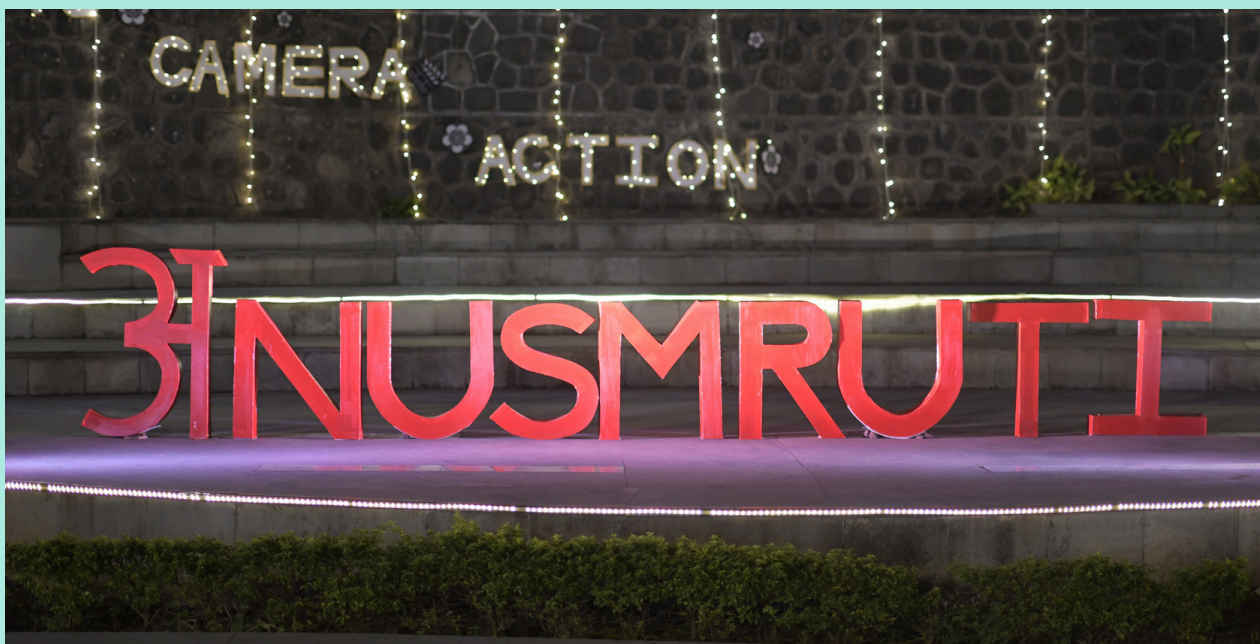


An SIIB Publication

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# REKINDLE

## JANUARY 2026



# CONTENTS



- 01 Anusmruti
- 02 Bizooka 12.0
- 03 TRIZ Workshop - CII Yuva
- 04 Republic Day
- 05 Sales Fair
- 06 Club Activities
- 07 Guest Lectures
- 08 Feather in the Cap
- 09 E-cell column
- 10 Faculty Achievements
- 11 Student Achievements

## WORD OF THE MONTH

**“ Alacrity ”**

Brisk and cheerful readiness



On 10th January, 2026, ANUSMRUTI, the Annual Alumni Meet of SIIB, Pune, was celebrated with pride and warmth, bringing together alumni from across generations to honour excellence, leadership, and the institute's enduring legacy. The event reflected SIIB's strong alumni connect and reinforced lifelong bonds between the institution and its alumni network

The programme was graced by Dr Alka Maurya, Director, SIIB, and Dr Dipen Paul, Deputy Director, SIIB, along with faculty members and alumni from multiple batches. A special highlight was the presence of Dr Rajani Gupte, Former Director of SIIB, who reflected on the institute's journey, values, and its lasting relationship with alumni, inspiring a sense of pride and nostalgia.

Anusmruti 2026 held special significance as SIIB hosted the Silver Jubilee Batch of 1999–2001, marking 25 years of their association with the institute, alongside alumni from the 1994–1996, 2004–2006, and 2014–2016 batches. A curated video presentation showcased SIIB's evolution and institutional milestones over the years.

The SIIB Alumni Awards 2026 recognised distinguished alumni for achievements across leadership, entrepreneurship, sustainability, institutional contribution, and global impact. The evening also featured a cultural performance by Team Kshitij, SIIB's flagship social responsibility initiative, adding vibrancy and emotional depth to the celebrations.

The event concluded with a vote of thanks by Dr Suchita Jha, Faculty Incharge, Alumni Relations Committee, followed by a symbolic cake-cutting ceremony. ANUSMRUTI 2026 concluded as a dignified celebration of SIIB's legacy, achievements, and enduring alumni connections.



On 30th January, 2026, the Entrepreneurship Cell at SIIB, Pune successfully hosted its annual flagship event, Bizooka 12.0, a national-level business plan competition, at the SIIB Auditorium. The event was conducted around the theme “From Ideas to Impact: Inclusive Startups for a Digital Economy,” highlighting innovation, entrepreneurial thinking, and practical business solutions within India’s evolving startup ecosystem.

The event commenced with the ceremonial lighting of the lamp, followed by the felicitation of the distinguished panellists. Dr Alka Maurya, Director, SIIB, addressed the gathering and expressed strong support for the initiative, emphasising the importance of platforms like Bizooka in nurturing future-ready entrepreneurs.

A key highlight of the event was the keynote address by Ms. Alina Alam, Founder, Mitti Café, who inspired the audience by sharing her entrepreneurial journey and demonstrating how social enterprises can drive meaningful and inclusive impact.

The competition witnessed participation from finalist teams representing premier institutes across the country, shortlisted through rigorous preliminary rounds. Each team presented its business plan before an eminent jury, showcasing innovative ideas aligned with the event’s central theme.

- Winner: Team Project Kanchan from IIM Udaipur, led by Aditya C. Boricha
- First Runner-Up: Team Earthloom from IIT Delhi, led by Vartika Verma

Following the competition, a panel discussion was held featuring founders from diverse sectors, including artificial intelligence, fintech, healthcare, and premium brands. The panel comprised Mr Omkar Patil (CTO, Pienomial), Ms Nitika Garg (Founder & CEO, Sonrisa Healthcare), Mr Kabir Kate (CMO, Solitario Diamonds), Mr Hrishikesh Khairnar (Founder, Kwigreply), and Mr Sumeet Pareek (Founder, Loan InTouch). Dr Suchita Jha, Faculty Head of the Entrepreneurship Cell at SIIB, moderated the session.

The discussion offered students valuable insights into real-world entrepreneurial challenges and opportunities, enabling direct interaction with industry leaders shaping India’s startup landscape.



On 24<sup>th</sup> January, 2026, SIIB, Pune hosted the CII-YI Workshop on Theory of Inventive Problem Solving (TRIZ) 2025, aimed at strengthening structured innovation and analytical problem-solving among students. The session commenced with the YI anthem “Choolenge Aasman”, followed by the welcome and introduction of dignitaries, resource persons, and participants.

The gathering was addressed by Dr Alka Maurya, Director, SIIB, who highlighted the importance of industry-academia collaboration in enhancing practical learning and future-ready skills. This was followed by the felicitation of the guest speakers and resource persons.

The core workshop was conducted by Mr Rohan Turior, Facilitator and Yi Pune Innovation Chair, who led an engaging and in-depth session on TRIZ. He introduced participants to the fundamentals of design thinking and problem-solving, explaining how TRIZ offers a systematic and scientific approach to innovation. The session covered key concepts such as problem identification, contradiction resolution, technology strategy, TRIZ tools, and their global evolution.

The workshop featured interactive group activities, including functional analysis exercises and a case discussion on a mousetrap, enabling participants to apply TRIZ principles through system analysis, functional modelling, and trimming. The hands-on exercises encouraged collaborative learning and practical application of concepts.

The programme concluded with a vote of thanks, encouraging participants to apply TRIZ-based approaches to academic and professional challenges. Overall, the workshop proved to be a highly enriching learning experience, offering valuable insights into structured innovation and systematic problem-solving.



On 26th January 2026, SIIB, Pune commemorated the 77th Republic Day of India with pride and patriotic zeal at the Symbiosis Infotech Campus (SIC). The celebrations were hosted by the Symbiosis Centre for Management and Human Resource Development (SCMHRD) and commenced at 8:00 A.M., marking the significance of the day with solemnity.

On this distinguished occasion, Dr Akhil Damodaran, Director, SCMHRD, had the honour of hoisting the National Flag, filling the campus with a spirit of unity and national pride. The event was graced by the esteemed presence of Dr Dhanya Pramod, Director, SCIT, Dr Alka Maurya, Director, SIIB, and Col. S.K. Mishra, Campus Administrator, SIC, who joined the gathering in paying tribute to the Constitution and the democratic values of the nation.

Following the flag hoisting, the National Anthem was sung with reverence by the attendees. The celebrations then progressed with a cultural programme that reflected the diversity and vibrancy of India. A melodious musical performance set a patriotic tone, stirring feelings of pride and collective responsibility, followed by an energetic dance performance that highlighted India's rich cultural heritage and unity in diversity.

The 77th Republic Day celebration at SIC stood as a powerful reminder of the ideals of justice, liberty, equality, and fraternity enshrined in the Constitution, while reinforcing the shared commitment of the Symbiosis community towards nation-building as responsible citizens of India.



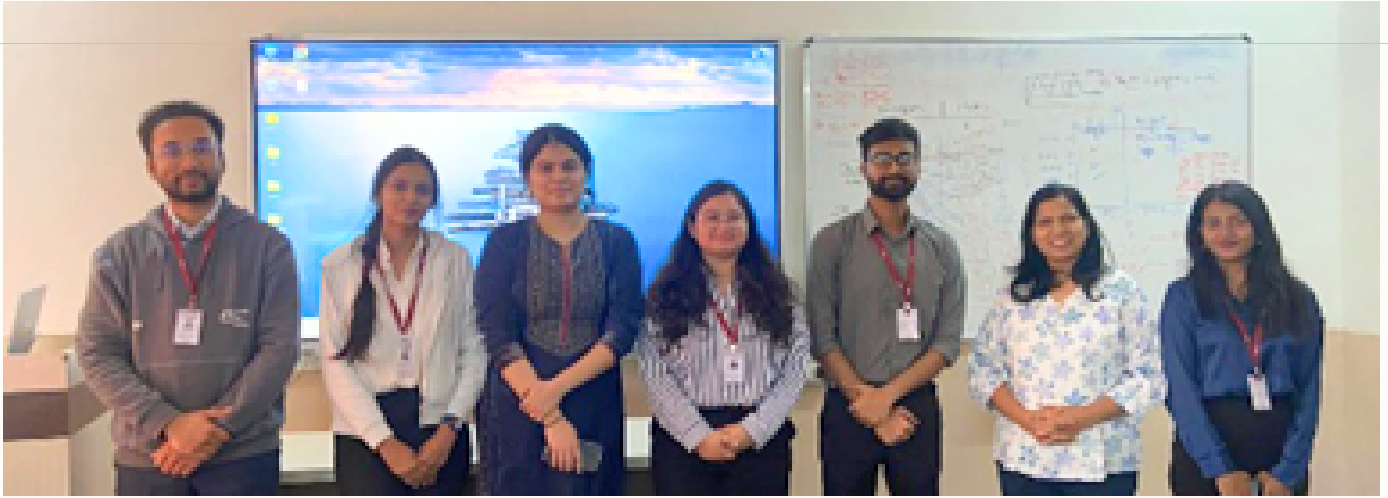
On 31st January 2026, the Batch of MBA 2025–2027 witnessed a vibrant and experiential learning initiative through the Sales and Marketing Fair at the SIIB campus, conducted as part of an academic evaluation to provide students with hands-on exposure to real-world selling and marketing practices. The fair featured multiple student-managed stalls offering a wide range of food products and interactive game-based activities, creating a dynamic marketplace atmosphere and encouraging active participation from Batch 2024-26 and Batch 2025-27.

Drawing on the principles of experiential learning, the fair enabled students to practically apply concepts of product positioning, pricing strategies, customer engagement, sales pitching, promotion, and on-ground operations. Participants were responsible for end-to-end stall management, including product planning, branding, communication with customers, managing footfall, handling transactions, and responding to live consumer feedback. The event also highlighted the importance of teamwork, time management, creativity, and adaptability in a competitive selling environment.

The fair witnessed enthusiastic footfall throughout the day, with students actively engaging with different stalls, evaluating offerings, and participating in the games and activities designed to enhance customer experience. The interactive nature of the fair allowed participants to gain valuable insights into consumer behaviour, impulse buying patterns, and the impact of visual merchandising and persuasive communication on sales performance.

Beyond business execution, the Sales Fair served as a meaningful platform for collaborative learning, peer interaction, and leadership development. The event concluded on a highly positive note, with students reflecting on the challenges and learnings from live selling scenarios, making the fair a practical and impactful learning experience for the entire cohort.

# Club Activities



## Markadiction

- AI Studio Masterclass
- Marketing Quiz Session
- Group Discussion



## GLOBEX

- Testing Global Acumen: A Deep Dive into International Business Dynamics
- Geopolitics, Oil, and Strategy: Decoding the US-Venezuela-Greenland-Nexus

# Club Activities



## ENECON

- Group Discussion on Sustainability Management Topics
- Case study Solving
- Reciprocal teaching on the sustainability report of Reynolds



## HR CONNECT

- Fairness at work: Jobs, Grades and Rewards
- HR Lens on Modern Times

# TIMELINE OF GUEST LECTURES

- **09th January 2026 -** **Dr Niti Bhasin, Professor | Delhi School Of Economics**
- **09th January 2026 -** **Mr Atul Jindaani, Senior Vice President | Marsh**
- **16th January 2026 -** **Mr Sunil Gadgil, General Manager India | Duracell**
- **17th January 2026 -** **Mr Prakash Singh, Associate Professor | Saudi Electronic University**
- **20th January 2026 -** **Mr Anurag Salunke, Founder & Director | Xshesh NeuroMarketing Labs Pvt. Ltd.**



## Dr Niti Bhasin

Professor | Delhi School of  
Economics



*The session by Dr. Niti Bhasin examined India's macroeconomic resilience amid global uncertainty, highlighting the role of strong domestic demand, strategic manufacturing initiatives, and export diversification in strengthening economic stability and sustaining strategic autonomy in a fragmented global order.*

On 09th January 2026, SIIB hosted Dr Niti Bhasin, Professor at the Delhi School of Economics, for an insightful guest lecture, "India's Resilience Amidst Global Headwinds." Against the backdrop of global economic uncertainty, the session offered a strategic overview of India's macroeconomic positioning. Dr. Bhasin contextualised India's growth trajectory by underscoring the role of strong private consumption and a substantial foreign exchange reserve of USD 706 billion (as of September 2024) in reinforcing domestic economic stability despite a cautious global outlook.

Delving into the drivers of this resilience, Dr Bhasin highlighted a clear sectoral divergence between goods and services. She further emphasised the government's policy-led interventions, including the Production-Linked Incentive (PLI) scheme and enhanced logistics frameworks, aimed at repositioning India from a consumption-led economy to a globally competitive manufacturing base.

A central theme of the lecture was India's strategic response to an increasingly fragmented multilateral trade order. With the World Trade Organization's dispute resolution mechanism constrained due to the non-functioning Appellate Body, India has intensified efforts toward export diversification through Free Trade Agreements with the EU, UAE, Australia, and several African and Latin American economies. Concluding with an application of the Mandala Theory in contemporary geopolitics, Dr Bhasin contrasted the strategic developments of the Gwadar and Chabahar ports and linked them to evolving regional power dynamics. She noted that India's moderated Current Account Deficit of 0.6% of GDP supports strategic autonomy, leaving students with the key takeaway that India's resilience lies in robust domestic demand and its agility in forging high-value bilateral partnerships.

# Risk to Growth: How Companies Use Credit Risk Management to Scale Safely

January  
09th, 2026



## Mr Atul Jindaani

Senior Vice President,  
Marsh



*The session by Mr. Atul Jindaani focused on the role of credit risk management in enabling safe business growth, highlighting risk consulting, global risk trends, and the importance of trade credit and trade finance in helping organisations manage uncertainty and scale sustainably.*

On 09th January 2026, SIIB hosted Mr. Atul Jindaani, Senior Vice President at Marsh, for an insightful guest lecture on “Risk to Growth: How Companies Use Credit Risk Management to Scale Safely.” Mr. Jindaani began by introducing Marsh, outlining its global presence, key business verticals, and revenue streams, and explaining how the organisation supports companies in identifying, assessing, and managing diverse forms of risk to enable sustainable and secure business growth.

Mr. Jindaani explained how organisations evaluate uncertainty and exposure before making strategic growth decisions and highlighted Marsh’s collaboration with the World Economic Forum in publishing the annual World Risk Report, which currently identifies state-armed conflict as the most significant global risk. He also shared insights into the insurance industry, noting that general insurance is among the fastest-growing segments due to increasing geopolitical tensions, economic volatility, and rising demand for comprehensive risk coverage.

The session further explored the concepts of trade credit and trade finance as essential enablers of safe business expansion. Trade credit was described as a tool that allows firms to offer flexible payment terms while managing counterparty risk, while trade finance was discussed as a mechanism to reduce payment and performance risks in international trade. Mr Jindaani introduced a practical framework for assessing risk exposure ( $\text{Risk Exposure} = \text{Risk Probability} \times \text{Risk Impact}$ ) to help organisations prioritise risks and allocate resources effectively. The session concluded with an interactive Q&A segment addressing career opportunities in risk consulting, the role of credit risk management in corporate growth, real-world applications of risk assessment, and the future of the insurance and risk management industry.

January  
16th, 2026

# Cultural Fit - A Key Building Block for a Successful Career



## Mr Sunil Gadgil

General Manager India,  
Duracell



*The session by Mr. Sunil Gadgil examined how cultural fit, leadership experiences, and strategic marketing practices shape long-term career success and organisational growth, offering students practical insights into navigating professional challenges while aligning with corporate values.*

On 16th January 2026, SIIB hosted a guest lecture on “Cultural Fit – A Key Building Block for a Successful Career” in collaboration with Duracell, bringing together students from the Junior IB batch for an engaging interaction with senior industry leadership. The session was led by Mr. Sunil Gadgil, General Manager India at Duracell, who shared valuable insights from his professional journey, highlighting key successes as well as challenges encountered along the way.

Drawing from his experience as an alumnus of SIBM Pune, Mr. Gadgil reflected on how his academic foundation influenced his leadership style and decision-making approach. He spoke in detail about his longest professional association with Nivea, where he successfully scaled the business through strategic marketing initiatives and effective team leadership, driving sustained growth over multiple phases. His narrative offered students practical perspectives on navigating corporate careers while maintaining alignment with organisational culture.

The session witnessed active student participation, with thoughtful questions reflecting growing awareness of marketing and career planning. Designed to bridge learning with real-world insight, the interaction also demonstrated the student community's intellectual engagement and creative mindset. The proceedings concluded with a formal vote of thanks and felicitation of the guest by Mr Shekhar Manelkar, Faculty of HR, SIIB, in appreciation of the enriching session. The event left a lasting impact on participants and further reinforced SIIB's commitment to strengthening academic-industry collaboration.



## Mr. Prakash Singh

Associate Professor - E -  
Commerce Department,  
Saudi Electronic University



*The session by Dr. Prakash Singh highlighted how global brands design business models and create value across international markets.*

On 17th January 2026, SIB, Pune, hosted an interactive guest lecture by Dr Prakash Singh, Associate Professor in the E-Commerce Department at Saudi Electronic University, on the topic "Business Model Design and Implementation: A Practice-Oriented Workshop Using the Business Model Canvas." The session was designed as a practice-oriented workshop and incorporated Mentimeter-based activities to promote active student participation. Students analysed international marketing strategies adopted by global companies such as WhatsApp, Amazon, McDonald's, and Apple Music, enabling them to explore how brands operate across different international markets. The interactive format encouraged participants to think from a global marketing perspective and engage critically with real-world business scenarios.

Dr Singh explained the four types of value in marketing: functional, monetary, social, and psychological, and demonstrated how organisations create and communicate these forms of value across international markets. Through real company examples, WhatsApp was discussed for its strong functional value and widespread global adoption, Amazon for its localisation strategies and efficient logistics that generate both functional and monetary value, and McDonald's for its ability to adapt menus to local preferences, thereby creating social and psychological value. Apple Music was highlighted as an example of a digital service offering personalised user experiences across borders.

The session concluded with a hands-on activity on the Business Model Canvas, familiarising students with the nine key elements of a business model. The workshop effectively combined conceptual learning with experiential activities, reinforcing key ideas related to international marketing and business model design while enhancing students' analytical and strategic thinking skills.



## Mr Anurag Salunke

Founder & Director,  
Xshesh NeuroMarketing Labs  
Pvt. Ltd.



Mr Anurag Salunke

*The session introduced participants to the growing intersection of neuroscience and marketing, offering a broad perspective to understand consumer behaviour.*

On 20th January 2026, SIIB, Pune hosted an insightful guest lecture on “The Future of Marketing - Neuromarketing” by Mr. Anurag Salunke, Founder Director, Xshesh NeuroMarketing Labs Pvt. Ltd., for students of MBA-IB (Marketing Specialization). The session introduced participants to the growing intersection of neuroscience and marketing, offering a forward-looking perspective on how brands are increasingly relying on brain-based insights to understand consumer behaviour more accurately.

Mr. Salunke began by explaining the limitations of traditional market research methods, particularly the gap between what consumers say and what they actually feel or do. He elaborated on how neuromarketing tools, such as eye-tracking, facial coding, EEG mapping, and biometric analysis, help decode subconscious responses, emotional triggers, and attention patterns. By analysing real-time neural and physiological reactions, brands are able to design more effective campaigns, packaging, advertisements, and user experiences grounded in behavioural science rather than assumptions.

The lecture further explored how neuromarketing is reshaping decision-making processes across industries by enabling data-driven creativity. Through real-world case illustrations and interactive discussions, Mr. Salunke demonstrated how understanding emotional engagement and cognitive load can significantly enhance brand recall and customer loyalty. He emphasised that the future of marketing lies in blending analytical rigour with psychological insight to create authentic, consumer-centric strategies. The session concluded with an engaging interaction, encouraging students to critically examine the ethical dimensions and strategic applications of neuroscience in marketing practice.

# The Alchemy of Inclusion: Redefining the Indian Culinary Landscape

E-Cell  
Column



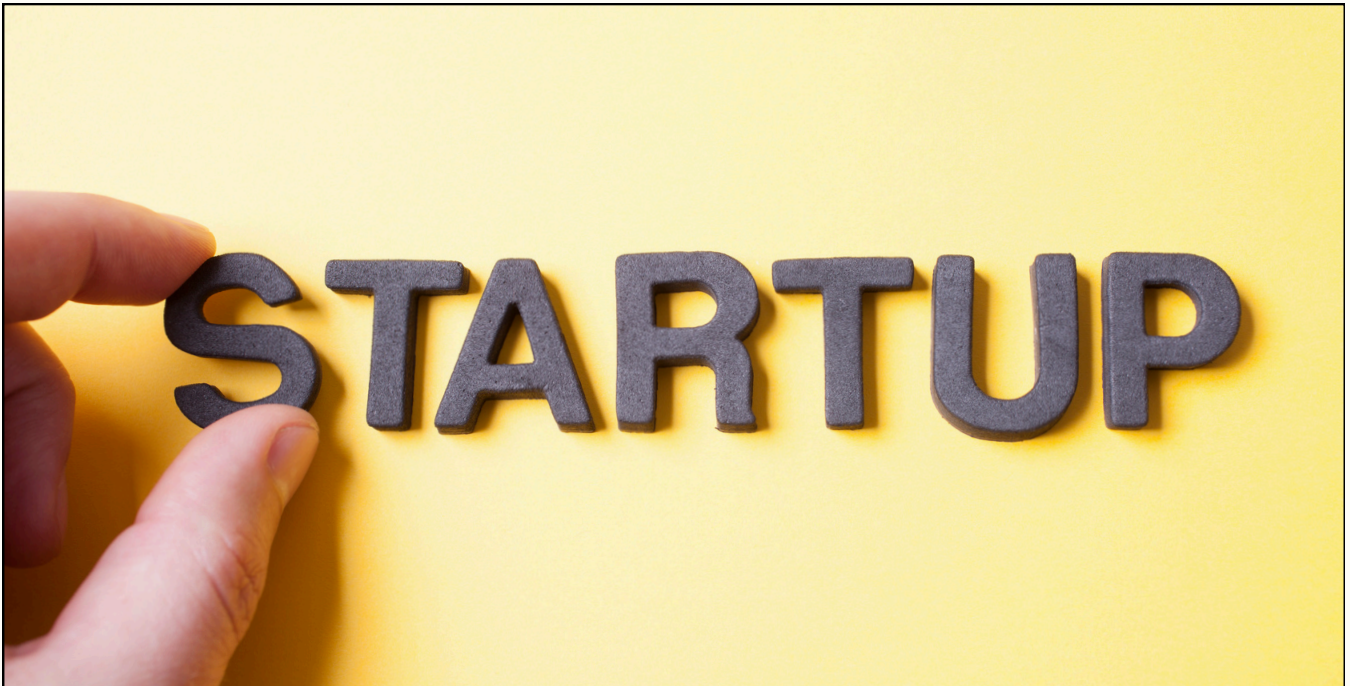
In the contemporary theatre of Indian entrepreneurship, a profound metamorphosis is unfolding. Beyond the relentless pursuit of valuation and market dominance, a new vanguard of social enterprises is emerging, predicated on the radical notion of radical inclusivity. These ventures are not merely businesses with a conscience; they are architects of a more equitable societal fabric, leveraging the hospitality sector as a medium for systemic change. At the heart of this movement lies Mitti Café, an enterprise that has transitioned from a modest outreach initiative into a formidable national symbol of empowerment.

Mitti Café operates as a sophisticated ecosystem designed to dismantle the barriers confronting adults with physical, intellectual, and psychiatric disabilities. By providing experiential training and gainful employment, it transforms individuals often marginalised by traditional corporate structures into self-reliant professionals. The organisation's philosophy is embedded in its very name, Mitti, suggesting that despite our diverse capabilities, we originate from the same elemental earth. This ontological unity is the foundation of their operations, with every cup of coffee served reflecting the untapped potential of the neurodiverse workforce.

However, Mitti Café is not a solitary beacon. The Indian gastronomic map is increasingly dotted with inclusive establishments such as Echoes and Mirchi & Mime. These restaurants have pioneered the integration of speech and hearing-impaired staff, utilising innovative communication tools and sign language to bridge the gap between service providers and patrons. As India marches toward its vision of a Viksit Bharat by 2047, the democratisation of entrepreneurship through inclusivity will be pivotal. These inclusive ventures remind us that the true measure of a startup's success is not just its return on investment, but its ability to return dignity to the disenfranchised.

# From Living Rooms to Boardrooms: The Rise of Startup Culture in India

E-Cell  
Column



The way Indian families talk about careers has changed completely. In the past, most people wanted the security of a government job or a position in a big corporation. Today, everyone is talking about startups, funding, and new business ideas. This change is largely due to the "Mainstreaming of Entrepreneurship" through popular TV shows and digital platforms. Leading this movement is Shark Tank India, a show that has explained the complicated world of business funding to the everyday person. By bringing business pitches into our living rooms, terms like "Equity," "Scalability," and "Unit Economics" have become common knowledge.

Shark Tank India is more than just a TV show; it is a classroom for the entire country. For the first time, aspiring founders from small towns can watch how experienced investors (the "Sharks") judge a business. This gives them a clear guide on how to build their own companies. However, the success of Shark Tank has also led to many other regional shows and platforms that are helping to spread innovation even further.

In South India, shows like Startup Singam in Tamil Nadu and Nenu Super Woman in the Telugu states have become very popular. These programs focus on local business needs and specifically help women entrepreneurs. At the same time, digital platforms like Bharat Ke Super Founders and fashion focused shows like Pitch to Get Rich are creating special opportunities for specific industries. These platforms are vital because they give a stage to founders who might not have the connections to meet big investors in Mumbai or Bengaluru. It is inspiring a whole generation to stop looking for jobs and start creating them instead.

# FACULTY ACHIEVEMENTS

Prof. Dr Alka Maurya, Director, SIIB, recently represented SIIB as a Session Chair at the Association of International Business (AIB) South Asia Chapter Conference at IIFT Kolkata. During the event, she shared expert insights into the complexities of Emerging Markets and the essential role of Gender and Diversity within modern MNEs.

This participation underscores the institution's ongoing commitment to impactful global research.

SIIB, Pune is proud to celebrate the academic milestones of its esteemed faculty.



The graphic is a celebratory announcement for a faculty member. It features the SIIB logo in the top left corner. The main title 'FACULTY ACHIEVEMENTS' is centered in a bold, blue font. Below the title is a portrait of Dr. Alka Maurya, a woman with dark hair and glasses, wearing a pink and gold saree. The background of the graphic is light yellow with a pattern of small orange dots and confetti. At the bottom, there is a dark blue section with white text that reads 'Congratulations DR. ALKA MAURYA DIRECTOR, SIIB'. A light blue box at the very bottom contains a short paragraph describing her recent participation at the AIB South Asia Conference.

**SIIB**

**FACULTY ACHIEVEMENTS**

*Congratulations*  
**DR. ALKA MAURYA**  
DIRECTOR, SIIB

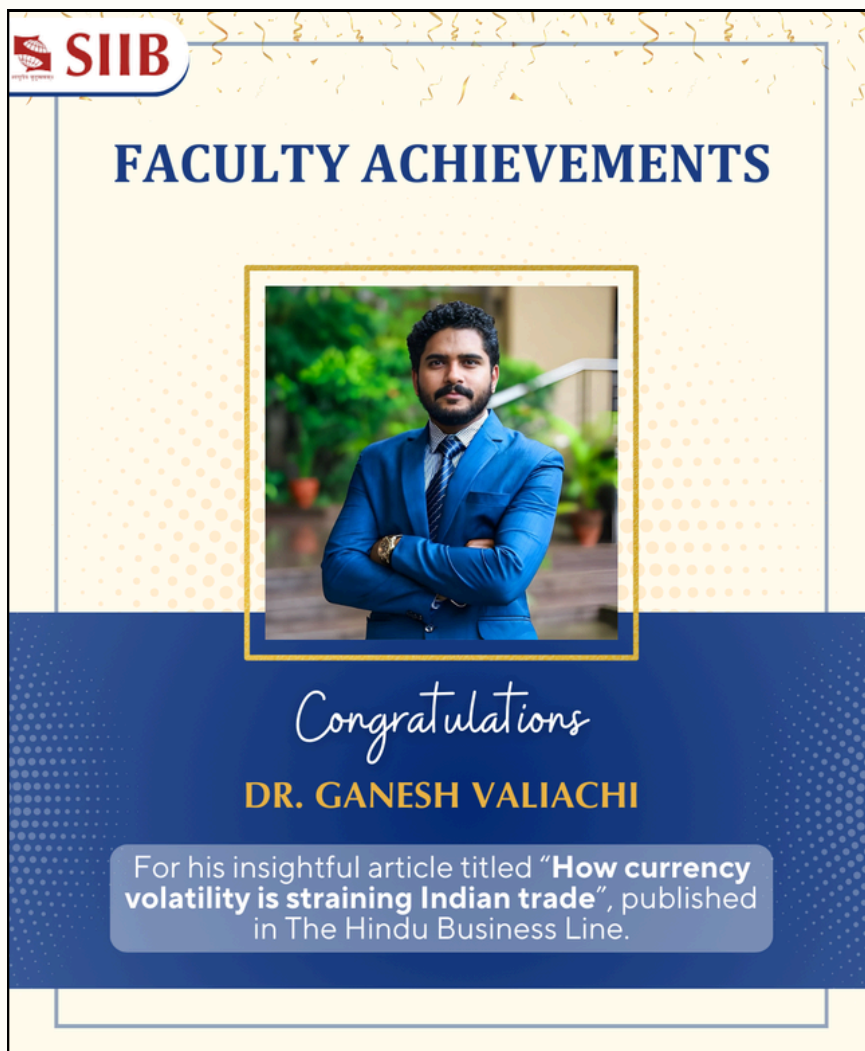
Represented SIIB as a Session Chair at the AIB South Asia Conference (IIFT Kolkata), sharing insights on Emerging Markets and Gender Diversity.

# FACULTY ACHIEVEMENTS

We take immense pride in congratulating Dr. Ganesh Valiachi, Assistant Professor and Faculty of International Business, on the publication of his insightful article titled “How currency volatility is straining Indian trade” in The Hindu Business Line.

Dr. Valiachi’s work offers a nuanced analysis of exchange rate fluctuations and their implications for India’s trade dynamics, reflecting his strong expertise in international finance, macroeconomic policy, and global markets. His research contributes meaningfully to contemporary discussions on trade resilience and policy response.

At SIIB, such scholarly achievements reaffirm the institute’s commitment to research-driven learning that bridges theory, policy, and industry practice, inspiring students to engage with real-world economic challenges through informed and critical perspectives.



The graphic features the SIIB logo in the top left corner. The title 'FACULTY ACHIEVEMENTS' is centered in a blue serif font. Below it is a portrait of Dr. Ganesh Valiachi, a man with a beard wearing a blue suit and tie, with his arms crossed. The background of the graphic is light yellow with a pattern of small orange dots. A dark blue banner at the bottom contains the text 'Congratulations DR. GANESH VALIACHI' and a white box with the text 'For his insightful article titled "How currency volatility is straining Indian trade", published in The Hindu Business Line.'

**SIIB**

**FACULTY ACHIEVEMENTS**

*Congratulations*  
**DR. GANESH VALIACHI**

For his insightful article titled “**How currency volatility is straining Indian trade**”, published in The Hindu Business Line.

# FACULTY ACHIEVEMENTS

SIIB, Pune, extends its heartfelt congratulations to Dr Suchita Jha, Associate Professor and Head of Marketing, on the publication of her insightful research paper titled “Exploring Generation Z Motivations to Use Metaverse for Travel Planning.”

Published in the International Journal of Tourism Research, the study offers valuable insights into Gen Z’s evolving digital behaviour and the growing role of the metaverse in shaping travel planning decisions, contributing meaningfully to contemporary tourism and technology discourse.

The journal is indexed in Scopus, Web of Science, ABDC, and ABS, holds an ABDC Category A rating, a Q1 ranking, an Impact Factor of 5.7, and a CiteScore of 7.9, underscoring its strong academic standing and global relevance.

Paper Title	Exploring Generation Z Motivations to Use Metaverse for Travel Planning
Index	Scopus, Web of science , ABDC, ABS
Metrics	Impact Factor- 5.7, Quartile- Q1, ABDC- A, ABS- 2, and Cite Score- 7.9

# FACULTY ACHIEVEMENTS

IIB, Pune, extends its heartfelt congratulations to Dr Vandana Mehta, Assistant Professor and Faculty of Marketing, on the successful publication of her insightful research paper titled “Interconnection between AI capabilities, marketing capabilities, and marketing effectiveness: moderating impact of technology turbulence”.

Published in the Journal of Strategic Marketing, the paper presents a comprehensive examination of how artificial intelligence capabilities integrate with marketing competencies to enhance marketing effectiveness, particularly in environments marked by technological turbulence. The study offers valuable insights for both academia and industry practitioners navigating technology-driven marketing landscapes.

The journal is indexed in Scopus (Q-1), ranked A in the ABDC list, and 2 in ABS ranking, with an impact factor of 4.2 and a CiteScore of 10.3.



**SIIB** **Research Chronicle**

## Congratulations

for successful publication in

*“Journal of Strategic Marketing”*

**Dr. Vandana Mehta**  
Assistant Professor

Paper Title	Interconnection between AI capabilities, marketing capabilities, and marketing effectiveness: moderating impact of technology turbulence
Index	Scopus, ABDC, ABS
Metrics	Impact Factor- 4.2, Quartile- Q1, ABDC- A, ABS- 2 and Cite Score- 10.3

# FACULTY ACHIEVEMENTS

SIIB, Pune, extends its heartfelt congratulations to Dr Sushant Malik, Head of Agribusiness and Dr Jeevan Nagarkar, Head of Finance, on the successful publication of their research paper in the journal Investment Management and Financial Innovations.

Their paper, titled "Domestic institutional investors' integration with Nifty 50 in the Indian equity market," presents a rigorous analysis of market dynamics, offering valuable insights into institutional investment behaviour and its interaction with benchmark indices in the Indian equity market. The study makes a meaningful contribution to contemporary discourse in finance and investment research.

The journal is indexed in Scopus (Q1), and the publication holds strong academic credentials, with a Quartile Q1 ranking, ABDC Category B, and a CiteScore of 2.8, underscoring the quality, relevance, and global recognition of its research work.

The graphic is a vertical rectangle with a green-to-blue gradient background. At the top left is the SIIB logo, and at the top right is the Research Chronicle logo. The word "Congratulations" is written in large white font in the center. Below it are two portraits: Dr. Sushant Malik on the left and Dr. Jeevan Nagarkar on the right. Under each portrait is their name and title. Below the portraits, the text reads "for successful publication in" followed by the journal title in quotes. At the bottom, there is a table with two columns: "Paper Title" and "Index Metrics".

Paper Title	Domestic institutional investors' integration with Nifty 50 in the Indian equity market
Index	Scopus
Metrics	Quartile- Q1, ABDC- B, and Cite Score- 2.8

# STUDENT'S ACHIEVEMENTS

## Student Achievements

SIIB, Pune, extends its heartiest congratulations to Mr Gagan Hegde on receiving the continuation of the IIT Scholarship for the academic year 2025–26.

This recognition reflects his academic excellence and dedication as an IIT graduate who enrolled in the Postgraduate Program at SIIB.

SIIB is immensely proud of his accomplishment and wishes him continued success in his academic journey and future endeavours.



# STUDENT'S ACHIEVEMENTS

## Student Achievements

We extend our heartfelt congratulations to Atmadeep Upadhyay (MBA-Agri Business), Diksha Sharma (MBA-Agri Business), and Yogitha Yadav Nalla (MBA-Energy & Environment) from the Batch of 2024-26 for securing the Runner-Up position at the Trial by Fire – Season 12 Quiz Competition held at XLRI Jamshedhpur

Their remarkable performance reflects their strong conceptual clarity, teamwork, and commitment to academic excellence. Competing against some of the brightest minds from premier institutions, they showcased SIIB's spirit of intellectual rigour and competitive excellence.

We are immensely proud of their achievement and wish them continued success as they scale new heights in their academic and professional journeys.



# CONTACT US



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