



EVERLASTING FLAME

A Newsletter from the
Vice-Chancellor's Desk

Vol. 17.0

THIS IS THE SPIRIT OF EVERLASTING

The pioneer of interdisciplinary education in India
With a mission to be at the leading edge of knowledge

A student community of doers
Supported by a faculty community of experts

Imbibing interdisciplinarity
Yet encouraging self-discovery

A nurturing and creative environment
In a world-class campus for diverse interests

A research-oriented approach
Driving change at the grassroots

Learning beyond the classroom
Providing real-world outlook & imparting life-long skills

Rooted in Indian context
Yet global in nature

An experiential journey
A lifelong association

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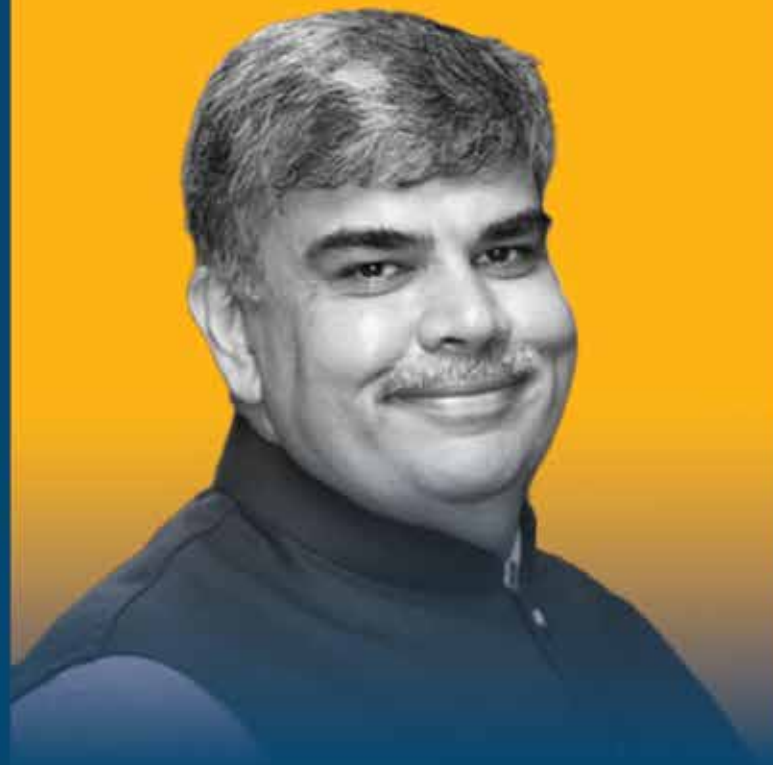
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"As FLAME continues to evolve, our commitment remains unchanged: to create a university where curiosity is encouraged, critical inquiry is valued, disciplines intersect and learning extends well beyond the classroom."

A MESSAGE FROM THE VICE-CHANCELLOR

Dear Reader,

I am pleased to present the 17th edition of Everlasting FLAME, our newsletter that captures the academic, intellectual and community life of FLAME University.

This edition reflects the energy and diversity of a community committed to learning, inquiry and meaningful engagement. Across the University, our faculty continue to contribute to scholarship across disciplines, publishing in leading journals and books, presenting their research at national and international forums and sharing their expertise through academic and media engagements. Their work continues to strengthen the intellectual foundations of FLAME and enrich the learning experience of our students.

Our campus has remained equally vibrant as a space for dialogue, experimentation and exchange. The FLAME Case Conference 2026 brought together academicians, researchers, industry practitioners, students and case writers to engage with contemporary questions in case writing and case-based pedagogy. The Copenhagen Institute of Interaction Design (CIID) Pop-Up School 2026 further exemplified our commitment to interdisciplinary and experiential learning, bringing new perspectives and ways of thinking to our campus.

Our students too have continued to make us proud through their achievements in research, competitions, creative pursuits and global learning opportunities. Their curiosity, initiative and willingness to step beyond the classroom reflect the spirit of a FLAME education.

Our alumni remain an important part of this journey. The recent Alumni Chapter Meets provided opportunities for our community to reconnect, exchange experiences, build relationships and strengthen the bonds that extend well beyond graduation. These gatherings are a reminder that the FLAME experience does not end when students leave our campus; it continues to evolve through the relationships and communities they carry forward.

We are also delighted to welcome new educators to our faculty community and most importantly the Incoming Class of 2026 to FLAME. I hope our newest students make the most of the opportunities that lie ahead: to learn deeply, question thoughtfully, explore widely, collaborate generously and discover new possibilities.

As FLAME continues to evolve, our commitment remains unchanged: to create a university where curiosity is encouraged, critical inquiry is valued, disciplines intersect and learning extends well beyond the classroom.

I invite you to explore this edition of Everlasting FLAME and join us in celebrating the many accomplishments, ideas and relationships that continue to make our community vibrant and distinctive.

Best regards,
Dr. Dishan Kamdar

FACULTY COMMUNITY

Research

In the Media

Other Achievements

New Faculty Members



**LEADING WITH
INTELLECT,
INSPIRING THROUGH
ACTION**



RESEARCH

FLAME faculty is a vibrant community of accomplished scholars who actively engage in cutting-edge research. As thought leaders, they constantly strive to push the boundaries of knowledge. Their remarkable publications are a reflection of their intellectual rigour and scholarly accomplishments. These contributions are the foundation of nurturing an environment of inquiry and innovation.



Prof. Neha Yadav
Faculty of Marketing

Prof. Gitesh Chavan
Faculty of Marketing

Sustainable travel behavior: insights from consumption values, reasoned action, and responsible practices in food waste management

Published in: Asia Pacific Journal of Tourism Research

[KNOW MORE](#)



Prof. Vinod Kumar
Faculty of Digital Marketing and Communications

Aligning technological advancement and ESG performance principles: exploring the role of socio-cultural sensitivity and AI-driven innovation capability

Published in: Behaviour & Information Technology

[KNOW MORE](#)

Decoding Deepfake Perceptions: Trustworthiness, Importance and Behavioral Intention

Published in: Information Systems Frontiers

[KNOW MORE](#)

Hype to hurdles: an exploration of metaverse barriers through grey influence analysis (GINA)

Published in: Marketing Intelligence & Planning

[KNOW MORE](#)



Prof. Amith Vikram
Faculty of Finance

Early Warning signals of high growth: Testing a reverse-Altman model on emerging market firms

Published in: Finance Research Letters

[KNOW MORE](#)

Short-run pain, long-term gain? R&D investment and firm growth in Indian pharma

Published in: The Journal of Technology Transfer

[KNOW MORE](#)

Delivering more than food – exploring the value chain of online food delivery service

Published in: British Food Journal

[KNOW MORE](#)

Challenges and solutions in implementing sustainable digital public infrastructure

Published in: Discover Sustainability

[KNOW MORE](#)



Prof. Juhi Sidharth
Faculty of Public Policy

Prof. Chaitanya Ravi
Faculty of Public Policy

Navigating gendered barriers: A qualitative study of women leaders in India's FinTech sector

Published in: Gender in Management

[KNOW MORE](#)



Prof. Naman Dubey
Faculty of Human Resource Management

Identifying and prioritizing determinants of employer branding

Published in: Acta Psychologica

[KNOW MORE](#)



Prof. Aakash Kamble
Faculty of Marketing

Breaking the boredom-fatigue cycle: How algorithmic awareness protects against social media exhaustion

Published in: Acta Psychologica

[KNOW MORE](#)



District-level changes in low birth weight in India: National Family Health Surveys, 2016 and 2021

Published in: BMC Pediatrics

[KNOW MORE](#)

Prof. Sunil Rajpal
Faculty of Economics



Tracing the developmental arc of matrescence: a phenomenological study of urban Indian mothers

Published in: BMC Women's Health

[KNOW MORE](#)

Prof. Ketoki Mazumdar
Faculty of Psychology



Physics-informed digital twin and onboard control of a brainbot for intelligent active matter

Published in: Physical Review Research

[KNOW MORE](#)

Prof. Jayant Pande
Faculty of Physics



Mode-resolved first passage in catastrophe processes with imperfect absorption

Published in: Results in Physics

[KNOW MORE](#)

Prof. Santosh Kudtarkar
Faculty of Applied Mathematics



A Model for Spinning Non-Stretching Rolie–Poly Fluids

Published in: Journal of Applied Mathematics and Mechanics

[KNOW MORE](#)

Prof. Renu Dhadwal
Faculty of Applied Mathematics



Green Developmentalism? The Political Economy of Hydropower in India in the 21st Century

Published in: Development and Change

[KNOW MORE](#)

Prof. Harsh Vasani
Faculty of International Studies



From branding to voice: how employees co-create the employer brand

Published in: International Journal of Manpower

[KNOW MORE](#)

Prof. Naman Dubey
Faculty of Human Resource Management

Prof. Muhammad Vasil
Faculty of Advertising and Branding



Beyond the Ticker: Graph-Fused Stock Forecasting with Candlestick chart, Temporal, and Relational Intelligence

Published in: 13th ACM IKDD International Conference on Data Science

[KNOW MORE](#)

Prof. Chiranjoy Chattopadhyay
Faculty of Computer Science



Subject combination and the initiatory experience in Śrīvidyā

Published in: Religious Studies

[KNOW MORE](#)

Prof. Tarinee Awasthi
Faculty of History



Effect of social information on competition choice

Published in: Journal of Economic Behavior & Organization

[KNOW MORE](#)

Prof. Srinivasan Murali
Faculty of Economics



Examining the impact of boundary management tactics on stress management among consultants: Mediating role of well-being and work-life balance

Published in: Acta Psychologica

[KNOW MORE](#)

Prof. Smita Chaudhry
Faculty of Human Resource Management



IN THE MEDIA

FLAME faculty's expertise extends beyond academia, as they actively contribute to media publications, sharing their knowledge and insights with a broader audience. Regular engagement with the media allows the faculty to disseminate their perspectives, making a significant impact on public discourse and shaping the narratives surrounding critical issues. The faculty community, esteemed as visionary thought leaders in their respective fields, utilizes their expertise to catalyze meaningful change, shaping societal narratives and leaving an indelible impact on critical issues.



Degrees of uncertainty: Should universities educate for the present or prepare for the future?

Published in: The New Indian Express

Prof. M. A. Venkataramanan
Pro Vice-Chancellor

KNOW MORE



Delhi's 'killer dust' exposes inadequacies in infrastructure and regulation

Published in: Indian Express

Prof. Anjal Prakash
Faculty of Public Policy

KNOW MORE



India still has a demographic dividend. Can it create enough jobs?

Published in: Business Standard

Prof. Sunil Rajpal
Faculty of Economics

KNOW MORE



Understanding inequality in India's growth story

Published in: The Hindu

Prof. Saswata Guha Thakurata
Faculty of Economics

KNOW MORE



How Myth, Legend, And Historic Abandonment Is Shaping Tourism In India

Insights published in: Travel and Leisure Asia

Prof. Pankaj Jain
Faculty of Philosophy and Religious Studies

KNOW MORE



How ancient India tracked its population

Published in: The Print

Prof. Shivakumar Jolad
Faculty of Public Policy

Gaurav Kalyani
Research Associate,
Centre for Legislative Education and Research

KNOW MORE



WhatsApp usernames: Will they make India's digital conversations safer or less trustworthy? Experts weigh in

Insights published in: Livemint

Prof. Sajith Narayanan
Faculty of Digital Marketing and Communications

KNOW MORE



PCOS is now PMOS, but women remain sceptical: 'A name alone doesn't change struggle'

Insights published in: Indian Express

Prof. Ketoki Mazumdar
Faculty of Psychology

KNOW MORE



Health Gains from Lower Arsenic Depend on Sustained Safe Water Delivery

Published in: Policy Edge

Prof. Barun Kumar Thakur
Faculty of Economics

KNOW MORE



Japan and China keep economic dialogue alive despite tensions- and India should pay attention

Insights published in: Firstpost

Prof. Anwesha Basu
Faculty of Economics

KNOW MORE



The Quiet Revolution Inside Textile Msms: Mattering More Than Subsidy And Schemes

Published in: Business World

Prof. Amarpreet Singh Ghura
Faculty of Entrepreneurship

KNOW MORE



The singular voice of Asha Bhosle

Published in: Open the Magazine

Prof. Kunal Ray
Faculty of Literary & Cultural Studies

KNOW MORE



Kerala elderly welfare needs a state-built care system

Published in: Policy Circle

Prof. Divya Balan
Faculty of International Studies

KNOW MORE



What is a 'monsoon break' and why does it matter for paddy farmers?

Insights published in: Business Standard

Prof. Anubrata Deka
Faculty of Economics

KNOW MORE

OTHER ACHIEVEMENTS

FLAME faculty garner international recognition and act as significant contributors and esteemed professionals in their disciplines. Their expertise, insights, and editorial contributions help shape the direction of research, influence scholarly debates, and foster collaborations among experts from around the world.



Award won at Buddha International Film Festival 2026

Prof. Arman Ovla, Faculty of Design, received the Award Winner recognition at the Buddha International Film Festival 2026 for his photograph, Serenity in Stone.

The image, captured within the historic Ajanta Caves, reflects a sustained inquiry into visual storytelling and cultural heritage. Translating architectural memory into a contemporary visual narrative, the photograph highlights the intersection of design, history, and visual communication.



WOW session for educators from Gujarat Public School

Prof. Suniti Vadalkar, Faculty of Design, Art and Performance recently welcomed seven educators from Gujarat Public School (GPS), Vadodara, for an immersive two-day Wonders of Wellness (WOW) experience. The program introduced participants to WOW's experiential pedagogy, where art-based activities are thoughtfully integrated with interdisciplinary insights to encourage reflection, self-awareness, and meaningful learning. It highlighted the value of creating spaces where art, reflection, and lived experience come together to inspire more mindful and holistic approaches to learning.



Invited to teach at Health Sciences Summer School

Prof. Amarpreet Ghura, Faculty of Entrepreneurship was invited to teach at the Health Sciences Summer School at University College Dublin (UCD) as part of a Global Engagement Seed Fund project. The program brought together undergraduate nursing students from leading universities across the United States and Hong Kong. Prof. Ghura conducted two sessions on innovation, systems thinking, and healthcare management.



Participation at ILO STREAM Research Event

Prof. Divya Balan, Faculty of International Studies, participated in the ILO STREAM Research Event, "Caring Across Borders for Those Who Care: Rethinking Social Protection for Migrant Domestic Workers in the South Asia-GCC Corridor," held in Colombo, Sri Lanka, as part of the South-4-Care Learning Hub Training.

She presented on the theme "Gendered Mobilities and Social Protection Gaps in Origin Countries," focusing on the experiences of migrant domestic workers from Kerala in the GCC states. Her presentation highlighted the intersections of gender, labour, and migration while drawing attention to the need for inclusive, portable, and rights-based social protection systems that better support transnational care economies.



Track Chair at the 50th Annual Academy of Marketing Science Conference 2026

Prof. Damini Gupta, Faculty of Digital Marketing and Communications participated in the 50th AMS Conference 2026 held in Savannah, USA.

At the conference, Prof. Gupta served as Track Chair for the Artificial Intelligence and Big Data track, facilitating discussions on the growing influence of artificial intelligence, analytics, and emerging technologies on marketing strategy and consumer behaviour. She also co-chaired and participated in a special session focused on digital marketing education, highlighting innovative approaches to integrating industry practices and experiential learning into the classroom.



Prof. Rajeev K. Goel
Faculty of Economics

Elected as President of the Western Risk and Insurance Association

Prof. Goel, was elected President of the WRIA at the association's 60th annual meeting in Monterey, California.

He has also served as Senior Editor of the association's flagship publication, the Journal of Insurance Issues, for the past three years.



Prof. Damini Gupta
Faculty of Digital Marketing and Communications

Invited to serve as Track Chair for the World Marketing Congress (WMC) 2026

Prof. Gupta was invited as a Track Chair for the session on Luxury and Masstige Marketing. The event held in Vilnius, Lithuania brought together marketing scholars from across the globe for insightful ideation and stimulating discussions on a wide range of cutting-edge marketing topics.

Book Chapter Publication



Prof. Neha Yadav
Faculty of Marketing

Travel 2.0: The Role of Cognition and Affect in Consumer-to-Consumer (C2C) Travel Influence

Published in: Marketing in the Digital Age

The chapter explores how cognitive and emotional factors shape peer-to-peer influence in travel decisions, including the role of shared experiences, affective responses, and digital platforms.



Prof. Khyati Jagani
Faculty of Marketing

Consumer Data Privacy on User-Created Content: Designing Consumer Personas to Privacy Concern

Published in: Marketing in the Digital Age

The chapter examines consumer attitudes towards data privacy as user-generated content is repurposed for AI training, focusing on data ownership, consent, and privacy in the digital economy.

KNOW MORE

Posts, Privacy, and Plight: Investigating Ethical Boundaries of Consumer Data Usage for AI Training

Published in: Marketing in the Digital Age

The chapter explores privacy concerns around the use of publicly available user-generated content for AI training, with a focus on consent, transparency, data ownership, and responsible AI practices.

KNOW MORE



Prof. Parth Salunke
Faculty of Marketing

Personalization in Digital Marketing: Foundations, Strategies, Execution, and Future Opportunities

Published in: Reference Module in Social Sciences

The chapter presents a comprehensive overview of personalization in digital marketing, examining its conceptual foundations, strategic applications, implementation approaches, and future directions. It highlights how data-driven personalization can strengthen customer engagement while addressing evolving technological and ethical considerations shaping contemporary marketing practice.

Fall-Out to Building Reputation: Leveraging Social Media Influencers in Managing Brand Crisis

Published in: Marketing in the Digital Age

The chapter examines the role of social media influencers in supporting organizations through brand crises and reputation recovery. It explores how influencer-led communication can strengthen stakeholder trust, shape public perception, and contribute to effective crisis management in an increasingly digital marketing landscape.

Research Papers Presented



Academy of Marketing Science (AMS) Annual Conference 2026, Savannah, Georgia, USA

Prof. Khyati Jagani, Faculty of Marketing, presented two research papers. The first, 'Odd Couples: Why Are Consumers Adopting Unlikely Brand Collaborations?' co-authored with FLAME alumna Sanjana Mookim and Prof. Falguni Vasavada from MICA, explored how consumers perceive and engage with unexpected brand partnerships, highlighting their impact on engagement, attitudes, purchase intentions, and loyalty.

The second, 'Consumer Perceptions of Luxury Brands in Virtual Environments' co-authored with Prof. Neha Yadav, Faculty of Marketing examined how immersive digital experiences in the Metaverse influence brand positioning and consumer perceptions, offering insights for both established luxury brands and those expanding into virtual spaces.



International Association for Media and Communication Research (IAMCR)

Prof. Manjula Srinivas, Faculty of Practice – Media & Journalism, along with FLAME Alumna Niyati Vira, presented their research paper "Digitisation as Infrastructural Experience - Comparative Analysis of Cinema Exhibition in India and the United States of America," examining the transformation of the global cinema exhibition industry in the digital era.

The paper explores how digital technologies have reshaped the role of movie theatres, positioning them not just as spaces for film viewing but as evolving media infrastructures that adapt to the rise of OTT platforms.

WELCOMING NEW EDUCATORS INTO OUR FACULTY COMMUNITY



Prof. Mayank Loonker

Faculty of Design

Doctorate Degree in Digital Arts (Human-Computer Interaction) from the University of Kent, Canterbury, United Kingdom



Prof. Anjal Prakash

Faculty of Public Policy

Doctorate Degree in Social/Environmental Sciences from Wageningen University, Netherlands



Prof. Yashika Shukla

Faculty of Human Resource Management

Pursuing Doctoral Degree in Organizational Behaviour and Human Resource Management at the Indian Institute of Management Indore, India



Prof. Vinit Ghosh

Faculty of Human Resource Management

Doctorate Degree in Organizational Behavior (OB) and Human Resource Management (HRM) from Indian Institute of Technology Guwahati, India



Prof. Manoj Kumar Panda

Faculty of Economics

Doctorate Degree in Economics from Indian Statistical Institute



Prof. Amit Kumar Das

Faculty of Business Analytics

Doctorate Degree in Optimization and its Applications from Indian Institute of Technology Kharagpur, India



Prof. Tushar Rajput

Academic Specialist – International Studies

Master's Degree in International Law from The Fletcher School of Law and Diplomacy and Harvard University, Boston, Massachusetts



Prof. Shikha Gupta

Faculty of Digital Marketing & Communication

Marketing and Operations from Aligarh Muslim University, India



Prof. Tanavi Jagdale

Faculty of Humanities and Languages

Doctorate Degree in Romance Languages and Literatures (Spanish) from Johns Hopkins University, Baltimore



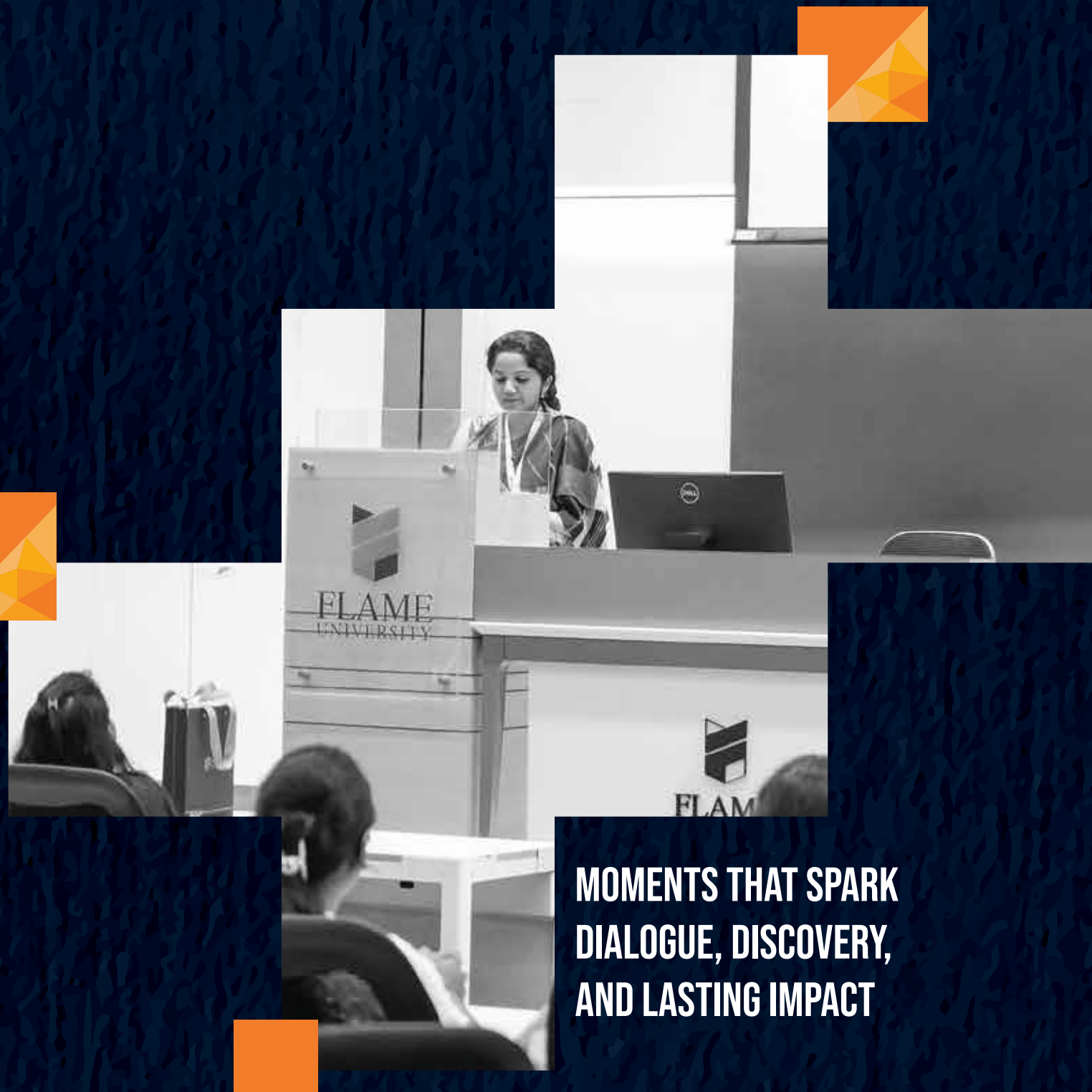
Prof. Nandima Angom

Academic Specialist – Sociology

Doctorate Degree in International Development from the University of Sussex, United Kingdom

EVENTS

Webinars, Workshops & Conferences



WEBINARS, WORKSHOPS & CONFERENCES

From thought-provoking conferences and engaging webinars to enriching discussions, FLAME University fosters an environment that encourages critical thinking and collaboration. The university attracts a lineup of guest speakers who are thought leaders and experts in their respective domains. These distinguished guest speakers provide students with unique insights into cutting-edge research and industry trends, inspiring them to explore new ideas and pursue innovative paths.

The India Centre Webinar



Dr. Jonathan Edelmann
Fellow of the International
Society for Science and Religion
(ISSR) and Owner and Manager
of Scholar Path Consulting, LLC

Hindu Theology and Biology: The Bhāgavata Purāṇa and Contemporary Theory

Dr. Edelmann conducted a session titled “Hindu Theology and Biology: The Bhāgavata Purāṇa and Contemporary Theory.”

The session explored the relationship between Hindu thought and contemporary scientific inquiry through the lenses of metaphysics, epistemology, and philosophical anthropology. Drawing on the Bhāgavata Purāṇa and its interpretive traditions, Dr. Edelmann examined how theological knowledge can engage constructively with modern scientific discourse while preserving its intellectual integrity.



Prof. Weng Marc Lim
Professor and Dean of Sunway
Business School at Sunway
University, Kuala Lumpur

Business Education & Academic Meet (BEAM) Theory and Theory Development

Prof. Lim conducted an online research seminar for faculty members and students. Based on his recently accepted publication in the Journal of Business Research, the seminar explored theory development as a critical component of management research. The session offered participants practical insights into strengthening theoretical foundations and advancing rigorous academic scholarship.

FLAME Case Conference 2026

The conference hosted by the FLAME Center for Case Development, brought together academicians, researchers, industry practitioners, students, and case writers from across the country for a day of insightful discussions, knowledge exchange, and collaborative learning. The conference served as a platform to explore contemporary issues in case writing, case-based pedagogy, and management education, while reinforcing the role of case studies in connecting theory with practice. Participants presented cases spanning disciplines such as Business Management, Marketing, Strategy, Finance, Human Resources, Entrepreneurship, Sustainability, Technology Management, Communications, Operations Management, and International Business.

A key highlight of the conference was the panel discussion, Teaching with Cases in the Age of AI, featuring distinguished faculty members from leading business schools in India and abroad, who examined the evolving role of case-based teaching in an increasingly technology-driven educational landscape.

Through presentations, discussions, and interactions among scholars and practitioners, the conference fostered meaningful dialogue around innovative pedagogical approaches, interdisciplinary learning, and the future of management education.



Copenhagen Institute of Interaction Design (CIID) presents Pop-Up School 2026

A week of creativity, collaboration, and interdisciplinary learning came together at the CIID Pop-Up School 2026, hosted by FLAME University in collaboration with the Copenhagen Institute of Interaction Design (CIID). Bringing together participants from diverse professional, academic, and creative backgrounds, the programme explored emerging questions at the intersection of design, technology, innovation, and society.

Through immersive workshops led by international experts, participants engaged with design thinking, rapid prototyping, and human-centred approaches to problem-solving while exploring new ideas through hands-on experimentation and collaboration.

The program concluded with project presentations and the Lightning Talks, where participants and facilitators reflected on their work, shared insights, and celebrated a week of learning, exploration, and meaningful exchange.

Designing Agentic Experience

Prof. Shamik Ray
Design Leader at Spotify,
Stockholm

Prof. Marta Fioravanti
Creative Technologist at
OIO

KNOW MORE

Design That Plays Back

Sebastian Romero
Interaction Designer and
Creative Technologist

Saurabh Datta
Multidisciplinary Designer,
Artist, and Design
Technologist

KNOW MORE

Designing an Innovation Culture

Pierre Yves Panis
Designer

Haz Roth
Experience Design Leader
based in Stockholm

KNOW MORE

Designing Product and Service Ecosystems

Fabio Sergio
Founder and Design
Director of Oblo

Roberta Tassi
Founder and
Design Director of Oblo

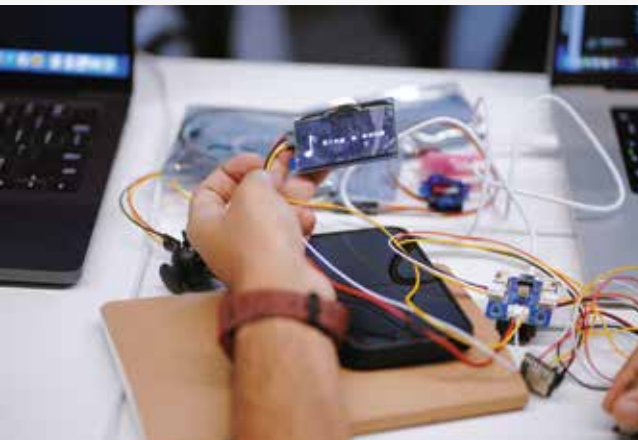
KNOW MORE

Everything is Data

Chris Downs
Co-founder of
Live work

Iskra Uscumlic
Interaction and
Service Designer

KNOW MORE



FLAME Investment Lab (FIL)

The programs gathered a diverse group of intellectually curious individuals who shared the belief in the enduring value of investing. It aimed to cultivate a disciplined investment mindset by providing practical tools and frameworks for informed financial decision-making. Promoting the ethos of "invest in yourself," the programs fostered self-directed learning, intellectual curiosity, and critical thinking. Participants engaged in immersive sessions and peer-led discussions to explore the complexities of value investing, connect ideas, challenge assumptions, and develop a resilient investment mindset focused on long-term success.

[KNOW MORE](#)

FLAME Investment Lab Summer 2026 Programs



FIL with the Masters



Beyond Borders – Insights from Global Emerging Markets with Amay Hattangadi



Emerging Sectors and Investing Implications with Rajeev Thakkar and Raunak Onkar



Cases in Business and Investment Analysis with Sanjay Bakshi



FLAME Investment Lab Alumni Reunion

STUDENT COMMUNITY

Academics

Research Paper Presentation

In the Media

Experiential Learning



**MARKING MILESTONES OF
EXCELLENCE,
FROM CLASSROOMS TO
ARENAS AND BEYOND**

ACADEMICS

FLAME University students exemplify academic rigor, intellectual curiosity, and a spirit of inquiry. Supported by an interdisciplinary curriculum and faculty mentorship, they continue to expand the frontiers of knowledge.



Saumitra Dhere
Doctoral Scholar

Grant awarded by Society for Integrative and Comparative Biology

Saumitra has been awarded a prestigious grant by the Society for Integrative and Comparative Biology (SICB) for presenting his research paper, "Variation in Time Activity Budgets of the Kashmir Rock Agama (*L. tuberculata*) Across an Altitudinal Gradient in the Western Himalayas."



Vedangi Kokane
Postgraduate Student

Selected as finalist for EY NextGen Women 2026

Vedangi was selected as one of the finalists for the Strategy and Transactions Case Competition. The competition brings together talented students from across the country to engage with real-world business challenges, develop strategic problem-solving capabilities, and interact with industry leaders.



Sahil Sayed
Postgraduate Student

Invited as a guest speaker at IIT Madras Program

Sahil was invited as a guest speaker at Manch of Traders, held during Paradox 2026, the flagship fest of the IIT Madras BS Degree program, where he represented FLAME University.

At the session, Sahil shared insights from his journey from a JEE aspirant to an MBA student while sharing his interest in trading. His address focused on proprietary trading, risk management frameworks, and career development in trading.



Akansha Bhatia
Undergraduate Student

Case published in the Harvard Thunderbird Case Series

Akansha co-authored a teaching case titled "The Paws and Pixels of 'Animal Kingdom': Technology Adoption Dilemma," which has been published in the Thunderbird Case Series within the Harvard Business Publishing repository. The case was co-authored with Prof. Vinod Kumar, Faculty of Digital Marketing and Communications, along with B. Singh and Vandana.

The case explores the strategic challenges surrounding technology adoption within a business context, encouraging learners to evaluate organizational decision-making, digital transformation, and innovation management.



Asmi Malushte
Undergraduate Student

First Place in National Client Marketing Competition

Asmi secured first place in the University of Dundee Marketing Society Client Marketing Competition while pursuing her semester abroad at the University of St Andrews in Scotland.

Competing independently against teams from universities across Scotland, she developed a winning marketing strategy for Huxham Holiday Home, a luxury property in Dumfries and Galloway.



Gayatri Batra
Doctoral Scholar

Prof. Pawel Atroszko
Faculty of Psychology

Prof. Gayatri Kotbagi
Faculty of Psychology

Research published in Q1-ranked Journal of Frontiers in Psychology

The paper is based on a case study on mukbang in India, exploring how one male creator perceives audience cravings, the stronger draw of meat-based food content, and parasocial dynamics, while also raising concerns about overeating and disordered eating.

[KNOW MORE](#)

Research Papers Presented

4th International Conference on Positive Psychology, National Positive Psychology Association (NPPA)



Faculty co-author: Prof. Garima Rajan,
Faculty of Psychology



Tamanna Rathore
Undergraduate Student

Fail, Learn, Repeat' to Succeed: The Role of Grit and Growth Mindset in Academic Success

The paper examined how grit and growth mindset contribute to academic achievement by shaping students' responses to challenges and setbacks, emphasizing perseverance, adaptability, and learning-oriented approaches.



Sai Abhijeet Roopesh Ratnaparke
Undergraduate Student

Towards a Collaborative Front Against Chronic Work Pressure: Bridging the Gap Between Employers' Expectations and Employees' Well-Being

The paper explores the growing challenges associated with chronic workplace pressure and emphasized the importance of balancing organizational expectations with employee well-being through supportive and sustainable workplace practices.

IN THE MEDIA

FLAME University takes immense pride in the exceptional academic contributions demonstrated by its students, exemplified through their extensively covered articles in prominent media outlets. These articles co-authored by esteemed FLAME faculty members, stand as a testament to our commitment to nurturing student potential, underscoring our collaborative approach to academia.



Faculty co-author: Prof. Moitrayee Das,
Faculty of Psychology



Prisha Khanna
Undergraduate Student

Rewriting the Millennial Work Script in Gen Z Work Mode

Published in: NE Now

KNOW MORE



Vidhi Mantry
Undergraduate Student

The Lily Pad Life Is a Luxury, Not a Movement

Published in: NE Now

KNOW MORE



Meher Malhotra
Undergraduate Student

Redefining the "Settled-down" Individual

Published in: NE Now

KNOW MORE



Akshita Pandey
Undergraduate Student

Are employees really autonomous?

Published in: NE Now

KNOW MORE



Faculty co-author: Prof. Barun Kumar Thakur,
Faculty of Economics



Khelo India Mission:
Bigger outlay, same
blind spots

Published in: Policy Circle

[KNOW MORE](#)

Samaksh Sha
Undergraduate Student

EXPERIENTIAL LEARNING

The pedagogy at FLAME integrates experiential learning opportunities which expose students to ground realities and enable them to make connections between academic work and the real-world. These opportunities are credit-bearing, which are an integral part of the FLAME experience, and are seamlessly integrated into the curriculum.

Global Immersion Program 2026

FLAME University's Global Immersion Program 2026 to South Korea and Singapore provided an enriching academic and cultural experience for MBA and MBA (Communications Management) students.

Conducted in collaboration with Sungkyunkwan University, South Korea, and Nanyang Business School, Singapore, the program aligned with FLAME University's Career Academy framework, enabling students to connect classroom learning with international business practices and industry perspectives.

At Sungkyunkwan University, students attended sessions exploring Samsung's transformation into a global technology leader, South Korea's economic evolution, and the role of conglomerates such as Samsung, Hyundai, and SK Group in shaping the country's growth and competitiveness. Industry visits included the Samsung Innovation Museum, Korea Broadcasting System (KBS), Netmarble, Pulmuone, and the Kia Motors Factory.

At Nanyang Business School, students participated in sessions on leadership, consulting, investments, artificial intelligence, branding, and global business dynamics. Industry exposure included visits to WPP Media, Kingsmen Creatives, Deloitte, Ernst & Young, Bloomberg, and Google Headquarters, Singapore.



ALUMNI COMMUNITY

Alumni Achievements

Book Chapter Publication

In the Media

Alumni Interaction Series



**EMBODYING THE VALUES OF
FLAME ACROSS BORDERS
AND INDUSTRIES**



ALUMNI ACHIEVEMENTS

FLAME alumni make their mark across diverse industries. Their achievements and contributions inspire change and shape industry trends, reflecting the spirit of excellence cultivated at FLAME.



Nitin Muralikrishna
FLAME Alumnus

Indian Recording Arts Academy (IRAA) Award 2026

Nitin has been honored with the Indian Recording Arts Academy (IRAA) Award 2026 for Excellence in Audio Engineering for "I Don't Know" from Glimpses.

The award recognizes excellence in audio engineering and celebrates Nitin's contribution to the project, reflecting his growing presence and accomplishments within the field.



Abhishek G R
FLAME Alumnus

Young Achievers' Award 2026

Abhishek was recently conferred the Young Achievers' Award 2026 by the Indian Achievers' Forum in recognition of his contributions to the field of marketing.

An award-winning marketing strategist with over eight years of experience, Abhishek has led high-impact initiatives for Fortune 500 companies and leading Indian brands. His work spans brand strategy, digital marketing, and business transformation, with a focus on building impactful brands through strategic positioning, integrated campaigns, and consumer-centric storytelling.



Nishanshi Shukla
FLAME Alumna

Featured in Authority Magazine's Guardians of AI series

In the interview, Nishanshi shared her perspectives on building artificial intelligence that is safe, ethical, responsible, and aligned with human values, discussing the importance of AI governance, transparency, bias mitigation, and ensuring that technological innovation remains grounded in accountability and trust.



Yash Mohta
FLAME Alumnus

Prof. Amarpreet Ghura
Faculty of Entrepreneurship

Recommendations Presented to Hon'ble Minister of Textiles, Government of Maharashtra

Prof. Ghura and Yash presented recommendations that emerged from a Drivers Project undertaken by Yash as part of the Corporate Entrepreneurship course at FLAME. The project focused on scaling innovation practices through structured toolkits, cluster-level engagement, and employee-driven innovation frameworks.

Research Papers Presented



Gayatri Kovvuri
FLAME Alumna

Prof. Garima Rajan
Faculty of Psychology

13th International Conference and 4th International Conference on Positive Psychology, organized by the National Positive Psychology Association (NPPA).

The paper Rediscovering the Underrated and Untapped: Yoga and Meditation for Student Resilience, explores the role of yoga and meditation in strengthening student resilience and supporting psychological well-being, highlighting its contribution to emotional regulation, coping, and overall student flourishing.

Book Chapter Publication



Dishita Swaika
FLAME Alumna

Prof. Moitrayee Das
Faculty of Psychology

Psychotherapeutic Interventions for Work-Related Stress: Pathways to Well-Being in the Modern Workplace

Published in: Auto-psychology, Psychological Marketing, Well-being, and the Workplace: Implications for Theory and Practice

The chapter explores the growing challenge of work-related stress in contemporary workplaces. Examining cognitive-based interventions, mindfulness approaches, expressive arts therapies, and Employee Assistance Programs, the authors highlight evidence-based pathways for supporting employee well-being. The work advocates a multi-faceted and justice-oriented approach that positions workplace mental health as both an ethical and strategic organizational priority.



Radhika Mulay
FLAME Alumna

The Cryosphere and Delta: Navigating Transboundary Dynamics of Ganga River Basin

Published in: Rivers Beyond Borders

The chapter examines the cryosphere and delta regions of the Ganga River Basin as interconnected transboundary systems spanning Tibet, Nepal, India, and Bangladesh. It highlights their critical role in regional hydrology and their growing vulnerability to climate change while drawing attention to their limited representation within existing policy frameworks.

IN THE MEDIA

FLAME University takes immense pride in the exceptional academic contributions demonstrated by its alumni, exemplified through their extensively covered articles in prominent media outlets. These articles co-authored by esteemed FLAME faculty members, stand as a testament to our commitment to nurturing student potential, underscoring our collaborative approach to academia.



Faculty co-author: Prof. Moitrayee Das, Faculty of Psychology



Muskan Shah
FLAME Alumna

Fur and Fear: The Rise of Safer Companionships

Published in: NE Now

KNOW MORE



Dishita Swaika
FLAME Alumna

Opinion: Beyond the joke - what the Rs 370 biryani row reveals

Insights published in: Telangana Today

KNOW MORE



Suvitti Khurana
FLAME Alumna

From Trust to Transaction

Insights published in: NE Now

KNOW MORE

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ALUMNI INTERACTION SERIES

Alumni Interaction Series connects students with alumni who share real-world insights, career guidance, and industry trends. These sessions provide invaluable networking, mentorship, and inspiration, helping students prepare for real-world challenges. Strengthening the bond between alumni and current students creates a supportive network and enhances the learning experience.

Ahmedabad Chapter Meet

The Ahmedabad Chapter Meet was successfully conducted at Korebi x Terra. The gathering brought together alumni from across the city for an evening of connection, recreation, and meaningful conversations. The Chapter Head, along with the Core Team, played a key role in mobilizing alumni and ensuring a well-organized and engaging experience for all attendees.

The event offered a unique blend of networking and sport, with alumni participating in friendly games of padel while reconnecting with old friends and meeting fellow alumni from different batches. The interactive nature of the sport created a relaxed and energetic atmosphere, making it easy for attendees to strike up conversations and build new connections. Throughout the evening, alumni engaged in discussions about their personal and professional journeys while reminiscing about their time at FLAME. The event reflected the enduring sense of community among FLAME alumni and reinforced opportunities for continued engagement and collaboration.



Hyderabad Chapter Meet

The Hyderabad Chapter Meet reflected a strong sense of connection, nostalgia, and community among FLAME alumni, reinforcing the importance of continued engagement and collaboration. It brought together 51 alumni for an evening of meaningful conversations, shared memories, and renewed connections. The evening featured an interactive theme, "Plot Twist," centred around customised Bingo cards inspired by alumni experiences during their time at FLAME University. The activity encouraged conversations and interactions across graduating batches, creating a lively and engaging atmosphere. Alumni also heard from Chetan Pasari, President of the FLAME Alumni Association, who addressed the gathering, while Sahil Lakdawala reaffirmed the Chapter's commitment to organising more opportunities for alumni to reconnect throughout the year.



Bengaluru Chapter Meet

The Bengaluru Alumni Chapter Meet brought together 62 FLAME alumni, and welcomed alumni from multiple graduating batches, creating an opportunity to reconnect and strengthen the FLAME alumni network.

The evening featured a series of networking activities and interactive games, including a round of Dumb Charades inspired by familiar FLAME campus locations, encouraging conversations and shared memories among participants. Alumni also exchanged professional updates, reconnected with former classmates, and forged new connections across graduating batches, reflecting the enduring relationships fostered through the FLAME experience.



ANNEXURE

ANNEXURE

Faculty Community

- 1) Insights by Prof. Anjal Prakash, Faculty of Public Policy. “Can India’s rice farmers reap from US\$30 million Amazon carbon credit deal?”. “South China Morning Post”.
- 2) Insights by Prof. Anjal Prakash, Faculty of Public Policy. “Heat wave empties roads and markets in north India as some farmers turn to nighttime work”. “Hindustan Times”.
- 3) Insights by Prof. Anjal Prakash, Faculty of Public Policy. “Urban heat islands: Why Indian cities are becoming unliveable after dark”. “Business Standard”.
- 4) Insights by Prof. Anjal Prakash, Faculty of Public Policy. “Beyond forecasting: Can AI help Indian cities fight heatwave better?”. “Business Standard”.
- 5) Insights by Prof. Anjal Prakash, Faculty of Public Policy. “IMD Predicts Below-Normal Monsoon For India, June to Get Warmer”. “The Wire”.
- 6) Insights by Prof. Anjal Prakash, Faculty of Public Policy. “From heatwave alerts to action: Why India needs cooling governance now”. “Business Standard”.
- 7) Insights by Prof. Anjal Prakash, Faculty of Public Policy. “Environment Day: How UP lost its cool and how to get out of ‘heat trap’”. “Hindustan Times”.
- 8) Prof. Anjal Prakash, Faculty of Public Policy. “Deadly heat to vanishing glaciers: India faces climate whiplash on all fronts”. “India Today”.
- 9) Insights by Prof. Anjal Prakash, Faculty of Public Policy. “Ethanol beyond E20: Why India's clean fuel plan needs a water audit”. “Business Standard”.
- 10) Insights by Prof. Anjal Prakash, Faculty of Public Policy. “Powerful El Nino To Impact Global Weather Through 2027, Scientists Warn”. “NDTV”.
- 11) Insights by Prof. Anjal Prakash, Faculty of Public Policy. “Can sustainable data centres power an AI-led future?”. “Business Today”.
- 12) Insights by Prof. Anjal Prakash, Faculty of Public Policy. “Godzilla El Nino to hit sugarcane fields: Could it derail India's ethanol dreams?”. “India Today”.

- 13) Prof. Kunal Ray, Faculty of Literary and Cultural Studies. “SR Praveen: 'Mohanlal and Mammootty have quite a lot left to give to Malayalam cinema’”. “MSN”.
- 14) Prof. Kunal Ray, Faculty of Literary and Cultural Studies. “Kader Attia: “Art as a practice will always be free, but the art world is not’”. “Hindustan Times”.
- 15) Prof. Shivakumar Jolad, Faculty of Public Policy; Gaurav Kalyani, Research Associate, India State Stories Project, FLAME Centre for Legislative Education and Research; and Nishitha Mandava, Independent Researcher and Research Consultant, FLAME Centre for Legislative Education and Research. “Census 2027 and the making of modern India”. “The Print”.
- 16) Prof. Shivakumar Jolad, Faculty of Public Policy; Gaurav Kalyani, Research Associate, India State Stories Project, FLAME Centre for Legislative Education and Research. “The chaos behind India’s first census”. “The Print”.
- 17) Insights by Prof. Barun Kumar Thakur, Faculty of Economics. “India's clean energy shift is reaching homes: Are consumers keeping pace?”. “Business Standard”.
- 18) Insights by Prof. Barun Kumar Thakur, Faculty of Economics. “Why the monsoon could decide whether India's inflation stays in check ”. “Business Standard”.
- 19) Prof. Debraj Bhattacharjee, Faculty of Business Analytics; Prof. Naman Dubey, Faculty of Human Resources. “Mahakumbh 2025 holds lessons in solving India’s waste crisis”. “Policy Circle”.
- 20) Insights by Prof. Debasis Rooj, Faculty of Economics. “Is Rs 3/litre fuel hike not enough to save OMCs from bankruptcy? Will government increase fuel prices again?”. “DNA India”.
- 21) Insights by Dr. Sorabh Bajaj, Director, Centre for Digital Learning. “Why Sarvam's unicorn round is a test case for India's sovereign AI policy”. “Business Standard”.
- 22) Prof. Ketoki Mazumdar, Faculty of Psychology. “AI can be an Ally in Mental Health. It Cannot be the Therapist”. “Healthcare Executive”.

Student Community

- 1) Prisha Khanna, Undergraduate Student; and Prof. Moitrayee Das, Faculty of Psychology. “Jobless Boom- The Human Cost of AI Revolution”. “NE Now”.
- 2) Akshita Pandey, Undergraduate Student; and Prof. Moitrayee Das, Faculty of Psychology. “The silent heartbreak of outgrowing friends you still love”. “NE Now”.
- 3) Akshita Pandey, Undergraduate Student; and Prof. Moitrayee Das, Faculty of Psychology. “The Table by the Window: Why Cafés Have Become Emotional Support Spaces for Young Adults”. “NE Now”.
- 4) Akshita Pandey, Undergraduate Student; and Prof. Moitrayee Das, Faculty of Psychology. “Mental Health in the Age of Algorithms”. “NE Now”.
- 5) Akshita Pandey, Undergraduate Student; and Prof. Moitrayee Das, Faculty of Psychology. “More Than Companionship: Why Female Friendships Are Essential to Women’s Emotional Survival”. “NE Now”.
- 6) Akshita Pandey, Undergraduate Student; and Prof. Moitrayee Das, Faculty of Psychology. “Between Departures and Arrivals: Why Airports Feel Emotionally Significant”. “NE Now”.

Alumni Community

- 1) Muskan Shah, FLAME Alumna; and Prof. Moitrayee Das, Faculty of Psychology. “Banning The Symptom: Boon or Bane?”. “NE Now”.



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Contact us:

Gat No. 1270, Lavale,
Off Pune-Bengaluru Highway,
Pune - 412115,
Maharashtra, India

1-800-209-4567 | enquiry@flame.edu.in
www.flame.edu.in

