

An SIIB Publication

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# REKINDLE

## MARCH 2025



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## WORD OF THE MONTH

**“ Peregrinate ”**

Travel or wander from place  
to place



On March 13, the Symbiosis Institute of International Business (SIIB) proudly collaborated into a Memorandum of Understanding (MoU) with ECube Investment Advisors Pvt. Ltd., marking the beginning of a promising and collaborative partnership focused on advancing the field of Sustainability Management. This strategic alliance represents a shared vision to bridge the gap between academia and industry by facilitating the exchange of knowledge, best practices, and expertise to promote sustainable and responsible business operations.

The collaboration is set to create a platform for engaging students, faculty, and industry professionals in impactful research, workshops, seminars, and case studies that emphasize the importance of Environmental, Social, and Governance (ESG) criteria. By focusing on responsible investing, the partnership aims to build capacity and awareness around the role of sustainability in long-term value creation and risk mitigation.

SIIB and ECube are committed to jointly nurturing a generation of future leaders who are equipped to navigate the complexities of the modern business world while staying aligned with sustainability goals. This MoU also paves the way for academic-industry synergies, internships, and consultancy opportunities. Together, both institutions strive to shape a more sustainable, inclusive, and ethically-driven future through education, innovation, and strategic engagement.



The Symbiosis Institute of International Business (SIIB) has proudly collaborated into a Memorandum of Understanding (MoU) with the Electronics and Computer Software Export Promotion Council (ESC), marking a significant milestone in the pursuit of excellence in executive education and industry-centric training. This strategic partnership underscores SIIB's commitment to bridging the gap between academic knowledge and real-world business practices, particularly in the domain of international business.

Through this collaboration, SIIB aims to design and deliver comprehensive Management Development Programs (MDPs) that cater specifically to the evolving needs of professionals operating in global markets. These programs will be tailored to provide in-depth knowledge on international trade practices, market dynamics, export-import regulations, digital transformation, and emerging global trends, with a special focus on the electronics and IT sectors.

By leveraging the strengths of both institutions, the initiative is poised to create a robust platform for knowledge exchange, skill enhancement, and professional networking. It seeks to empower mid- to senior-level executives with strategic thinking capabilities and practical tools to navigate complex global business environments. Ultimately, this partnership aims to foster innovation, boost export competitiveness, and contribute to the sustainable growth of India's international trade landscape through cutting-edge education and industry collaboration.



The Symbiosis Institute of International Business (SIIB) has collaborated a significant partnership by signing a Memorandum of Understanding (MoU) with the Services Export Promotion Council (SEPC) of India. This collaboration represents a forward-looking approach aimed at strengthening the country's service export capabilities through targeted skill development, research-based learning, and a dynamic industry-academia alliance. It marks a crucial step toward aligning academic curricula with real-world industry requirements in the rapidly evolving global services landscape.

This strategic partnership between SIIB and SEPC is designed to bridge the existing gap between educational institutions and the workforce by fostering an environment of experiential learning, innovation, and continuous professional development. It lays a strong foundation for cultivating a pool of highly skilled, globally competent professionals capable of meeting international standards in various service sectors such as IT, healthcare, consulting, finance, education, tourism, and more.

Through this collaboration, students at SIIB will gain access to expert mentorship, industry insights, specialized training modules, internships, and participation in export-oriented events and initiatives. By joining forces, SIIB and SEPC are not only empowering students and professionals with essential expertise and global networks but are also contributing significantly to the growth of India's service sector, further reinforcing the nation's position in the global economic arena.



Symbiosis Institute of International Business (SIIB) is proud to announce a strategic collaboration with the Confederation of Indian Industry (CII) through the signing of a Memorandum of Understanding (MoU). This partnership marks a significant milestone in SIIB's journey toward fostering meaningful industry-academia synergy and nurturing future-ready leaders.

Under this collaboration, SIIB will actively engage with the Young Indians (Yi) – Learning Beyond Education movement, a unique initiative that encourages students to think beyond the classroom and immerse themselves in real-world challenges. The movement aims to empower young minds to converge, lead, and co-create innovative solutions that contribute to shaping India's future through entrepreneurship, leadership, social responsibility, and civic engagement. This initiative also aligns with SIIB's vision of developing socially conscious and impactful business leaders, offering students the opportunity to collaborate with industry leaders, policymakers, and changemakers, while gaining practical exposure and insights.

Leading this initiative at SIIB for the academic year 2025–26 is the SIIB Chair for CII Young Indians, Dr. Monica Shukla. She will be supported by a dynamic and passionate team of students: Aryan Srivastava, Abhinav Khot, Tushar Khandelwal, Varad Patil, Akshita Sinha, Garima Bora, Varshun Kaul, Tejashree Deshpande, Inchara Sudheer, Sayoni Sengupta, Nisu Grace, Akshita Chhoker, Sanket Timane, Kaushik Patoliya, and Soumya Warhadkar.

Together, this dedicated team will spearhead various student-led initiatives under the Yi umbrella, driving positive social impact, sustainable development, and community engagement. With this collaboration, SIIB and CII-Yi are poised to create a meaningful and lasting impact on society—one that inspires leadership, ignites purpose, and builds a better tomorrow.



On March 28th, 2025, Symbiosis Institute of International Business (SIIB) hosted its Stepping Out Day, a significant occasion marking the transition of the MBA Batch of 2023-2025 from academic life to the professional world. The event was a celebration of their achievements, contributions, and the journey they embarked upon at SIIB.

The ceremony commenced with the Lighting of the Lamp, symbolizing wisdom and enlightenment. Dr. Alka Maurya, Director, SIIB, and Prof. Dipen Paul, Deputy Director, SIIB, led the ritual alongside distinguished guests, including Mr. Raghavendra Bhat (Chair, YUVA), Mr. Vishal Lall (Head, CII Pune Region), and Mr. V. Ravindra (Chief Manager, Education Loan Pune Head).

Following this, Dr. Alka Maurya delivered a heartfelt speech, reflecting on the batch's journey, challenges, and growth over the years. She encouraged students to uphold SIIB's values, embrace continuous learning, and contribute meaningfully to their respective fields.

The Guests of Honour then addressed the gathering, sharing their insights on career growth, leadership, and navigating challenges in the corporate world. Their speeches resonated with the students, offering valuable perspectives as they prepared to enter the workforce.



Stepping Out Day 2025 at SIIB was a heartfelt celebration of the graduating batch of 2023–2025. Director Dr. Alka Maurya's farewell address reflected on the students' resilience and achievements, followed by warm messages from faculty appreciating their contributions.

Students shared their experiences, expressing gratitude for the friendships, growth, and learning they encountered at SIIB. The event culminated in a prestigious Award Ceremony recognizing excellence across various domains.

The Bank of Baroda Awards for Academic Excellence were presented to:

- Best in Academics: Yatika Singh
- Best in Sports: Abhinav Raj
- Best All-Rounder: MK Pragya

The TeamWork Global Logistics Awards for Academic Excellence were awarded to:

- Varshil Bhatt Nirajkumar (Energy and Environment)
- Amal Mani (Agri-Business)
- Neha Sain (Supply Chain Management)

The SIIB Awards for Academic Excellence were presented to:

- Prerana Roy (Marketing)
- Yatika Singh (Finance & International Business)
- Kamble Bhagyashree Prashant (Human Resources)

In addition to these, certificates were also presented to students for their active participation and contributions to SIIB's clubs, and committees, recognizing their efforts in enriching campus life and fostering a culture of learning and collaboration.

Stepping Out Day 2025 was a poignant and inspiring event, celebrating the achievements and aspirations of the graduating batch. The ceremony served as a reminder of their journey at SIIB, the knowledge gained, and the relationships forged. As they step into the next phase of their lives, the batch of 2023-2025 carries forward the legacy of SIIB, ready to make an impact in the professional world.

# How the Metaverse Is Changing Entrepreneurship



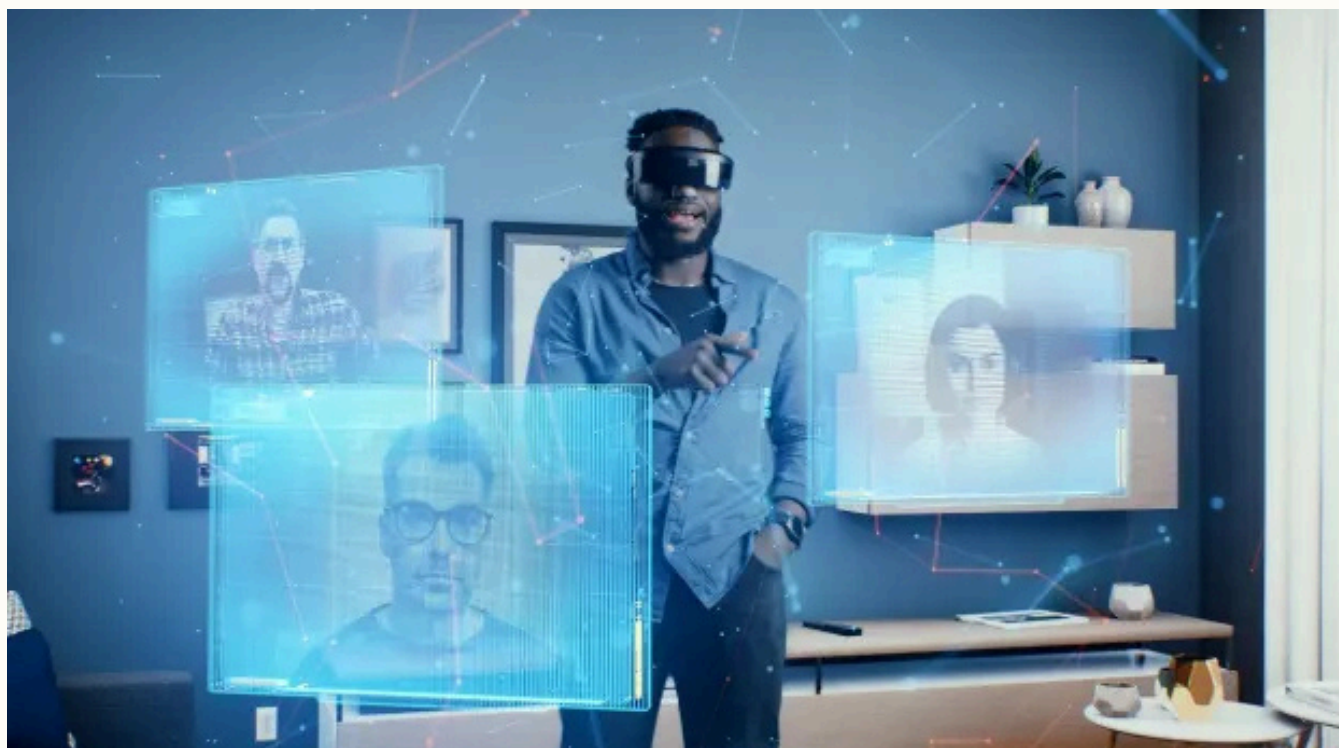
The metaverse—once a science fiction concept—is rapidly becoming a reality, and it's transforming the landscape of entrepreneurship in profound ways. As virtual and augmented reality technologies mature, new digital worlds are emerging where people work, play, socialize, and, importantly, build businesses. For entrepreneurs, the metaverse represents a new frontier of opportunity, creativity, and disruption.

At its core, the metaverse is a collection of interconnected virtual environments where users, represented by digital avatars, can interact in real time. This immersive internet is being shaped by companies like Meta (formerly Facebook), Roblox, Epic Games, and Decentraland, among others. As these platforms evolve, they are giving rise to entirely new business models and redefining what it means to be an entrepreneur.

One of the biggest shifts brought by the metaverse is the democratization of business creation. With minimal technical knowledge, creators can now build virtual storefronts, host experiences, sell digital goods, or even offer virtual services. Whether it's fashion designers selling digital wearables for avatars, artists minting NFTs, or developers building interactive games and environments, the metaverse opens the door to a global audience without the traditional barriers of geography, infrastructure, or high startup capital.

Entrepreneurship in the metaverse also introduces new forms of value. Digital assets—such as virtual real estate, in-game items, or non-fungible tokens (NFTs)—are being bought and sold for real money, creating vibrant virtual economies. Early adopters have already seen massive success: virtual land in platforms like The Sandbox has sold for millions, and top NFT artists have built loyal communities and sustainable revenue streams.

# How the Metaverse Is Changing Entrepreneurship



Moreover, the metaverse is changing how brands engage with customers. Instead of static websites or mobile apps, businesses can create immersive, interactive experiences that foster deeper emotional connections. Entrepreneurs are hosting virtual product launches, pop-up shops, conferences, and even concerts. These events can drive both brand awareness and direct revenue while offering analytics and insights not possible in the physical world.

Work itself is evolving too. Virtual offices and co-working spaces are enabling remote-first companies to collaborate in more engaging ways. Freelancers and service providers can offer metaverse-specific skills—such as 3D modeling, avatar design, or spatial programming—and operate fully within virtual environments.

However, the metaverse isn't without its challenges. Issues around data privacy, platform interoperability, digital identity, and governance are still being ironed out. The infrastructure is still nascent, and widespread adoption will depend on continued improvements in hardware and connectivity. Entrepreneurs entering this space must be adaptable, tech-savvy, and prepared to navigate regulatory and ethical uncertainties.

Still, the potential is undeniable. Just as the internet created a new generation of digital entrepreneurs in the 1990s and 2000s, the metaverse is laying the foundation for the next wave. Entrepreneurs who embrace this shift early and experiment boldly may find themselves at the forefront of a multitrillion-dollar economy.

In short, the metaverse is not just changing entrepreneurship—it's redefining it.

# The Rise of Subscription-Based Business Models



In recent years, subscription-based business models have seen a remarkable rise, fundamentally reshaping the way companies deliver value and customers consume products and services. From software and entertainment to food and personal care, subscriptions have become the go-to model for businesses seeking predictable revenue and deeper customer relationships.

The essence of the subscription model lies in offering continuous access to a product or service in exchange for a recurring fee. This model stands in contrast to traditional one-time sales, providing a more sustainable and scalable approach to revenue generation. Companies like Netflix, Spotify, and Amazon Prime have pioneered this model in consumer segments, while B2B players like Adobe, Microsoft, and Salesforce have transformed enterprise software through Software-as-a-Service (SaaS) offerings.

One of the key drivers behind this shift is the change in consumer behavior. Modern customers value convenience, personalization, and flexibility more than outright ownership. Subscriptions deliver all three. Instead of purchasing software with a hefty upfront cost, users can now pay a monthly fee and always access the latest updates. In media and entertainment, subscription platforms offer on-demand access to vast libraries without the need for individual purchases.

For businesses, the benefits are equally compelling. Subscription models enable more predictable and recurring revenue, improve cash flow visibility, and provide valuable data on customer usage and preferences. This data allows businesses to continually refine their offerings and improve customer experience, creating a positive feedback loop that drives retention and upsell opportunities.

# The Rise of Subscription-Based Business Models



Moreover, the model supports stronger customer relationships. Because revenue is tied to ongoing satisfaction rather than a single transaction, companies are incentivized to provide continuous value. This leads to more investment in customer success, better support, and product improvements aimed at long-term engagement.

However, building a successful subscription-based business isn't without challenges. Churn—the rate at which customers cancel their subscriptions—is a critical metric, and minimizing it requires proactive engagement, seamless onboarding, and clear communication of value.

Another consideration is pricing strategy. Businesses must carefully calibrate pricing tiers to match customer segments and perceived value. Freemium models, where basic access is free and advanced features are paid, are a common tactic but must be executed thoughtfully to convert users to paying customers without undervaluing the offering.

Despite these challenges, the subscription model is proving its resilience across sectors. Even traditional industries are adapting: automakers are offering subscription plans for vehicles, fitness companies like Peloton blend hardware with digital memberships, and even healthcare services are adopting monthly plans for telemedicine and wellness.

As technology continues to evolve and consumer expectations shift, subscription-based models are likely to become even more prevalent. They offer a win-win for both businesses and consumers—businesses gain stable, long-term revenue streams, while consumers enjoy convenience and continuous value. The rise of subscriptions isn't just a trend—it's a transformation of how value is delivered in the modern economy.

# Feather in The Cap



We proudly celebrate the achievements of our alumnus, Mr. Padmanabh Subramanian, who has made significant strides in sustainability. Currently serving as Country Manager - Business Development, India at GRESB, he has had an illustrious career, previously holding key roles at GBCI India. His journey from SIIB's Energy & Environment batch (2009-11) to becoming a leader in sustainability is truly inspiring.

Recently, he was invited as a speaker at the Prem Jain Memorial Talks at Vivekanand Education Society's College of Architecture (VESCOA), Mumbai. The event, part of the Harit Prem Bharat Mahotsav, was attended by over 500 students and industry professionals. He shared insights on structured Net Zero frameworks, sustainable carbon, water, energy, and waste management, and the integration of sustainability into modern architecture and engineering practices. He also acknowledged SIIB's role in shaping his journey.

Mr. Subramanian's address, alongside industry leaders, emphasized the importance of translating sustainability aspirations into action. The conversation also highlighted how sustainability can be embedded in architectural design while respecting historical and cultural contexts. Experts encouraged students to translate sustainability aspirations into action, explore career opportunities in the field, and embrace sustainability as an ongoing learning process. His contribution continues to inspire young professionals to explore sustainability as a career and integrate its principles into their work.

We congratulate him on this remarkable achievement and wish him the best in all his future endeavors.



**Mr. Padmanabh Subramanian**

Country Manager – BD, India  
GRESB

# Feather in The Cap



SIIB is proud to recognize the achievements of Mr. Vikrant Shrotriya, Corporate Vice President and Managing Director at Novo Nordisk India. With over 18 years of experience in the pharmaceutical industry, he has demonstrated exceptional leadership across sales, marketing, business development, and general management. At Novo Nordisk, he leads an affiliate of 1,600 employees, serves as a Board Member and Director of Global Business Services, and is the Chairman of the Novo Nordisk Education Foundation.

Recently, Mr. Shrotriya was featured at the India Today Conclave 2025, where he addressed obesity as a disease. In conversation with Kalli Purie, he shared insights from 25 years of research, discussing genetic, lifestyle, and medical factors contributing to obesity.

He also tackled concerns regarding weight loss treatments, the impact of medications like Ozempic, and the future accessibility of obesity medication in India. His discussion underscored the importance of a holistic and scientific approach to obesity management, emphasizing the need for greater awareness and policy interventions in healthcare.

Beyond his corporate responsibilities, he has been actively involved in shaping industry discussions on public health and pharmaceutical innovation. His leadership in tackling some of the most pressing global health concerns has set a benchmark for aspiring professionals in the field.

We take immense pride in his accomplishments and wish him continued success in driving positive change in global healthcare.



**Mr. Vikrant Shrotriya**

Corporate VP and MD  
Novo Nordisk, India

# FACULTY ACHIEVEMENTS

## Leadership transition at SIIB



We are honored to announce the appointment of Mr. Dipen Paul as the new Deputy Director of Symbiosis Institute of International Business, Pune.

Prof. Paul has been integral to SIIB for over 11 years, contributing extensively to academics, research, and institutional development. A specialist in renewable energy, sustainability, ESG, and energy management, he has played a pivotal role in advancing the institute's sustainability initiatives, including the solar rooftop project, a key component of SIIB's carbon-neutral mission.

With 14+ years of experience, Prof. Paul has a distinguished career in research and academia, having published numerous papers in Scopus, SCI, WoS, and ABDC-indexed journals. He also holds multiple certifications in Sustainability Reporting, ISO 50001 (Energy Management), and ISO 45001 (Occupational Health & Safety Management Systems). Academically, he has submitted his Ph.D thesis in Solar Energy Technology at VIT University and holds an M.Tech in Energy Technology from DoT, Shivaji University, a B.E in Chemical Engineering from TKIET Warananagar, and a Diploma in Chemical Technology from ICT, Chennai. His interdisciplinary research and academic administration leadership have significantly strengthened SIIB's academic ecosystem.

We congratulate Prof. Dipen Paul on his appointment and look forward to his leadership in driving innovation, sustainability, and academic excellence at SIIB.

# FACULTY ACHIEVEMENTS

We are delighted to extend our heartiest congratulations to Dr. Neha Patvardhan, Dr. Madhura Ranade, Dr. Vandana Mehta, and Ms. Mahasweta Roy from SIIB, Pune, on co-authoring the publication titled "Advancing Digital and Financial Engagement: A Scientometric Analysis of Web Accessibility in Fintech Payment Systems for Diverse Users."

This distinguished research has been published in the Journal of Scientometric Research and is indexed in Scopus and Emerging Source Citation Index.

**SIIB**

**Dr. Neha Patvardhan**  
Assistant Professor  
SIIB, Pune

**Ms. Mahasweta Roy**  
Student  
SIIB, Pune

**Dr. Madhura Ranade**  
Assistant Professor  
SIIB, Pune

**Dr. Vandana Mehta**  
Assistant Professor  
SIIB, Pune

**Authored**  
*in*  
Advancing Digital and Financial Engagement: A Scientometric Analysis of Web Accessibility in Fintech Payment Systems for Diverse Users

**Published**  
*in*  
Journal of Scientometric Research

**Indexed in**  
Scopus,  
Emerging Source  
Citation Index

**Metrics**  
Quartile- Q2 and Cite Score- 1.7

# FACULTY ACHIEVEMENTS

We are delighted to extend our heartiest congratulations to Dr. Suchita Jha, Head of the Department, Marketing at SIIB, Pune, on co-authoring the publication titled "Facebook's Investment in Jio Platform, India: The Big Deal".

This distinguished work has been published in the Emerald Emerging Markets Case Studies, indexed by Scopus

The infographic features the SIIB logo in the top left corner. A circular portrait of Dr. Suchita Jha is on the left. To her right, a green pill-shaped box contains her name, followed by her title and institution. Below this, a horizontal line with 'Co-Authored' in the center is positioned above the word 'in'. The title of the publication is in a white pill-shaped box. Another horizontal line with 'Published' in the center is above the word 'in', which is above the journal name. A horizontal line with 'Indexed in' on the left and 'Metrics' on the right is positioned above two white pill-shaped boxes containing 'Scopus' and the publication's metrics.

**SIIB**

**Dr. Suchita Jha**  
Assistant Professor  
Symbiosis Institute of International Business

Co-Authored

*in*

Facebook's investment in Jio Platform, India: the big deal

Published

*in*

Emerald Emerging Markets Case Studies

Indexed in

Metrics

Scopus

Quartile- Q4, Impact Factor- 1.89, and Cite Score- 0.2

# FACULTY ACHIEVEMENTS

We are delighted to extend our heartiest congratulations to Dr. Dharmesh K. Mishra, Professor at SIIB, Pune, on authoring the publication titled “Artificial intelligence: the way ahead for employee engagement in corporate India.”

This distinguished work has been published in Global Knowledge, Memory and Communication, indexed by Scopus and Web of Science.



**SIIB**



**Dr. Dharmesh K. Mishra**  
Professor  
Symbiosis Institute of International Business

**Co-Authored**  
*in*

Artificial intelligence: the way ahead for employee engagement in corporate India

**Published**  
*in*

Global Knowledge, Memory and Communication

**Indexed in**

Scopus and Web of Science

**Metrics**

Quartile- Q1, ABDC-B, Impact Factor- 2.1, and Cite Score- 6.4

# FACULTY ACHIEVEMENTS

With immense pride, we congratulate Dr. Viraja Bhat on being appointed as a member of the SAP University Alliances India Academic Board! This prestigious role strengthens the bridge between academia and industry, ensuring enhanced SAP-based curriculum development, faculty research support, and student readiness for global opportunities.

As a part of the first-ever India Academic Board, Dr. Bhat joins a distinguished panel of academicians and industry leaders working towards driving innovation and excellence in SAP education. This initiative will foster knowledge-sharing, industry collaborations, and the integration of cutting-edge SAP technologies into academic programs, empowering future professionals with the skills needed to thrive in the digital economy.

We look forward to the continued success of this alliance in shaping the next generation of industry-ready talent.



The banner features the SIIB logo in the top left corner. The title 'FACULTY ACHIEVEMENTS' is centered in blue. Below it is a portrait of Dr. Viraja Bhat, a woman in a red and beige sari. The bottom section is a dark blue gradient with the text 'Congratulations Dr. Viraja Bhat' and a congratulatory message about her appointment to the SAP University Alliances India Academic Board.

**SIIB**

**FACULTY ACHIEVEMENTS**

*Congratulations*  
**Dr. Viraja Bhat**

For being appointed as a member on **SAP**  
University Alliances India Academic Board!

# STUDENT'S ACHIEVEMENTS

## Student Achievements

We extend our heartiest congratulations to Team Titan—MK Pragya, Ayush Rane, and Vaibhav Shukla—for securing the 1st Runner-Up position at the Smart Mobility Challenge, a prestigious national-level competition organized by the E-Cell of IIM Calcutta.

Their outstanding achievement highlights their innovative thinking and dedication towards creating smarter, sustainable, and inclusive urban mobility solutions. We are incredibly proud of their remarkable success and wish them continued excellence in all their future endeavors!



# STUDENT'S ACHIEVEMENTS

## Student Achievements

We extend our heartiest congratulations to Gaurav Misalkar, Uddhav Pradhan, Neha Jena, and Darshan Bhole—for emerging as National Finalists at Prachaar 2.0, hosted by Goa Institute of Management (GIM), Goa.

We are incredibly proud of their remarkable achievement, with the team securing the 6th rank in the finals. Wishing them continued success in all their future endeavors!



# CONTACT US



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