



JAIN
DEEMED-TO-BE UNIVERSITY

CMS
BUSINESS
SCHOOL

UTKARSH

Working Papers Series-1,
General Management Area
CMS Business School, JAIN (Deemed-to-be University)

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JAIN (Deemed-to-be University)

JAIN (Deemed-to-be University) is a comprehensive and student-focused University that works towards excellence in quality education, research and entrepreneurial development. JAIN (Deemed-to-be University) has been awarded the Graded Autonomy status by the University Grants Commission (UGC) and 'A' Grade by the National Assessment and Accreditation Council (NAAC). Karnataka State Universities Rating Framework (KSURF), Government of Karnataka has awarded Jain as a '5 Stars' Institution in the category of 'YOUNG University' in 2019. Jain has also been ranked 5th among the top private universities in India by the India Today survey. The University was ranked 85th nationally for the year 2020 by National Institute of Ranking Framework (NIRF). Jain's All India Rank is 91-95 in the QS 2020 World University ranking. JAIN (Deemed-to-be University) is an authorized partner for "Study in India" (SII) program. It is a member of the prestigious Jain Group of Institutions, headquartered in Bengaluru, India.

CMS Business School, JAIN (Deemed-to-be University)

CMS Business School, an integral part of JAIN (Deemed-to-be University) is India's leading business school with an international perspective. CMS Business School is a place where ideas are born, theories are debated and business is imbibed. Much more than a source of knowledge, it is a catalyst that makes a difference to the career and the personal progress of its students. CMS Business School has been ranked 41st in all India and 16th in South Zone by 'Outlook - ICARE MBA Rankings - 2019' Research Survey. CMS Business School was placed in the rank band 76-100 for the year 2019 from National Institute of Ranking Framework, Ministry of HRD, Government of India and it has also been awarded 'A★' Grade, in Karnataka, by CRISIL. The MBA program has a strong foundation in academic research; it is designed to tackle the real world issues faced by international business community today.

Theme

The Working Paper Series (WPS) of General Management area aims to disseminate research output from faculty members and doctoral students at CMS Business School, JAIN (Deemed-to-be University). Working Papers constitute work-in-progress research ideas proposed by faculty members of the area. They are initiated to stimulate discussion and contribute to the spread of knowledge across a wide range of research areas. The faculty members will present their working ideas before the research experts in their domain will be invited to stimulate the discussions and enrich the research ideas presented.

Objectives

- To provide a research platform for the identification of both relevant and potentially path-breaking streams of research by inviting leading academicians and practitioners to share the ideas.
- To catalyze research in the area by holding conferences, workshops and other research events.
- To disseminate research findings through journal papers, books, monographs, web publishing and other media.
- To provide conducive environment for faculty members and research scholars to pursue their research interests.
- To promote research collaboration between faculty and students and renowned academicians, research institutions worldwide and with leading corporations.

Outcomes

- Identify Faculty Research aspirations of faculty members, Research Scholars on their multiple research ideas and Interests.
- Disseminate scholarly research and encourage early distribution of research results through this specialized forum.
- Develop a work in progress research paper that will result in publication in top quality journals.
- Create a significant body of research in the area of General Management and other areas of research work.

Presenters Profile

Topic-1:

Comprehending Entrepreneurship Learning Through the Lens of Innovative Pedagogy: India vs Germany



Dr. Lubna Ambreen

Assistant Professor

CMS Business School, JAIN (Deemed-to-be University)

Dr. Lubna Ambreen, MBA, KSET, PhD from Bangalore University in the area of International Business is an Assistant Professor at CMS Business School, JAIN (Deemed-to-be University) in the department of General Management.

An alumnus of the Bangalore University has over 13 years of experience in teaching, have presented papers in National and International Conferences and has won best paper award. She has published papers with ISBN and ISSN in journals and conference proceedings and has developed a case study on BMTC, Bangalore. With an affinity for International Business, she has delivered lectures in esteemed institutions across Bangalore.



Ms. Sakshi Chhabra

Adjunct Professor
CMS Business School, JAIN (Deemed-to-be University)

Ms. Sakshi Chhabra is a dedicated academician with a strong passion for research. She began her career as a Business Development Executive and has since worked as an Academic Assistant, researcher, co-instructor, and Assistant Professor. Her doctoral dissertation was submitted to BITS Pilani's Department of Management on the Pilani Campus. She was involved in a variety of processes during her time at BITS Pilani including proposal writing, literature review, questionnaire design, data collection, and analysis using MS Excel, SPSS, Node XL, AMOS, and R. Along with her thesis, she completed two capstone projects with alumni from Harvard and the University of Chicago, as well as a fall internship with UPKEY Chicago.

She has also worked on consulting projects with Platform Thinking Labs in Singapore and is currently involved in the Bill Gates Foundation's TD4ED project. Her research has been published in a variety of peer-reviewed journals on both a national and international level. She won the Best Poster Award at the 4th International Conference on Innovation and Entrepreneurship for her paper, "Promoting Women Entrepreneurship in Indian Micro, Small, and Medium-Sized Enterprises (MSME's): An Empirical Analysis."

Topic-2:

Spearheading through the Pandemic



Dr. Bidhi Kashyap

Assistant Professor
CMS Business School, JAIN (Deemed-to-be University)

Dr. Bidhi Kashyap, PhD (Commerce), is serving as an Assistant Professor at CMS Business School, JAIN (Deemed-to-be University). She is a part of the General Management department and teaches subjects like Project Management, Corporate Strategy, among others. She has done her M.Com from the prestigious University of Delhi and has also worked as a Research Associate at IIM Bangalore. She has a total of over 6 years of teaching experience and has published in various reputed journals including Harvard Business Publishing. Her research interests are rural marketing and strategy.

Session Chairs



Dr. Sumukh Hungund

Assistant Professor
Department of Humanities and Management
Manipal Institute of Technology, Manipal

Dr. Sumukh Hungund is an Assistant Professor Senior Scale in the Department of Humanities and Management at Manipal Institute of Technology, MAHE, Manipal.

His research interests are in the area of small business management and innovation practices. He received his PhD from the National Institute of Technology Karnataka, Surathkal, Master's in Business Administration and Bachelor's in Textile Technology from Bangalore University. He has guided 18 MBA projects, two MTech projects and one B.Tech project. He has published papers in SCOPUS index Journals. He is department coordinator NBA research and course coordinator for RMTC.



Dr. Monoo John

Associate Professor
CMS Business School, JAIN (Deemed-to-be University)

Dr. Monoo John has over 26 years of teaching, coaching, corporate and project consulting experience in India and abroad. He is a motivated educator working presently as Associate Professor in the HR Area at CMS Business School, JAIN (Deemed-to-be University), Bangalore. He is a versatile professional with a proven record of generating and building relationships, managing academic projects from concept to completion, designing educational strategies, and coaching individuals and teams.

Teaching and Case Development competency, mentoring competency for student entrepreneurial ventures, business plans and design thinking Dr. Monoo John inculcates experiential learning by empowering students through research-based assignments; movie-based case studies, business planning, creativity exercises and campus entrepreneurial ventures.

Dr. Monoo John is skilled in building cross-functional teams, demonstrating exceptional communication skills, and making critical decisions during challenges, designing, developing and implementing training projects for start ups and change up projects, achieved through Corporate and Project Consulting.

Patrons

Dr. Chenraj Roychand

Chancellor, JAIN (Deemed-to-be University)

Col (Hony). Dr. N. Sundararajan

Pro Chancellor, JAIN (Deemed-to-be University)

Professor (Dr.) Raj Singh

Vice-Chancellor, JAIN (Deemed-to-be University)

Advisory Board

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Director, CMS Business School, JAIN (Deemed-to-be University)

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*e-certificates will be provided to all the registered participants

Registration link: <https://forms.gle/9dTtetc6twbGkBh69>

Joining Link: (Shall be Provided after registration)