

MBA Department

Faculty Achievements (2024-25)



Prof. (Dr.) Ramandeep Saini, was recognized for her outstanding faculty achievements. She served as a distinguished panelist at the Tomorrow Conclave Awards 2025, where she shared expert insights on the theme “Beyond Tomorrow: Human AI Collaboration.”

- Further extending her academic outreach internationally, she delivered an online lecture on “Change Management – Reinforcing New Canada” to students of Western Community College, Canada, demonstrating her commitment to global academic engagement and knowledge dissemination.

Faculty Achievements (2024-25)



Dr. Ramandeep Saini



Dr. Manisha Aujia

Dr. Ramandeep Saini in collaboration with Dr. Manisha Aujia,, published a research paper titled “Effectiveness of Digital Marketing on Operational Efficiency in Healthcare Sector with Special Reference to Punjab, India” (ISBN: 978-81-19757-34-4).

Faculty Achievements (2024-25)



Dr. Baljinder Kaur has published a research paper titled "Factors Impacting the Use of Various Digital Payment Methods in India" in an esteemed ABDC journal international journal of Electronic Banking. on 2nd December 2024.



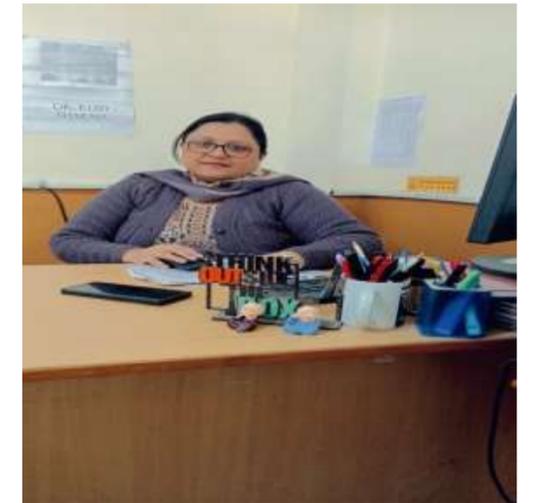
Faculty Achievements (2024-25)



Dr. Aaruni



Dr. Pallavi



Dr. Ruby

Dr. Aaruni, Dr. Pallavi, and Dr. Ruby have successfully published a research paper titled *"From Brand to Bond: Unlocking the Connect Between Employer Branding and Employee Retention in Private Banks"* in an esteemed ABDC (Australian Business Deans Council) journal in March 2025. The paper explores the vital link between employer branding and employee retention strategies in private banks.