

Department of Business Administration

Faculty Achievement (2025-26)



Dr. Ankit Kumari has published a research paper titled “Leveraging Artificial Intelligence for Sustainable Finance: A Study of Tata Consultancy Services and Reliance Industries Limited” in the Scopus Indexed Research Journal, MSW Management Journal, in the year 2026.



Ms. Nidhi Singh has been granted a patent titled “Attendance Management System” in the year 2026.

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Faculty Achievement (2025-26)



Ms. Sonal Walia has published a research paper titled “Brand Recall through Surrogate Advertisement: An Effect on Consumer Brand Awareness” in the ABDC Indexed Research Journal, European Economic Letter, in the year 2025.

She has also been granted a patent titled “ML-BASED INTEGRATED FRAMEWORK FOR VOTER BEHAVIOR ANALYSIS, ELECTION PREDECTION AND CONSTITUTIONAL POLICY FEEDBACK” in the year 2026.

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Faculty Achievement (2025-26)



Dr. Geetika Sharma has published a research paper titled “Blockchain and Marketing: Enhancing Consumer Trust and Transparency in the Digital Era” in the ABDC Indexed Research Journal, Economic Sciences, in the year 2025.

She has also been granted a patent titled “SOLAR-POWERED SMART MICRO-MOBILITY VEHICLE ” in the year 2025.