



SWAMI VIVEKANANDA UNIVERSITY



Excellence . Innovation . Entrepreneurship

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School of Management

NEWSLETTER

Volume- II, Issue- XII, November, 2024

The LaunchPad

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The LaunchPad

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School of Management:

Over the years, School of Management has emerged as a professional school with focus on business management, hospital management and administration, agri-business, industry-academia interface, sectoral business strategies and such focus is reflected in several major activities under this school: Innovation, Research, Expertise and Entrepreneurship leads to create a knowledge hub of ultimate Business Excellence.

Mission of the School:

To provide quality-based management education to built business leaders with competitive global environment and conducting technology based innovative research for imparting Knowledge in different areas of management and promote young mind for entrepreneurship development for the betterment of the society.

Vision of the School:

To attain global presence by implementing leadership, innovative ideas, and responsible corporate leaders through flexible, skill based allied management education driven by high impact research areas.

Educational Excellence

On November 18th, 2024, Swami Vivekananda University hosted the Ph.D. Pre-submission Seminar, a pivotal event for doctoral candidates preparing to submit their dissertations. The seminar provided an invaluable platform for these candidates to present their research findings, methodologies, and conclusions to a panel of esteemed faculty members and peers. This event not only allowed candidates to showcase their hard work but also offered them an opportunity to receive constructive feedback and suggestions for final improvements. The atmosphere was charged with intellectual curiosity and academic rigor, fostering a culture of excellence and scholarly discourse.

The seminar featured a diverse range of research topics spanning various disciplines, reflecting the broad spectrum of academic pursuits at Swami Vivekananda University. Each presentation was followed by a Q&A session, where faculty members and fellow researchers engaged in thoughtful discussions, challenging the candidates to defend their work and consider new perspectives. This interactive format encouraged critical thinking and collaboration, helping candidates refine their arguments and strengthen their dissertations. The exchange of ideas and insights created a vibrant academic environment, benefiting both the presenters and the audience.

The Ph.D. Pre-submission Seminar was not just an academic exercise but a celebration of the dedication and perseverance of the doctoral candidates. It underscored the university's commitment to fostering a supportive and enriching academic community. The event concluded with a sense of accomplishment and anticipation, as candidates moved one step closer to achieving their academic goals. The seminar highlighted the importance of rigorous research and the value of scholarly communication, reinforcing Swami Vivekananda University's reputation as a center of academic excellence.



Publication of books

Book Title: Transformative Human Resource Management: Strategies for the Modern Workplace

Editors: Dr. Mohammad Niyaz Ahmed, Mr. Sourav Chatterjee, and Mrs. Chandrika Banerjee

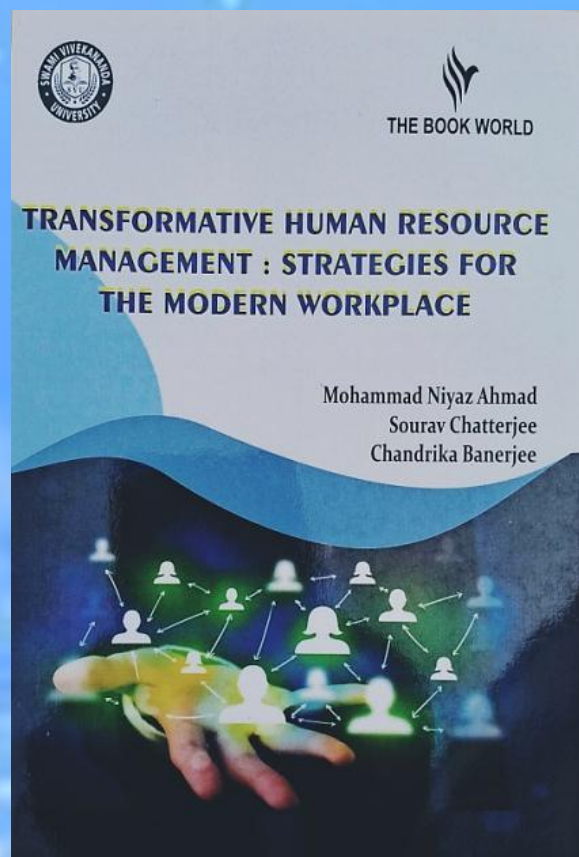
Book Overview

This book provides a comprehensive guide to modern HR strategies, focusing on transformative approaches to manage human resources effectively. The authors share practical insights and case studies to illustrate the application of transformative HR strategies in real-world scenarios.

Key Features

- Modern HR strategies for the digital age
- Transformative approaches to HR management
- Practical insights and case studies
- Indian perspective on HR management

This book is a valuable resource for HR professionals, management students, and business leaders seeking to transform their organizations through effective HR management.



Dr. Mohammad Niyaz Ahmad, Assistant Professor at the School of Management, Swami Vivekananda University, PhD from School of Management & Labour Studies Tata Institute of Social Science (TISS), Mumbai, M.Phil in Rural Development from the same institution, MBA with HR and Marketing, MANUU, Hyderabad. Dr. Ahmad's areas of expertise focus on HR, Marketing, and social issues. He has held positions as a Young Professional at the Ministry of Labour & Employment, Govt. of India, and as an Associate Fellow at the Delhi Secretariat, Environment Department. Dr. Ahmad's research has been published in esteemed journals such as the American Journal of Economics and Sociology-Wiley, as well as a chapter contribution to The Routledge Handbook of Refugees in India. His academic writing has been published in journals like Sage, Routledge, Wiley, Springer etc.



Sourav Chatterjee is a highly appreciated Assistant Professor at Swami Vivekananda University located in Barrackpore, West Bengal, India with a strong educational background in Business Administration, including MBA, PGDM in Sales & Management and currently pursuing Ph.D in the domain of consumer behaviour. He has over 21 year's industry experience. He brings a wealth of knowledge and expertise to his role at the university. His rich blend of academic qualifications, practical experience, and genuine passion for teaching make him a valuable asset to Swami Vivekananda University and a role model for students aspiring to succeed in the competitive business landscape.



Presently, **Mrs. Chandrika Banerjee** is a Teaching Assistant in the Department of Hospital Management at Swami Vivekananda University, Barrackpore. Prior to joining Swami Vivekananda University, worked as an Assistant Professor in the Department of Hospital Management at Gauram Institute of Management, MAKAUT. She was also associated as inpatient coordinator at NH Narayana Hospital. She completed her B.Sc. (Hons.) in Human Development from Viharilal College for Home & Social Science, University of Calcutta with 1st Class in the year 2018. In 2020, she completed her MHA with 1st Class from Seacom Skills University. Mrs. Banerjee, specializing in Healthcare System, teaches a diverse range of subjects, including Hospital & Healthcare System, Hospital Operation Management, Medical Records Science, Quality in Healthcare, Medical Terminology etc.



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Human Resource Management

Book Title: India in Transition: From Agriculture to Innovation, Trade, Industry, and Society

Editors: Dr. Pramiti Ray, Dr. Kaushik Sinha, and Dr. Tridib Kumar Chatterjee

Book Overview

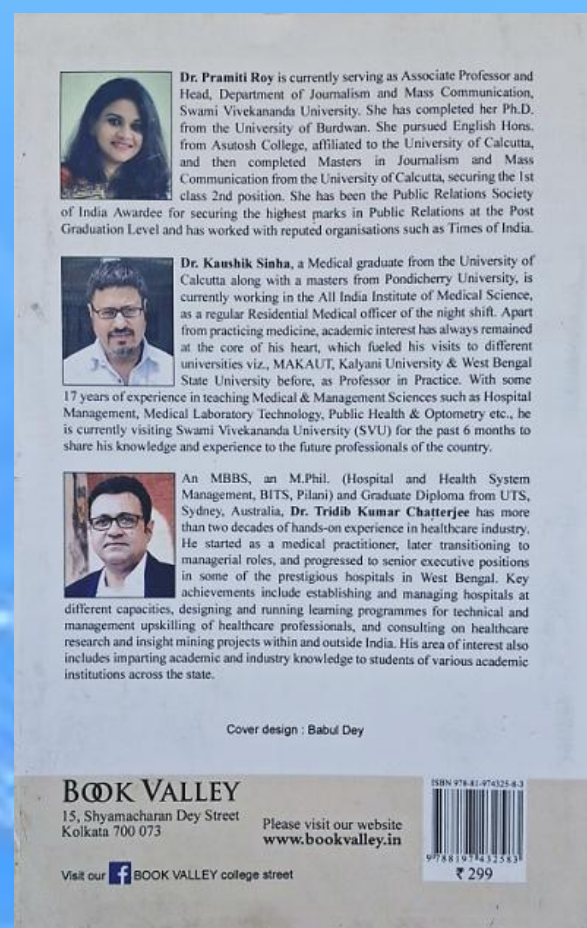
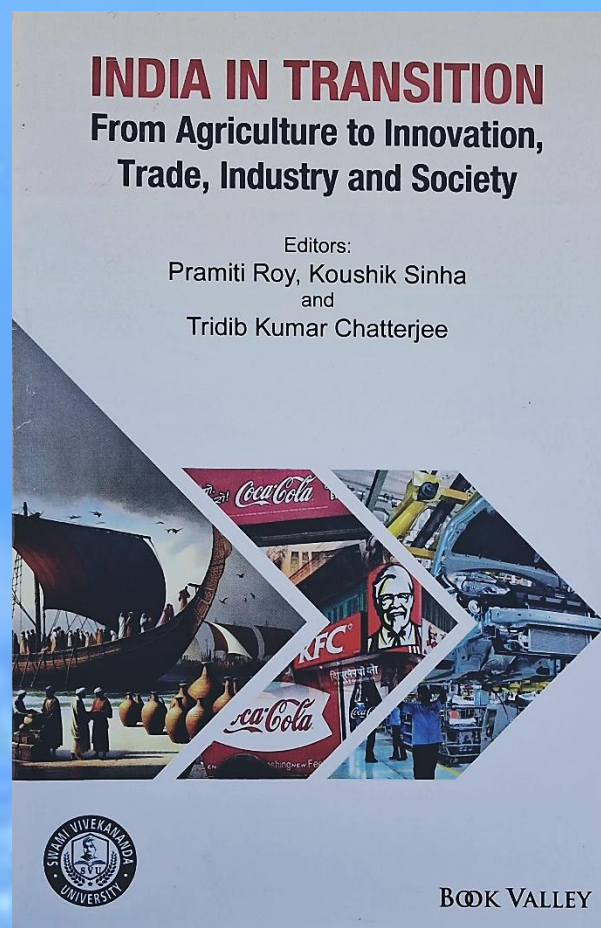
This book explores India's transition from an agrarian economy to a modern, innovation-driven economy. The authors analyze the impact of this transition on trade, industry, and society, highlighting the opportunities and challenges that arise.

Key Features

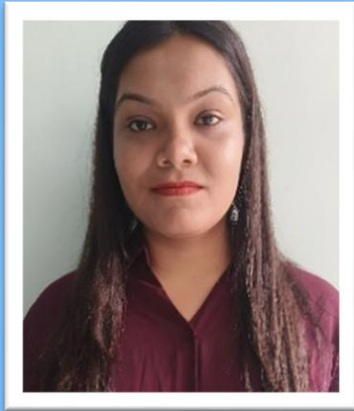
- Comprehensive analysis of India's economic transition
- Insights into the impact on trade, industry, and society
- Expert perspectives from renowned authors

Target Audience

Academics, researchers, policymakers, and business leaders interested in India's economic development will find this book a valuable resource.



Students Corner



Shrestha Roy

NetajiSubhash Chandra Bose Medical Centre

“My self Shrestha Roy, Student of Swami Vivekananda University MHA 4th sem. Recently I got a job in NetajiSubhash Chandra Bose Medical Centre as a TPA Desk Executive . I already completed 17 days in this company. And in those days I learn more and more things like full of swasthyasathi department and patient handling. I want to learn everything as a employee in this company.”