

भारतीय प्रबंधन संस्थान जम्मू

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Press Release

IIM Jammu hosts Interactive Session with Dr. Gurdeep Singh Raina, The University of Texas Permian Basin

25th June 2024, Jammu: The Indian Institute of Management (IIM) Jammu, under the leadership of Prof. B.S. Sahay, Director, IIM Jammu, organized an interactive session for students, Ph.D. scholars, and incubates at its Jagti Campus on June 25, 2024. The session was conducted by Dr. Gurdeep Singh Raina, Assistant Professor, College of Business, Department of Management Marketing, The University of Texas Permian Basin. The session began with a formal introduction, where MBA students, Ph.D. scholars, and incubates shared their career aspirations.

During his address to the MBA students, Dr. Gurdeep Singh Raina, Assistant Professor, College of Business, Department of Management Marketing, The University of Texas Permian Basin, emphasized the importance of being specific in life, asking questions, accumulation of knowledge, networking, staying updated with current affairs, understanding business competition, and recognizing disparities across generations and genders. He highlighted that human development is influenced by both nature and nurture.

In his address to the Ph.D. students, he discussed righteous research practices, research methodology, and the challenges faced by Ph.D. scholars in their first year. He provided advice on presenting research papers effectively to avoid rejections and discussed the concept of social premium. Addressing the incubates at the Centre for Innovation, Entrepreneurship, and Skill Development, IIM Jammu he spoke about the specific challenges faced by entrepreneurs. He covered topics such as positioning, value chain analysis, identifying gaps, offering solution-oriented business approaches, segment identification, and the importance of field experience.

Dr. Muqbil Burhan, Chairperson, Centre for Innovation, Entrepreneurship, and Skill Development, IIM Jammu, provided an overview of the centre's activities and welcomed Dr. Gurdeep Singh Raina to IIM Jammu. As a token of appreciation, Dr. Muqbil Burhan presented a memento to Dr. Gurdeep Singh Raina on this momentous occasion.

Present on the occasion were Dr. Anand Kumar S, Assistant Professor, IIT Jammu, Dr. Vivek Sharma, Chief Innovation Officer, Centre for Innovation, Entrepreneurship, and Skill Development, IIM Jammu, and Shri Naren Karunakaran, Consultant at the Center for Diversity and Inclusion, IIM Jammu, along with other officers and staff of the Institute.

With such interactive sessions, IIM Jammu is committed to fostering a dynamic and engaging learning environment that nurtures future leaders, innovative researchers, and successful entrepreneurs.

For any media-related queries, pls contact:



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Glimpses from the Interactive Session of Dr. Gurdeep Singh Raina, University of Texas Permian Basin



