends
Priyanka Hitesh	MBA	Can-Ends
Sonali Gupta	MBA	Gurushree Minerals
Kriti Thakur	MBA	ESAF Finance
Abhishek Kumar Sahu	MBA	ESAF Finance
Avinash Gupta	MBA	ESAF Finance
Priyanka Parmar	MBA	Atmastco
Dushyant Nayak	MBA	Manorma Industries
Vivek Kumar Singh	MBA	Shri Bajrang Motors
Dheeraj sao	MBA	Lucintel
Kiran Nirmalkar	MBA	Square Yards
Nilofer Naaz	MBA	Square Yards
Shweta Majhi	MBA	Square Yards
Anajli Jadav	BBA	Jain software Solutions
Piyush upadyay	BBA	Hike Education
Bhaskar Sidar	BBA	Hike Education
Khyati Yadav	BBA	Infojini Consulting
Rahul Jwala	BBA	Genpact
Shristy Singh	BBA	Inmovidu Technologies
Shivani Jha	BBA	College Tour



## What Mahabharata can teach us about Management?

*The important Management Lessons from Mahabharata for the MBA aspirants that will help them in understanding the nuances of this dynamic field. Learn these lessons for a bright management career.*

### Lesson 1: Strategy and Leadership

As per the Mahabharata, Krishna is a renowned strategist. In the battle Krishna ensures that he virtually leads the 7 divisions of Pandavas' army to a decisive win against the 11 divisions of Kauravs' army. It was Krishna who taught the skills of preparing the right strategy before venturing in the battlefield. He with his discourses kept on motivating Arjuna that he has to take on the role of the 'Leader' and fight against Kauravas.

In modern era, Stephen Covey also mentions in his book that "as a professional, you must pay heed to your 'inner voice'". While proposing the whole person paradigm, he focuses on the four dimensions of a person – spirit, body, heart and mind. The one who listens to the voice of his/her conscience often excels in strategizing and pioneering leadership skills.

### Lesson 2: Passion is the Best Teacher

Another prominent story about the devotion of 'Eklavya' the royal guru 'Dronacharya' is a milestone to achieve for MBA aspirants. Eklavya was passionate about learning the art of archery, but his potential guru 'Dronacharya' refused to teach him the skills. Therefore, he hid behind trees and watched him teach the art of archery to Pandavas and Kauravas. It is his passion that he learnt all the techniques of archery just by observing from far away without a teacher actually teaching him. Not just that, he becomes so good at it that Drona feels, he is actually better than (or at par with) Arjuna.

Hence, if you want to excel in a career of your choice then ignore the impediments and work industriously to achieve your goals. In the field of management, your Passion to succeed counts both academically and practically as well. Your commitment to fulfil the deadlines, your agility to learn new skills and flexibility in adjusting to the ever changing dynamic conditions of the business are required to sail through the waves of challenges. Therefore, remain passion-driven to succeed or else you will perish.

### Lesson 3: Use the Right Model at the Right Time

In the days of the Kurukshetra war Krishna let Ghatotkach die so that Karna would not be able to use his Shakti astra to kill Arjuna. Krishna let Abhimanyu die in violation of all laws decided for the war so that even the Pandavas could break the laws to kill Duryodhana, Karna and Drona. Ethically these moves were wrong, but they were necessary to win the terminal goal of the battle.

In the strategic management also organizations are aware about various models, but depending upon the nature of the economic downturn and boom, the model is chosen and implemented to churn out the market share.

### Lesson 4: Commitment and Common Goal

In Kauravas side every one had personal bias. On the other side, Pandavas were committed wholeheartedly and were willing to achieve the common goal. The Pandavas never stopped fighting for what rightfully belonged to them. Their courage and determination is definitely something to admire and learn from.

### Lesson 5: Participation of Women

Pandavas always gave respect to women and their decisions. Kunti, Draupadi, Subhadra are few influencing female characters in Mahabharata. On the other side, Kauravas were all patriarchal structure. Gandhari was not heard and there was no participation of women in decision-making.



## Faculty and Staff Members



**Dr Saket Jeswani**  
Professor and Asst. Dean



**Dr Shesadev Nayak**  
Professor



**Dr Biranchi Prasad Panda**  
Professor



**Dr. Jaya Prakash Rath**  
Associate Professor and  
Head-UG Programs



**Dr Himanshu Vaishnaw**  
Assistant Professor(Sr. Grade)  
and Head-PG Programs



**Dr Rekha Sharma**  
Associate Professor  
(Sr. Grade)



**Dr Sukanta Kumar Sahoo**  
Associate Professor



**Dr. Rahul Sharma**  
Associate Professor



**Dr Gopal Krishna Rathore**  
Associate Professor



**Dr Saurabh Gupta**  
Assistant Professor  
(Sr. Grade)



**Dr. Vikash Kumar**  
Assistant Professor  
(Sr. Grade)



**Dr. Mukesh Kumar Sharma**  
Assistant Professor



**Mr. Bhupendra Tripathi**  
Assistant Professor(Sr. Grade)



**Mr Manoj Kumar Mishra**  
Assistant Professor



**Ms. Sujata Panda**  
Assistant Professor



**Ms. Namrata Ojha**  
Assistant Professor



**Mr. Amitesh Barman**  
Deputy Manager



**Mr. Yugal Kishore Pradhan**  
Research Scholar



**Ms. Shraddhanjali Samal**  
Research Scholar



## Snapshot



Induction Program



Cultural Club Activities



Technorollix



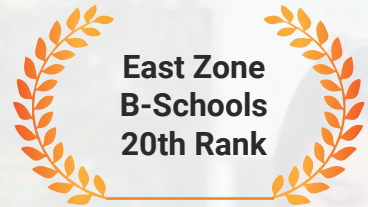
## "The Hansa Research Survey Best B-School India Rankings 2023"



**All India  
Emerging  
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26th Rank**



**East Zone  
Private  
B-Schools  
18th Rank**



**East Zone  
B-Schools  
20th Rank**



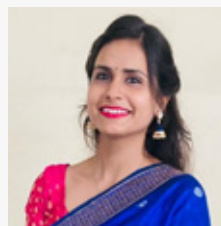
**All India  
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**All India  
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**Out of nearly 3500 B-Schools and 20 IIMs in India,  
these rankings underscore our commitment to Excellence.**

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