



**CHANDIGARH BUSINESS
SCHOOL OF ADMINISTRATION**

Building Careers. Transforming Lives.

MANAGEMENT MAVENS

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Landran, Kharar-Banur Highway, Sector 112, Greater Mohali, Punjab 140307

Call: +91 95921 04444, 95921 14444, 95921 24444

Admission Helpline: 0172 3984200, **Fax:** 0172 3984207

Toll Free: 1800 200 3575, **Whatsapp:** 95922 14444

www.cbasmohali.org





VISION of Chandigarh Business School of Administration

“To be recognized as the leading business school creating committed professionals determined to serve the society”

MISSION of Chandigarh Business School of Administration

- M1: To continuously grow and become a fountainhead among the business schools through effective teaching-learning processes and pre-placement training.
- M2: To strengthen connections with the academia, industry, and alumni to facilitate the overall development of the students.
- M3: To enhance the business and technological knowledge of students by providing state-of-the-art facilities.
- M4: To provide opportunities to the students for global exposure through international tie-ups.
- M5: To develop a research culture among students and faculty.
- M6: To create ethical and socially responsible professionals for society.

MESSAGE FROM CAMPUS DIRECTOR



DR. P.N. HRISHEEKESHA

Campus Director
CGC Landran, Mohali

I am thrilled to offer my warmest greetings to everyone and take great pride in witnessing another significant phase of our accomplishments and endeavors. It brings me immense pleasure to communicate with you through the pages of our college magazine. Within these pages, you will discover a diverse range of events, experiences, and achievements that encapsulate the spirit of our college life. From numerous academic successes to a variety of cultural celebrations, from noteworthy sports achievements to impactful community outreach initiatives, each person's contribution reflects their exceptional talents and pursuits.

We must persist in creating an atmosphere of inclusivity, respect, and empathy. Let's continue working towards establishing a campus that embraces diverse perspectives, where every voice is heard, and every idea is appreciated. Through collaborative efforts, we can maintain the integrity of our educational institution as a nurturing environment where intellectual growth thrives, and empathy prevails. My sincere gratitude goes to the editorial team and all those who have played a part in crafting this magazine. Your dedication and hard work have brought this publication to life, and I applaud your efforts in preserving the memories of our college for future generations.

In conclusion, I extend my best wishes to every one of you. May this magazine serve as a wellspring of inspiration and a reminder of the incredible potential within our college community. Let us always move forward with purpose, compassion, and a dedication to excellence.

MESSAGE FROM DIRECTOR PRINCIPAL



Dr. (Mrs.) Ramandeep Saini

Director Principal
Dean International Affairs
Chandigarh Business School of Administration

Dear Students, Faculty, and Staff

I take great pleasure in addressing you through the pages of our college's quarterly magazine. As we come together to celebrate the achievements and progress of the past few months, my heart swells with pride and gratitude for the remarkable contributions made by each member of our college community. Our college is more than just a place of learning; it is a canvas where dreams are nurtured, talents are honed, and futures are shaped. Through the pages of this magazine, we honor the spirit of inquiry, creativity, and dedication that defines our institution.

I want to express my sincere commendation to our exceptional faculty members for their tireless efforts in imparting knowledge and wisdom. Their commitment to academic excellence and passion for teaching have been instrumental in shaping the minds of our students. To our students, I extend my deep admiration for your thirst for knowledge and your relentless pursuit of aspirations. Your accomplishments in academics, arts, sports, and various other fields are a testament to your hard work and determination.

Lastly, I would like to convey my gratitude to the editorial team and all individuals involved in the creation of this magazine for their diligent efforts and unwavering commitment. This magazine stands as a tangible representation of our ingenuity, foresight, and dedication to achieving and maintaining high standards.

MESSAGE FROM THE EDITOR'S DESK



Shailee Thakur

Editor-in-Chief

Dear Readers,

As we stride into a new academic season, it brings me great pleasure to welcome you back to the pages of our college community. As we continue our journey of exploration, learning, and growth, we are thrilled to present the latest edition, curated with a commitment to providing insightful and thought-provoking content. In this issue, we delve into the ever-evolving landscape of business education, featuring articles that illuminate the intersection of theory and practice. We are delighted to present a fresh compilation that highlights the vibrant tapestry of events that have unfolded within our esteemed institution. Within these pages, you will find stories of resilience, innovation, and success from our alumni, faculty, and students. It is through these narratives that we aim to inspire and motivate our readers, fostering a sense of community and shared accomplishment within the CBSA family.

Dive into the pages to discover snapshots of collaborative initiatives, engaging discussions, and moments of shared knowledge. Our team has meticulously curated this edition to provide you with an immersive experience, allowing you to relive the excitement and accomplishments that have defined our recent events.

Thank you for being an integral part of our community. We look forward to continuing this journey of discovery and learning with you.



Mannat Bains

Assistant Editor

Rankings & Awards

- Chandigarh Business School of Administration was positioned in the band of 151-300 in the Innovation Category by NIRF.
- BBA Ranked 2nd in Punjab and 43rd PAN India among all colleges and universities in the category of Best Emerging Colleges, BBA degree offered by Chandigarh Business School of Administration, Landran, is ranked 1st in Punjab and 15th PAN India among all colleges and universities under MDRA best college ranking survey June, 2023 in India Today.
- BBA ranked 3rd among Punjab and 57th rank among 130 PAN India among all colleges and universities in a survey named Outlook- I Care Rankings 2023 : India's Top 130 BBA Institutes in July, 2023.
- BBA ranked 2nd in Punjab among all Private colleges and universities in a survey named Open Magazine Rankings in July, 2023.
- BBA ranked 2nd in Punjab and 30th among Top 70 BBA Institutes in PAN INDIA. Also ranked 2nd in Punjab and 28th among Top 50 BBA Private Institutes PAN India in a survey named Times B School Ranking Survey 2023 conducted by Times of India in July, 2023.
- Department of Commerce ranked 11th in Punjab among all colleges and Universities, also ranked 140 in PAN INDIA in a survey conducted by India Today-Mdra Best Colleges Ranking – 2023 in July 2023.
- Department of Commerce ranked 3rd in Punjab among all colleges and Universities, also ranked 24th in PAN INDIA in Best Emerging Colleges 2023 conducted by India Today-MDRA in July, 2023.
- Department of Commerce ranked 10th in Punjab among all private colleges and Universities in Open Magazine Best College Ranking conducted by Open Magazine in July, 2023.
- CBSA received 20th rank PAN India in Best B Schools in the category of Return on Investment (ROI), No.2 rank in Punjab in ROI category ,162 Rank overall PAN India in July,2023.
- CBSA received 5th Position PAN India in Best B Schools in the category of “ Outstanding B School of Excellence “, No 2 in Punjab in the category of Outstanding B Schools of excellence by GHRDC-CSR and State Wise Rank is 2nd in Punjab in October,2023.
- Institution's Innovation Council (IIC) established at Chandigarh Business school of Administration, had undertaken various activities prescribed by Innovation Cell, Ministry of Education, Govt. of India to promote Innovation and Start-up in campus during the IIC calendar year 2022-23 in November, 2023.
- CBSA received 31st Rank in North India Best Private Schools and 110 rank PAN India in Private Best B Schools by The Week in the category of Best B Schools in November, 2023.
- CBSA received 8th Rank PAN India in ROI by India Today in the category of Best B Schools in November,2023.

Industrial Visit to HF Super Mandi Gobindgarh, Fatehgarh Sahib

MBA Department, CBSA conducted an Industrial visit for MBA students at HF Super Plant situated at Mandi Gobindgarh, Fatehgarh Sahib, Punjab on 4th October, 2023. Students first visited the Bakery plant where they observed how the various bakery products are made from scratch. Students then visited another plant which was a Dairy plant where students found out the whole process of collection of milk and various products which were manufactured there. Students were also provided with the refreshment by HF Super.



Industrial Visit to HF Super Mandi Gobindgarh, Fatehgarh Sahib

Expert Lecture on Vedic Mathematics

Department of Computer Applications, CBSA organized an expert lecture on the topic Vedic Mathematics on 5th October, 2023. Mr. Sudhir Grover from Infomaths Studies was the expert for the said lecture. The objective of the session was to provide knowledge about basic Vedic Mathematics. This talk is to enhance one's learning of Mathematics through the natural and simple methods of Vedic Mathematics. Expert has delivered. Vedic Mathematics classes are to enhance the ability for numbers among students.



Industrial visit to CS soft solutions

Department of Computer Applications, CBSA organized an Industrial visit to CS soft solutions on 5th October, 2023. This visit was organized to interact with the Software Industry to understand current market scenarios, latest most-demanding technologies criteria for selection etc. In this visit students were very eager to listen to industrial higher authorities. The Technical Head of CS soft solutions conducted a very informative session for the students. Also, he motivated the students to select their domain and area of interest.



Industrial Visit at Amartex Industries Ltd.

Department of Commerce, CBSA organized an Industrial visit to Amartex Industries Ltd, Derabassi for the students on 5th October, 2023. Students were taken to the Unit by Mr. Rakesh Saini(Production Manager), where they explained about the Weaving, Dying and Drying of Cloth. The entire process of Manufacturing the cloth is done both manually and automatically with the help of various machines present in the branch. The staff of the plant was very cordial and students actively participated in the process and their queries were handled properly.



Industrial Visit to Verka Plant, Mohali

The Department of Commerce, CBSA organized an industrial visit to the well esteemed milk plant Verka, Mohali, for the students on 9th October, 2023. Verka Plant is the leading supplier of milk and manufacturer of milk products (Lassi,Ghee,Paneer and Kheer) in Punjab. On the arrival of students to the plant, the manager in charge over there had an interaction with the students about the overall manufacturing process and the latest technology used to manufacture their products. The students were taken to the assembly line and shown the manufacturing and packaging of milk and flavored milk.



Industrial visit to Artificial Limbs Manufacturing Corporation of India (ALIMCO)

BBA Department, CBSA organized an industrial visit to Artificial Limbs Manufacturing Corporation of India (ALIMCO), Kurali, on 11th October, 2023. The visit's goal was to provide useful information about their field. The primary goal of this tour was to gain knowledge of the numerous processes involved in manufacturing, supply, and distribution at a fair cost. The group's primary focus is creating artificial limbs for the underprivileged, mostly for handicapped military members and other social institutions.



Industrial Visit to Techlive Solutions

Department of Computer Applications, CBSA organized an Industrial visit to Techlive Solutions on, 13th October, 2023. This visit was organized to interact with the Software Industry to understand Web Development, Industrial Training, Software Training, Custom Software development, and HP Education Partner. Tech-live is an advanced Software Technology Training cum Development Company, training students and fresher's and transforms them into experts. It is a leading custom development and software outsourcing agency.



Workshop on Entrepreneurship and Innovation as Career Opportunity

Department of Computer Applications, CBSA, in collaboration with IIC organized a Workshop on Entrepreneurship and Innovation as Career Opportunity on 17th October, 2023. The aim of this Workshop was to encourage the prominence of entrepreneurship and innovation as career opportunity and implant skill set required for young graduates. Mr. Navneet Singh, Head, Techlive Solutions explained in detail how an individual can launch his/her start-up. Innovation is a key driver of entrepreneurship and plays a critical role in the success of companies.



Expert session on My Story: Motivation session by successful Innovator/Entrepreneur

Department of Commerce, CBSA organized a motivational session on my story by successful innovator/Entrepreneur on 19th October, 2023 under the Institution's of Innovation council (IIC). In this session the speaker Ms. Navdeep Kaur, a young entrepreneur, who is founder and CEO of SNS Healthcare Solutions shared her valuable insights on how to become an entrepreneur. She also highlighted the significance of mental health and healthy diet in today's rapidly evolving environment on being a successful entrepreneur. It was an interactive session as students were encouraged to share their ideas.



A Competition on Chinese Whispering

The Department of Commerce, CBSA organized a competition on Chinese Whispering On 20th October, 2023. The competition was organized with the objective to encourage the students to develop communication skills so that a clear message can be conveyed without any kind of technical jargon and they are able to deliver the information accurately to their peer groups. Total 10 Teams participated in the competition from all the streams of CBSA, Commerce Department. Best three teams were selected for top three positions. Winners were felicitated with certificates.



Mentoring Session on Innovation and Entrepreneurship

BBA Department, CBSA organized a Mentoring Session on Innovation and Entrepreneurship. The session was delivered by Dr. Sohan, Freelancer Psychologist, Visiting Faculty and Corporate Trainer. On 26th October, 2023, regarding Psychological aspects of Innovation and Entrepreneurship. The session was highlighting psychological skills required to boost Innovation and entrepreneurship. It was also discussed how one should take risks, be resilient, emotionally intelligent and enjoy diverse experiences and be ethically right in business. ROPE (taking Risks, availing Opportunities, Perseverance and Enthusiasm) was discussed in detail.



Competition of Poster Making on Business Idea

Department of Commerce, CBSA organized a competition on Poster Making on Business Idea on 2nd November, 2023, under the Institution's Innovation Council (IIC). The purpose of this event was to get students to brainstorm any original business idea that crossed their minds and create a poster that emphasized the idea, its visual representation, and how it related to a customer-centric strategy. The competition was centered on several poster components. The participants were evaluated based on customer focus & relevance, uniqueness, design & visual presentation.



Expert Lecture on React Development

Department of Computer Applications, CBSA organized an Expert Lecture on React Development on 2nd November, 2023. The speaker, Mr. Harish Chawla, explained how Reacts work in Programming and Putting JSX markup close to related rendering logic makes React components easy to create, maintain, and delete. React lets you build user interfaces out of individual pieces called components. React is the library for web and native user interfaces. Build user interfaces out of individual pieces called components written in JavaScript.



Session on Innovation and Entrepreneurship

BBA Department, CBSA conducted a session with support of IIC on Psychological aspects of Innovation and Entrepreneurship on 9th November, 2023. Mr. Kamakshya Prasad, Entrepreneur of WELSTAYS (A brand of Negotrip Pvt. Ltd.) was the expert for this event. The aim was to highlight psychological skills required to boost Innovation and entrepreneurship. Furthermore, how one should take risks, be resilient, emotionally intelligent and enjoy diverse experiences and be ethically right in business was also discussed.





The Interplay of Business and Global Consumerism: Trends, Challenges, and Opportunities

In an interconnected world driven by globalization and technological advancements, the dynamics of business and consumerism have undergone profound transformations. The evolution of global consumerism, shaped by economic, social, and cultural factors, has significant implications for businesses operating in today's marketplace. In this article, we explore the intricate relationship between business and global consumerism, highlighting key trends, challenges, and opportunities that define this complex landscape. Global consumerism is characterized by an ever-expanding marketplace, fueled by rising incomes, urbanization, and the proliferation of digital technologies. One of the most notable trends is the shift towards e-commerce and digital consumption, driven by the convenience and accessibility afforded by online platforms. Consumers today have unprecedented access to a wide array of products and services, transcending geographical boundaries and traditional retail channels. Moreover, changing demographics, including the rise of the millennial and Gen Z cohorts, have exerted a significant influence on consumer preferences and behavior. These younger generations, characterized by their digital nativity and socially conscious mindset, prioritize experiences, sustainability, and authenticity when making purchasing decisions. As a result, businesses are increasingly compelled to adapt their strategies and offerings to cater to these evolving consumer expectations. While globalization presents

numerous opportunities for businesses to expand their reach and tap into new markets, it also brings forth a host of challenges and complexities. One such challenge is the intensifying competition in the global marketplace, as companies vie for market share amidst a crowded landscape. Differentiating products and services, maintaining brand relevance, and fostering customer loyalty become imperative in such a competitive environment. Additionally, businesses must navigate regulatory hurdles, trade barriers, and geopolitical uncertainties when operating across borders. Compliance with diverse legal and regulatory frameworks, cultural sensitivities, and varying consumer preferences pose logistical and strategic challenges for multinational corporations seeking to establish a global presence.

Furthermore, the rise of ethical consumerism and demands for corporate social responsibility (CSR) require businesses to adopt sustainable practices, transparent supply chains, and ethical sourcing methods. Failure to address environmental, social, and governance (ESG) considerations can result in reputational damage and financial repercussions, underscoring the importance of integrating sustainability into business strategies. Opportunities for Innovation and Growth: Amidst the challenges posed by global consumerism, businesses have ample opportunities to innovate, differentiate, and thrive in the marketplace. The digital transformation presents vast opportunities for leveraging data analytics, artificial intelligence, and automation to enhance customer experiences, personalize marketing efforts, and optimize supply chain operations. Moreover, businesses can capitalize on emerging trends such as the sharing economy, subscription-based models, and collaborative consumption to meet evolving consumer needs and preferences. By fostering partnerships, alliances, and strategic collaborations, companies can unlock new revenue streams, access untapped markets, and create synergies that drive sustainable growth.

Arshpreet

1st Semester MBA

Embracing the Transition: Exploring the Role and Impact of Old Age Homes

In contemporary society, the concept of old age homes has become increasingly prevalent as populations age and family structures evolve. Old age homes, also known as retirement homes or senior living communities, provide residential accommodation and care services for elderly individuals who may no longer be able to live independently or require specialized assistance. While the establishment of old age homes has sparked debates regarding familial responsibility and societal attitudes towards aging, these institutions play a crucial role in ensuring the well-being and dignity of older adults. One of the primary functions of old age homes is to address the complex needs of aging individuals, including healthcare, assistance with daily activities, and social engagement. Many elderly residents of old age homes require medical attention and support services due to age-related ailments, mobility issues, or cognitive impairments. Old age homes employ trained staff, including nurses, caregivers, and therapists, to provide round-the-clock care and supervision, thus ensuring that residents receive the assistance they need to maintain their quality of life. Furthermore, old age homes serve as vibrant communities that foster social interaction, companionship, and recreational activities for elderly residents. Loneliness and isolation are common challenges faced by aging individuals, particularly those who live alone or have limited social networks. Old age homes offer opportunities for residents to participate in group outings, leisure activities, and cultural events, thereby promoting mental stimulation, emotional well-being, and a sense of belonging within a supportive environment. Moreover, old age homes play a crucial role in relieving the burden on families and caregivers who may be unable to provide adequate support to elderly relatives due to work commitments, geographical distance, or personal constraints. Caring for aging parents or relatives can be physically and emotionally demanding, often requiring significant time, resources, and sacrifices. Old age homes offer families peace of mind knowing that their loved ones are receiving professional care and assistance in a safe and nurturing environment, allowing them to focus on their own responsibilities and obligations without guilt or stress. In addition to meeting the immediate needs of residents, old age homes also promote active aging and independent living through tailored programs and services. Many retirement communities offer amenities such as fitness centers, recreational facilities, and educational workshops designed to promote physical health, cognitive function, and personal fulfillment among elderly residents. By empowering older adults to lead fulfilling and meaningful lives, old age homes challenge ageist stereotypes and demonstrate the inherent value and contributions of seniors to society. Despite the many benefits they offer, old age homes are not without challenges and criticisms. Concerns have been raised regarding the quality of care, affordability, and autonomy of residents within institutional settings. Additionally, some individuals view old age homes as a last resort or symbol of abandonment, perpetuating negative perceptions of aging and dependency. However, it is essential to recognize that old age homes

serve as vital resources for elderly individuals who require specialized care and support, and their existence reflects a broader societal commitment to honoring the dignity and rights of older adults. In conclusion, old age homes play a multifaceted role in supporting the diverse needs and aspirations of elderly individuals in today's society. By providing comprehensive care, fostering social connection, and promoting active aging, these institutions contribute to the well-being and dignity of older adults while alleviating the strain on families and caregivers. As we continue to navigate the complexities of an aging population, it is imperative to embrace the role of old age homes as valuable assets that enrich the lives of seniors and promote inclusive and compassionate communities for all.

Kamal Singh

4th Semester, BBA

Unveiling the Power of Invisible Video Watermarking

In the digital age, where videos are ubiquitous across online platforms, protecting intellectual property rights and ensuring content authenticity has become paramount. Amidst this landscape, invisible video watermarking emerges as a potent solution, offering a covert means to embed ownership information or authenticate video content without compromising its visual quality. Let's delve into the world of invisible video watermarking and explore its significance in safeguarding digital assets.

Understanding Invisible Video Watermarking

Invisible video watermarking is a technique that involves embedding imperceptible digital signatures or identifiers into video content. Unlike visible watermarks that are readily visible to the human eye, invisible watermarks are designed to be undetectable, seamlessly integrated into the video frames without altering the viewing experience. These watermarks serve multiple purposes, including copyright protection, content authentication, and tracking of unauthorized distribution.

How Does it Work?

Invisible video watermarking employs sophisticated algorithms to embed unique identifiers or cryptographic signatures into the video frames. These identifiers are typically imperceptible to viewers and do not degrade the visual quality of the video. The process involves encoding the watermark data into the video frames using techniques such as frequency modulation, spread spectrum, or digital signal processing. Despite being invisible, the watermark remains intact even after compression, transcoding, or other forms of video processing, ensuring robustness and resilience against tampering.

Significance and Applications

Copyright Protection: Invisible video watermarking serves as a powerful tool for protecting copyrighted content against unauthorized use and distribution. By embedding unique identifiers into videos, content creators can assert ownership and deter piracy. In case of infringement, the embedded watermarks provide irrefutable evidence of ownership, facilitating legal recourse.

Content Authentication: In an era plagued by deepfakes and digital manipulation, verifying the authenticity of video content has become increasingly challenging. Invisible video watermarking enables content authentication by embedding tamper-evident signatures into videos. These watermarks serve as digital fingerprints, allowing viewers to verify the integrity and origin of the content.

Digital Rights Management (DRM): Invisible video watermarking forms an integral component of digital rights management (DRM) systems employed by content distributors and streaming platforms. By embedding unique identifiers into videos, DRM systems can track the distribution and consumption of licensed content, enforce usage policies, and prevent unauthorized sharing or redistribution.

Forensic Analysis: Invisible video watermarking finds applications in forensic analysis and surveillance, where the authenticity and integrity of video evidence are paramount. By embedding forensic watermarks into surveillance footage or forensic

videos, investigators can establish a chain of custody, detect tampering, and authenticate the evidentiary value of the footage.

Conclusion

Invisible video watermarking represents a crucial innovation in the realm of content protection and authentication. By seamlessly embedding imperceptible digital signatures into videos, this technology empowers content creators, distributors, and consumers alike to safeguard digital assets, assert ownership, and verify the authenticity of video content. As the digital landscape continues to evolve, invisible video watermarking stands as a potent ally in preserving the integrity and value of digital media in an age of ubiquitous sharing and dissemination.

Mr. Raj Kumar

Assistant Professor, DCA

Unveiling the Power of Research: Navigating the Business Landscape

In the ever-evolving landscape of business, research stands as a beacon of enlightenment, guiding organizations towards informed decision-making and strategic innovation. As a cornerstone of academic inquiry and practical application, research plays a pivotal role in unraveling complexities, addressing challenges, and unlocking opportunities within the realm of business. Research serves as a catalyst for knowledge creation and dissemination, fostering a culture of intellectual curiosity and critical inquiry. Through rigorous methodologies and systematic investigation, researchers uncover insights, test hypotheses, and expand the boundaries of existing knowledge. In the dynamic world of business, where uncertainty abounds and competition intensifies, research empowers organizations to stay ahead of the curve by providing evidence-based insights into market dynamics, consumer behavior, and industry trends.

Moreover, research fuels the engine of innovation, driving transformative change and fostering sustainable growth. By exploring new ideas, technologies, and methodologies, researchers push the boundaries of possibility, catalyzing breakthroughs that revolutionize industries and redefine competitive landscapes. Whether it be developing cutting-edge products, optimizing operational processes, or pioneering disruptive business models, research serves as a catalyst for innovation, propelling organizations towards success in a rapidly changing global economy.

Additionally, research enhances organizational decision-making by mitigating risks and maximizing opportunities. Through empirical analysis and data-driven insights, research enables leaders to make informed decisions, allocate resources effectively, and navigate complexities with confidence. Whether it be formulating strategic plans, assessing market feasibility, or evaluating investment opportunities, research provides the foundation upon which sound decisions are made, minimizing uncertainty and enhancing organizational resilience.

In conclusion, the importance of research in the realm of business cannot be overstated. As a driver of knowledge creation, innovation, and informed decision-making, research empowers organizations to thrive in an increasingly competitive and dynamic environment. By embracing research methodologies and fostering a culture of inquiry, businesses can harness the power of knowledge to navigate challenges, seize opportunities, and achieve sustainable success in the ever-evolving landscape of global commerce.

Ms. Diksha Verma

Assistant Professor, Department of Commerce



Faculty Achievements

- Ms. Inderpreet Kaur, Assistant Professor, from DCA department , CBSA presented a paper on “A Comprehensive Survey of AI, Blockchain Technology and Big Data Applications in Medical Field and Global Health” in the month of October, 2023.
- Ms Sarabjit Kaur, Assistant Professor, Department of Commerce,CBSA published a paper titled "A study on Occupational Stress and Faculty Performance of Virtual Teaching" in ABDC Journal - Journal of Informatics Education and Research in October, 2023.
- Ms. Anuradha Saini, Assistant Professor, from DCA department , CBSA presented a paper on “Systematic Comparison of Digital Video Watermarking Aspects with Techniques and Algorithm Designing Issue” in December,2023.

Patents

- Chandigarh Business School of Administration has filed 154 patents, out of which 92 have been published and 1 has been granted till December 2023.

