

MEERUT INSTITUTE OF ENGINEERING AND TECHNOLOGY

miet | BUSINESS
SCHOOL

miet

**Step Into Excellence!
Welcome to the
AKTU Research center**

MIET BUSINESS SCHOOL

Chairman's Message



It gives me immense pleasure to extend my heartfelt congratulations to the MIET Business School for the publication of its departmental magazine. This initiative reflects the intellectual curiosity, creativity, and collaborative spirit that define our institution. The magazine serves as a wonderful platform for students to showcase their academic insights, innovative ideas, and management perspectives. I commend the faculty members for their continuous guidance and the students for their active participation and enthusiasm. I am confident that such endeavors will further strengthen the department's culture of excellence and holistic development

Mr. Shri Vishnu Saran

Vice Chairman's Message



I am delighted to note the sincere efforts of the MIET Business School in bringing out its departmental magazine. The publication symbolizes the department's commitment to nurturing talent and promoting analytical and creative thinking among students. It is heartening to see the students expressing their ideas on various contemporary management issues through this platform. I appreciate the hard work of the editorial team and faculty mentors who have made this possible. My best wishes to the department for continued success in all its academic and co-curricular pursuits.

Shri Puneet Agarwal

Director's Message



I take this opportunity to congratulate the MIET Business School for releasing its departmental magazine, a reflection of the vibrant academic environment and innovative thinking that thrives within the department. The magazine provides a platform for students to articulate their thoughts, share research-based articles, and express their creativity. I appreciate the faculty members for motivating students and guiding them toward excellence. I wish the department greater achievements and continued progress in the future.

Prof. (Dr.) S.K. Singh
(Campus Director)

Placement Director's Message



It gives me immense pleasure to extend my appreciation to the MIET Business School for the successful publication of its departmental magazine. The magazine is a testament to the hard work, creativity, and innovative ideas of both students and faculty. The MBA Department has always been at the forefront of academic and professional excellence, preparing students to excel in dynamic corporate environments. I commend the department for its continuous efforts in fostering industry readiness and skill development among students. My best wishes to the entire team for continued growth and success.

Ms. Akansha Agarwal
Placement Director

Dean Message



It is indeed commendable that the MIET Business School has successfully launched its departmental magazine, showcasing the academic endeavors, creativity, and research orientation of its students and faculty. The publication highlights the department's commitment to academic excellence and holistic learning. I congratulate the editorial team for their dedication and the students for their valuable contributions. May this initiative continue to inspire intellectual curiosity and a passion for lifelong learning among our students.

**Prof (Dr.) Sanjeev Singh,
Dean Academics**

Dean St.Welfare Message



I am extremely proud of the MIET Business School for publishing its departmental magazine, which reflects the enthusiasm, teamwork, and innovative thinking of our students. Such initiatives play a vital role in enhancing communication skills, creativity, and confidence among learners. The students' efforts, guided by their dedicated faculty, are truly commendable. I wish the department continued success and hope that this magazine will inspire many more students to actively participate in academic and cultural activities.

**Prof (Dr.) Honey Tomar
Dean Student Welfare**

Head of Department Message



It gives me immense pleasure to present the latest edition of our MIET Business School magazine – a reflection of our faculty and students creativity, intellectual curiosity and collaborative spirit. This magazine embodies the collective effort of our faculty, students, and editorial team, who have worked diligently to create a platform of expression, innovation and learning. The publication not only showcases academic excellence but also highlights the diverse talents and perspectives of our students, preparing them to face real world-business challenges with confidence and competence. I sincerely appreciate the support of our management, the guidance of our esteemed faculty and the enthusiastic participation of our students. May this magazine continue to inspire thought leadership, creativity and excellence within our department. I extend my heartfelt congratulations to everyone who contributed to this remarkable achievement.

**Prof (Dr.) Madhu Bala
Sharma
H.O.D**

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About the Program

The MIET Business School is dedicated to achieving academic excellence, with a special emphasis placed on the teaching-learning process, research, and holistic development of the students through our Flexible Credit Based System. The curriculum is designed to provide students with a comprehensive understanding of the principles and practices of modern business. Students learn about topics such as organizational behaviour, financial management, marketing strategies, business ethics, business analytics and entrepreneurship to name a few. The curriculum often includes a combination of theoretical coursework, practical case studies, internships, and other experiential learning opportunities to prepare students for real-world business challenges. In addition to academics, it also offers a variety of resources and services to support students' professional development, including career services, mentorship programs, networking events, and partnerships with local businesses and industry organizations. Graduates of MIET Business School are prepared to pursue a variety of career paths in the business world. They possess a well-rounded skill set that includes critical thinking, problem-solving, communication, and leadership, which are highly valued in today's dynamic market.

Why MBA at MIET

Well established institution and Approved Research center by AKTU

Dedicated placement cell

Experienced and Qualified Faculty (UGC NET JRF AND CSIR)

Alumni Success and SAP programme



Editorial Board

Dr. Shivangi Singh
Chief Editor

Pratham Ruhela
MBA 2 YEAR

Student Coordinators

Lakshay Sisodia
Mukul Sharma
Shivani Agarwal



Departmental Vision

To be a leading management department in the country that provides quality education, to develop entrepreneurs and leaders.

Departmental Mission

1. To provide quality education in the field of Management.
2. To groom students with entrepreneurial & leadership skills, to convert them into future business leaders
3. To foster the professional development of students coming from diverse educational backgrounds.

Program Outcomes:

1. Apply knowledge of Management theories and practices to solve business problems.
2. Foster Analytical and critical thinking abilities for data-based decision making.
3. Ability to develop Value based Leadership ability.
4. Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
5. Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

Program Specific Outcomes:

1. A thorough knowledge to start entrepreneurial venture & strategy formulation skills.
2. Ability to align with the contemporary environment

MIET BUSINESS SCHOOL

ROADMAP, 25 - 26



FACULTY DEVELOPMENT PROGRAM (FP)

Target: FOPs on emerging trends in each semester.

Process: Organising FDPS through experts from ITs/NITs/industries. Also, FOP through Swayam/NITTR courses.



INDUSTRIAL VISIT

Target: One industrial Visit per semester for I & Ind year students

Process: Coordinating with industries & scheduling industrial visits, ensuring exposure to practices of industries.



TRAINING

Target Ensure students are well trained & industry-ready for placements.

Process: Follow the pathway to industry process through company-specific training, expert and alumnus-led sessions, and rigorous mock tests and interviews.



ACADEMICS

Target: 100% rest & 1 year.

Process: Deliver quality teaching through concept classes & concept booster classes for faculties, Flip classroom & case-based learning CBL, continuous internal assessments, remedial classes, and focused preparation.



RESEARCH & INNOVATION

Target: Increase research papers and IPR.

Process: Faculty mentoring, Marketing field studies through research groups of students and faculties. Collaborations with industries/universities.



OUTCOME

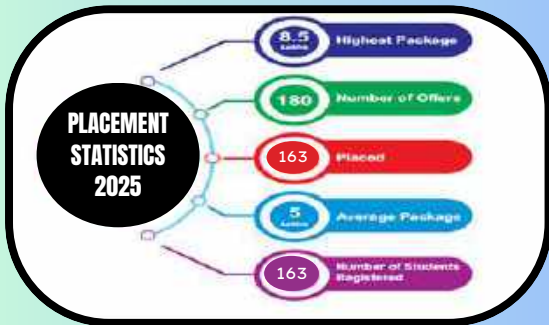
- 100% Academic success
- Maximum placement
- Practical industries exposure
- Research culture
- Faculty skill enhancement

OUR 360° GROOMING

PROCEDURE



PLACEMENT STATISTICS



PLACEMENT RECORD





SPECIAL EMPLOYABLE TOOLS OF MIET
BUSINESS SCHOOL



APTITUDE CLASSES

PRE- PLACEMENT TRAININGS



Faculty Achievement Awards



**Appreciation for Autonomous Institute:
Dr.Madhu Bala Sharma**



Best Placement Coordinator : Dr.Vaishali Goel

Best Faculty Achievement Awards



Dr.Priyanka Dalmia



Ms. Swati Agarwal

Student's Achievement

Manika Kansal hold 6 rank in AKTU Merit list with 8.66 score in Masters of Business Administration.



Lakshay Sangwan, MBA student secured first position in Kabbadi match in AKTU Zonal Competition.



FACULTY DEVELOPMENT PROGRAM



ALUMNI MEET 2024 AND TALK SERIES



ALUMNI MEET 2024

Meerut Institute of Engineering & Technology (MIET) organised its much-awaited Alumni Meet, Homecoming 2024, on 28th December 2024 at the college campus.

MEERUT MANAGEMENT ASSOCIATION

On 24 May, 2024, the students of MIET Business School proudly participated in the debate competition organised by Meerut Management Association. Competing against several reputed institutions, our students showcased excellent communication skills, critical thinking skills and logical reasoning.



ALL INDIA MANAGEMENT ASSOCIATION

Students and faculties of MIET Business School had the enriching opportunity to attend the “AIMA Young Leader Summit” on 12th Dec., 2024 and to attend the “ AIMA's 52nd National Management Convention” on 9th -10 Sept.,2025 a prestigious forum dedicated to fostering leadership and innovation among youth.



AIMA MANAGEMENT GAMES

On 24th, 25th, and 27th April 2024, the 27th AIMA Student Management Games (SMG) were held in offline mode at the AIMA Business Lab, an MBA student team comprising Atharv Goel, Aryan Poonia, Arjun Ratogi, and Anshul Chauhan enthusiastically participated, represented the institute with great spirit.



STARS OF MIET BUSINESS SCHOOL

Ms. Priyanka Sharma (faculty) painted the Lord Radha-Krishna and Bride.

MBA Student : Sabika painted the Scenery and Astronaut , for which she won the award .

Harshita Tyagi : painted the actress Priyanka Chopra and Shradha Kapoor.



POEM : A Management Student's Juggle

In class I sit with charts and graphs,
Dreaming of profits, costs, and laughs.
SWOT and PESTEL fill my brain,
Sometimes it feels I've gone insane!
Assignments come like storms at night,
Case studies keep me up till light.
"Leadership skills!" the teacher screams,
I lead my group (at least in dreams).

Deadlines chase me, quick as fire,
PowerPoint slides never expire.
Coffee's my fuel, Excel's my friend,
Will this madness ever end?

Yet deep inside, I know it's true,
Management builds a sharper you.
From stress to growth, it's all a test—
To juggle chaos, and give your best.

So here's to students, bold and keen,
The future CEOs, sharp and green.
With balance, courage, brains, and fun—
The world will bow when we're all done!

By Tanisha Rastogi
MBA 2nd year

ACADEMIC ENRICHING ACTIVITIES

Management Activities

HR Club - Team Building & Professional Development

“Building Bridges” and “HR in action: Real-World Role-Playing Scenarios”



Marketing Club - Fun with Communication

The Marketing Club brought creativity and fun with “Chinese Whisper” ; “Dumb Charade” and “Name Game” highlighting the importance of clear communication in business.





BUDGET SESSION

LIVE Interim Budget Session 2025, Post-Budget Analysis Session on “Perspective of MSME

The MIET Business School organized a “LIVE Interim Budget Session, 2025 and Post-Budget Analysis Session on “Perspective of MSME”.



GUEST TALK - SERIES

MIET Business School organised an Guest Talk on “Climate Change and Air Pollution” ; Evolution of Money Movement” and “Harmonizing Life: Balancing Work, self and sustainable development”.



INDUSTRIAL VISIT

To provide practical exposure, students undertook industrial visits to reputed organizations. MIET Business School has successfully organised Industrial Visit to Yakult and Coca-cola.



VISIT TO SURAJKUND MELA

The MIET Business School had an enriching and memorable visit to the world-famous Surajkund Mela. The educational-cum-cultural trip was organized to provide students with exposure to India's vibrant heritage, traditional crafts, and diverse cultural expressions.



EVENTS & PROGRAMS

Freshers's 2024

The MIET Business School organised the fresher's party for welcoming the new joiners in the department.



EVENTS & PROGRAMS

Glimpses of Farewell Party 2025

Farewell — PARTY —

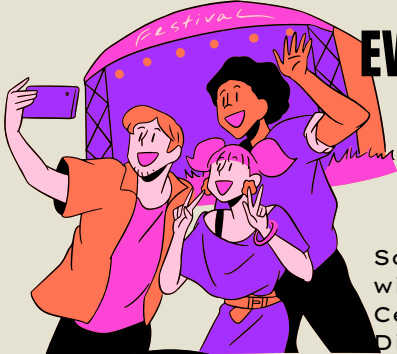


EVENTS & PROGRAMS

Fun & Crazy Activity Event by Dainik Jagran INEXT for MIET Business School students

MIET Business School organized Fun & Crazy Activity Event by Dainik Jagran INEXT for MBA student - Pratham ruhela and Payal chauchan at MIET.





EVENTS & PROGRAMS

DIWALI FEST

The MIET Business School, in association with the MIET Incubation Cell, organised a vibrant Diwali Fiesta 2024.



EVENTS & PROGRAMS

Sports Event

The MIET Business School organised a Cricket Match on 22 February, 2025 for boosting their motivation and encouraging team spirit among them.





EVENTS & PROGRAMS

Project Expo

The Meerut Institute of Engineering and Technology (MIET) hosted its annual 'Project Expo -Technovate 2025' on 4th April, 2025 with great enthusiasm and participation. The Management team comprising Arjun Chaudhary, Akash Pratap and Disha Choudhary secured the first position in Project Expo.





EVENTS & PROGRAMS

World Environment Day 2025

MIET Business School organised the awareness session on World Environment Day preserving the natural environment.



EVENTS & PROGRAMS

Donation Drive

MIET Business School organised a Donation Drive for helping the unprivileged sections of the society.



Events & Program

Visit to Jagran Film Festival

Students of MIET Business School had the wonderful opportunity to visit Jagran Film Festival (JFF), held on 5th -8 th December at Siri Fort Auditorium.

FILM FESTIVAL



EVENTS & PROGRAMS

Visit to Meerut Mahotsav



FACULTY RESEARCH ARTICLES

CSR PRACTICES AND ITS BENEFITS



Corporate social responsibility is a type of business self-regulation with the aim of social accountability and making a positive impact on society. Some ways that a company can embrace CSR include being environmentally friendly and eco-conscious; promoting equality, diversity, and inclusion in the workplace; treating employees with respect; giving back to the community; and ensuring business decisions are ethical. CSR evolved from the voluntary choices of individual companies to mandatory regulations at regional, national, and international levels (Ali, Frynas, & Mahmood, 2017). However, many companies choose to go beyond the legal requirements and embed the idea of “doing good” into their business models. There is no one way a company can embrace CSR, but one thing is certain to be perceived as genuine, the company’s practices need to be integrated into its culture and business operations (Blombäck & Wigren, 2009). In today’s socially conscious environment, employees and customers place a premium on working for and spending their money on businesses that prioritize CSR. They can detect corporate hypocrisy. To ensure CSR authenticity, a company should look at its values, business mission, and core issues and determine which initiatives best align with the business’s goals and culture (Du, Bhattacharya, & Sen, 2010). CSR is an approach that espouses the notion that a company can do good in the world and make a difference in improving social order. CSR reflects company culture and business practices. Social responsibility is a broad topic; it includes human aspects, such as having ethical labor practices both internally and as part of a larger supply chain (Ellerup Nielsen & Thomsen, 2007).

Dr. Anuj Sangwan
Associate Professor
, MIET Business School

Recharging in a Hyper-Connected World: A Guide to Digital Well-being



In an age where our lives are meticulously woven into the fabric of the internet, the concept of digital well-being has emerged as a critical pillar of modern health. We are more connected than ever before, with supercomputers in our pockets acting as our personal concierges to the world's information, entertainment, and social circles. But this unparalleled convenience comes with a growing shadow: a creeping erosion of our mental peace, our attention spans, and even our physical health.

The statistics are stark. The average adult now spends upwards of seven hours a day on a screen. For younger generations, that number can be in the double digits. Our collective digital footprint is expanding at an exponential rate, leaving behind not just data, but a trail of anxiety, comparison, and a pervasive sense of being "always on." This isn't a simple matter of personal weakness; it's a systemic challenge born from technologies designed to captivate and keep us engaged, often at the expense of our genuine well-being.

Reclaiming Your Life: Strategies for Digital Well-being

The good news is that we are not powerless. Cultivating digital well-being isn't about abandoning technology; it's about building a healthier, more intentional relationship with it. It's about being the master, not the servant, of our devices.

1. **The Digital Detox (and Micro-Detoxes)** While a full digital detox might seem daunting, even short, intentional breaks are beneficial. Designate specific times or days to disconnect. This might mean no phones at the dinner table, leaving your device in another room for an hour, or committing to a tech-free weekend once a month. Start small and gradually increase the duration.

2. **Mindful Consumption:** Before opening an app, pause and ask yourself: "Why am I doing this? What do I hope to gain?" Is it to genuinely connect, learn, or be entertained, or is it just a reflex? Being mindful about your digital intentions can dramatically reduce mindless scrolling.

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Mr. Rocky Sachan

Associate Professor

MIET Business School

Role of Sustainable Education in Present Scenario



•Sustainable development (SD) has gained significant attention across academia, governance, planning, and development intervention spaces. It has been adopted as a guiding paradigm for development by a broad spectrum of governmental and non-governmental organizations. The ultimate goal of SD is to strike a balance between environmental, economic, and social sustainability i.e. three fundamental pillars that define its success. A sustainable society relies on robust healthcare systems, peace, human rights protection, decent work opportunities, gender equality, quality education, and the rule of law. Economic sustainability, in contrast, depends on responsible production, distribution, and consumption, while environmental sustainability requires proper land use planning, ecological conservation, and biodiversity protection. A holistic approach to sustainability demands the simultaneous realisation of its key pillars while carefully balancing trade-offs and synergies. International organisations such as the United Nations, national governments, NGOs, and civil society groups play a crucial role in navigating these challenges. Education reform must begin at the foundational level by improving schools as institutions where human effort and material resources collectively enhance student learning, teacher performance, and school culture (Kelley & Dikkers, 2016)..

•By embedding sustainability principles into education, we can cultivate a generation committed to environmental protection, social responsibility, and long-term sustainability. Schools must become hubs of transformative learning that inspire students to act, innovate, and lead in building a sustainable future.

Dr. Shivangi & Ms. Priyanka
Assistant. Professor
MIET Business School

Role of Microfinance Institutions in Poverty Reduction and Women Empowerment

In a quiet village near Patna, 34-year-old Sunita Devi bends over her sewing machine as the hum of stitching fills her modest home. A year ago, she struggled to buy schoolbooks for her daughters, relying on her husband's irregular daily wages. That was until her local self-help group encouraged her to borrow ₹15,000 through a microfinance institution. She bought fabric, a used sewing machine, and began stitching uniforms for neighbourhood children. Today, Sunita earns steadily, her children attend school, and she speaks with newfound confidence. "It wasn't just money," she says with pride. "It gave me respect." Sunita's journey echoes the stories of millions of women across India. It highlights how microfinance institutions (MFIs) are playing a quiet yet crucial role in reshaping lives, reducing poverty, empowering women, and supporting India's grand vision of a fully developed nation by its centenary of independence, Viksit Bharat 2047. As India looks toward Viksit Bharat 2047, microfinance will remain an important thread in the national fabric. Alone, it cannot solve poverty or dismantle patriarchy. But as part of a broader ecosystem of government schemes, digital inclusion, and social support, it has the power to transform millions of lives from the ground up. In the end, the success of microfinance will not be measured in repayment rates or disbursal numbers, but in the confidence of women who once had no voice, now standing tall as earners, leaders, and equal partners in the journey of a developed India.

**Swati Agarwal,
Assistant Professor
MIET Business School**

STUDENT ARTICLES

Financial Literacy: The Key to Bridging Wealth Gaps

In today's dynamic global economy, financial literacy has emerged as a critical life skill that empowers individuals to make informed financial decisions, secure their futures, and contribute to economic stability. Defined as the ability to understand and effectively use financial skills—such as budgeting, investing, credit management, and retirement planning—financial literacy is essential in a world where access to financial products and services is easier than ever. Wealth inequality has become one of the most pressing socioeconomic challenges of the 21st century. A small portion of the population controls a disproportionately large share of wealth, while millions struggle with debt and lack access to essential financial services. Addressing this issue requires multifaceted solutions, and financial literacy is a crucial part of the equation. This article explores the significance of financial literacy, its role in bridging wealth gaps, and strategies to improve. Understanding the Wealth Gap The wealth gap refers to the unequal distribution of financial resources among individuals or groups within a society. It is influenced by numerous factors, including differences in education, job opportunities, access to healthcare, inheritance, and financial literacy. According to data from Oxfam, the richest 1% of the world's population holds more wealth than the bottom 90% combined. This growing disparity is not only a moral concern but also a major threat to economic growth, as unequal wealth. Many people remain trapped in poverty not because of a lack of ambition, but because they lack the knowledge to navigate modern financial systems. From predatory loans to hidden bank charges, the absence of financial literacy creates barriers that widen wealth gaps over time. Empowering individuals with financial knowledge allows them to access opportunities and avoid common pitfalls.

Mahmood Ali
MBA 2 Year
MIET Business School

The Current Student Dilemma: FOMO vs. JOMO

The choice between FOMO (the fear of missing out) and JOMO (the joy of missing out) is a common yet challenging issue for today's students. Even though these terms are modern, they reflect feelings that everyone experiences. JOMO represents the calm satisfaction of choosing to prioritize personal well-being, while FOMO reflects the anxiety of being left out or overlooked. The pace of contemporary college life, where opportunities abound but focus is limited, highlights the struggle between these two feelings. The Age of FOMO Fear of Missing Out is not a new idea, but social media has made it much more noticeable. In the past, people might have felt FOMO when they missed a wedding, a social event, or a chance they could not afford. Today's students, however, face it every day through their screens. Instagram stories, Snapchat updates, and constant notifications remind them, often of the experiences they are missing. In college, FOMO can show up in different ways. Socially, students may feel uneasy when they skip a party or a cultural event, knowing they might be left out of future chats or group photos. Academically, the competition for internships, projects, and job placements heightens FOMO as classmates seem to get ahead faster. Even in their free time, lifestyle FOMO arises when friends share pictures of outings, travels, or hobbies. This creates the illusion that others are having more enjoyable lives. The result is often overcommitment. Students go to events not out of real interest, but out of fear of being left out. They take on projects even when they are tired, worried that saying no will make them look uninterested. In this way, FOMO drives students to act, but it often leads to stress, burnout, and unhappiness. The Joy of JOMO In this context, JOMO serves as a counterbalance.

Sunaina Agarwal
MBA 2 Year
MIET Business School

AI and Automation in HR: Shaping the Future of Work

For as long as businesses have existed, people have been their greatest strength. That is why Human Resources (HR) has always been such an important part of every organization. Whether its hiring new talent, helping employees grow, or keeping the workplace culture alive, HR plays a role in almost every step of an employee's journey. But for years, a big part of HR's work revolved around paperwork—screening endless resumes, manually handling payroll, or chasing performance records. These tasks were necessary, but they often left HR professionals with little time to focus on what really matters: people. This is where Artificial Intelligence (AI) and automation are stepping in and changing the game. Instead of drowning in repetitive tasks, HR departments are now using smart systems that can handle the routine while giving people more time to focus on strategy, relationships, and creativity. AI, in simple terms, is when machines “think” like humans by analysing data and making decisions. Automation, on the other hand, is about letting technology handle repetitive processes with little or no human effort. Put the two together, and suddenly, HR looks very different from what it did just a decade ago. Take recruitment, for example. Imagine a company that receives thousands of job applications for a single position. Going through each one manually could take weeks, and even then, some good candidates might slip through the cracks. With AI-powered tools, this process now takes minutes. These systems can scan resumes, highlight the most suitable applicants, and even conduct initial video interviews that analyse communication skills and personality traits. Big companies like Unilever have already adopted these tools, and they have not only sped up hiring but also made it fairer by reducing human bias.

Shaping the Future of Work: Behavioural Organization Strategies in Today's HR World

“An organization is not made of bricks and machines, but of people and their behaviour.” Walk into any modern workplace and you'll notice a fascinating shift. Open offices, hybrid schedules, wellness apps, leadership coaching, even Friday yoga sessions, these are no longer “perks,” they are strategic responses to how humans behave at work. In today's world of HR, success isn't just about policies, processes, or pay checks, it's about understanding behaviour. The way employees think, feel, and interact directly determines whether organizations thrive or stumble. And that's where behavioural organization strategies come in.

What Are Behavioural Organization Strategies?

At their heart, these strategies are about applying organizational behaviour principles from psychology, sociology, and management to the workplace. Instead of treating employees as cogs in a machine, HR leaders now ask:

- a) What motivates them?**
- b) How do they respond to change?**
- c) What builds trust and engagement?**
- d) How do teams behave under stress?**

By answering these, HR can align human behaviour with organizational goals, creating workplaces where people and businesses grow together.

Saloni Agarwal
MBA 2 Year
MIET Business School



DEPARTMENT OF MBA - MASTER OF BUSINESS ADMINISTRATION



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