

# Jagannath Research, Consultancy and Training Center (JRCTC)

**Igniting Minds, Leading Innovation. Shaping Tomorrow**

Nestled under the esteemed banner of **Jagannath International Management School, Kalkaji, JRCTC** is your premier destination for **groundbreaking** research, **strategic** consultancy, and **transformative** training programs. With over **25 years** of institutional excellence and a combined 200 years of expertise from our distinguished faculty who bring a unique blend of industrial and academic experience, JRCTC integrates cutting-edge industry knowledge with academic rigor, establishing a premier center of thought leadership and progress.

**About JIMS:** Over 25+ years of journey, JIMS has established and upheld the highest benchmarks of professional development not just in North India but also in the country. The Institute runs PGDM and PGDM (IB) programmes approved from AICTE and AIU and is nationally accredited by NBA and Internationally accredited with South Asian Quality Assurance System (SAQS). We are also the member of AACSB and in the process of getting Accredited.

JIMS has also been honored with prestigious awards, accolades and rankings. such as 9th Best B School of North India and 19th Best B-School in India by TOI B-School Survey, A+++ by Business India and 12th Best B-School for Learning Experience by Business Today.

Here's a snapshot of what we do:

## **Research**

- Purpose: Conducts original, in-depth research on various topics depending on the organization's field of specialization (e.g., economics, business, technology, social sciences, etc.).

## **Activities**

- Data collection, analysis, and reporting.
- Policy studies, case studies, and trend analysis.
- Publication of research papers, reports, and white papers.

## **Target Audience**

- Governments, industries, NGOs, academia, and other stakeholders interested in evidence-based solutions and insights.

## Consultancy

- **Purpose:** Offers expert advice and solutions to organizations and individuals.

### Activities:

- Providing strategic guidance, technical expertise, and practical solutions for business problems.
- Project planning, implementation, and monitoring.
- Helping clients improve performance, streamline operations, or achieve specific objectives.

**Target Audience:** Public and private sector organizations, businesses, governments, and non-profit institutions.

## Training

- **Purpose:** Facilitates skill development, capacity building, and continuous learning.
- **Activities:** Designing and delivering workshops, seminars, and certification programs. Leadership development, technical skills enhancement, and professional development courses.
- **Target Audience:** Professionals, students, and employees seeking skill enhancement or certifications.

## Why JRCTC?

**Innovative Solutions:** Combining advanced industry practices with scholarly excellence, JRCTC develops innovative solutions to tackle complex challenges and drive progress.

**Comprehensive Services:** Offering tailored research, consultancy, and training services, JRCTC meets diverse needs with specialized, high-impact solutions.

**Thought Leadership:** JRCTC integrates industry trends with academic research, positioning itself as a leader in transformative ideas and cutting-edge research.

## **Projects Completed by Jagannath Research, Consultancy & Training Centre (JRCTC)**

JRCTC has successfully executed a variety of training and consultancy projects across different sectors, providing customized solutions to meet industry-specific needs. Our expertise ranges from financial training to customer satisfaction, digital marketing, HR tactics, communication skills, and wealth management. Below are some key projects completed by JRCTC:

### **GAIL (India) Ltd**

Financial Training – Focused on enhancing financial acumen and decision-making skills for their key management teams.

### **S Chand Group**

HR Tactics & Overcoming Employee Challenges – Delivered tailored HR training to equip their teams with effective employee management strategies.

### **Haldiram's**

Customer Satisfaction & Effective Digital Marketing Strategies – Provided insights and practical strategies to elevate customer satisfaction through digital marketing.

### **Insight Customer Call Solution Ltd**

Soft Skills & Effective Communication Training – Focused on improving client communication and interpersonal skills.

### **HDFC Asset Management Company**

Wealth Management Training – Provided specialized training in wealth management strategies to help their teams navigate financial markets.

# IREDA (Indian Renewable Energy Development Agency)

Hedging Techniques & Strategies – Delivered expert training on risk management and hedging strategies within financial operations.

## Below are some proposed thrust areas of Research & Consulting where we can collaborate:

### ➤ Financing Challenges and Opportunities for SMEs

- **Research:** Analyzing access to finance for SMEs, including barriers to traditional financing and alternative options (crowdfunding, venture capital, etc.).
- **Consultancy:** Developing strategies for improving cash flow management and accessing new funding sources.

### ➤ SME Sustainability and Green Business Practices

- **Research:** Exploring how adopting sustainable practices affects SMEs' competitiveness, reputation, and profitability.
- **Consultancy:** Helping SMEs implement eco-friendly practices and align with environmental regulations.

### ➤ Marketing Strategies in SMEs

- **Research:** Studying the effectiveness of digital marketing, branding, and customer engagement strategies in SMEs.
- **Consultancy:** Crafting personalized marketing plans using data-driven insights and social media tools to expand market reach.

### ➤ Digital Transformation and Technology Adoption

- **Research:** Investigating the impact of adopting digital tools (like ERP, CRM, AI, etc.) on SME performance.
- **Consultancy:** : Assessing the digital maturity of SMEs and developing a roadmap for technology implementation.

## ➤ Talent Management and Workforce Development

- **Research:** Examining the recruitment, retention, and development challenges faced by SMEs.
- **Consultancy:** Offering strategies to attract and retain talent through employee training programs, workplace culture enhancement, and succession planning.

## ➤ Internationalization of SMEs

- **Research:** Studying the factors influencing SMEs' entry into global markets and their success in exporting
- **Consultancy:** Assisting SMEs in crafting international expansion strategies, including market entry methods, trade regulations, and foreign partnerships.

## ➤ Corporate Governance in SMEs

- **Research:** Investigating the role of governance structures in improving accountability, transparency, and decision-making in SMEs.
- **Consultancy:** Advising on governance best practices, such as board structure, internal controls, and strategic leadership.

## Meet the JRCTC Team: Leaders in Research, Consultancy, and Training



**Dr. Anuj Verma**

Director, JIMS

A Doctorate in Finance with an MBA, Sir has over 27 years of teaching, training and consulting experience. An avid reader and tracker of capital markets, He has conducted numerous workshops in different fields like e-finance, Wealth management, derivatives, mutual funds, etc.

Dr Verma has developed an interesting capital market game and has also developed modules like 'Finance for Non-Finance managers' which has benefited

numerous corporate executives from companies' like NHPC, Power Finance Corporation, Druk Green Power Corporation (Bhutan), Tata Motors, etc. Dr Verma has also authored three books. His book on Wealth management is the prescribed text in most B schools. Prior to joining as Director, Prof Verma was the professor in the area of Accounting and Finance with Lal Bahadur Shastri Institute of Management Delhi



## **Dr. Navneet Gera**

Professor and HOD  
(PGDM-IB)

An expert in International Business, Marketing, and Entrepreneurship, Dr. Navneet Gera's 17-year career in academia and industry enables him to guide future global leaders. His passion for fostering entrepreneurial skills sets him apart.

With 27 years of experience, Dr. Anupama Sharma is a leader in Women Entrepreneurship & Empowerment and Financial Management. Her dual expertise in academia and industry provides students with invaluable insights into real-world challenges and solutions. Experience: 27 years, (19- academia, 8- Industry)



## **CA Dr. Anupama Sharma**

Professor & HOD  
(PGDM)



## **Dr. Sanjeela Mathur**

Associate Professor

A champion of Sustainability, Environmental Marketing, and Entrepreneurship, Dr. Sanjeela Mathur brings 24 years of experience to the classroom, inspiring students to think green and innovate responsibly.

With 25 years of extensive experience in Behavioral Economics, Banking, Foreign Exchange & Risk Management, and Financial Literacy, Dr. Neelam Tandon combines her expertise with a passion for financial well-being, shaping the next generation of financial experts. Experience- 25 years (22- academia, 3- industry)



## **Dr. Neelam Tandon**

Professor



## **Dr. Navneet Gera**

Professor and HOD  
(PGDM-IB)

As an IF Certified Executive Coach and India's first IF Certified Purpose Pursuit Coach, I am deeply committed to empowering leaders and organizations to unlock their full potential. With over a decade of experience in coaching and corporate training, I specialize in guiding senior executives, building resilient cultures, and driving transformational change. My approach is rooted in fostering innovation, enhancing leadership capabilities, and inspiring high-performance teams to achieve extraordinary results.

Domains of Expertise:

- Leadership Coaching: Developing visionary leaders who can navigate complexity with confidence.
- Change & Innovation: Facilitating transformative change and nurturing a culture of continuous improvement.
- Building High-Performance Sales Teams: Creating cohesive, motivated teams that consistently exceed targets.
- Purpose Pursuit Coaching: Helping individuals identify their higher purpose and guiding them towards a fulfilling and impactful life journey.



## **Dr. Nupur Rao**

Professor

A dynamic professional with expertise in Urban Development, General Management, and Finance, Dr. Nupur Rao's interdisciplinary approach, coupled with 21 years of experience, nurtures well-rounded managers and leaders.

With 21 years of diverse experience in Digital Marketing, Sales, and Distribution, Vipin Rawat's real-world insights bridge the gap between academia and industry, preparing students for success in the digital age.



## **Vipin Rawat**

Assistant Professor