



2024-2025

ANNUAL REPORT



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Message from Chairperson, MICA Foundation



Mrs. Tina Ambani
Chairperson, MICA Foundation

It gives me great pleasure to know that MICA is coming out with its Annual Report for the year 2024-25.

As the Chairperson of the MICA Foundation, it is both an honour and a moment of deep institutional significance for me to be closely associated with MICA.

MICA has completed over three decades since its origin, and while it has grown and evolved since, it has always stuck to its original purpose. That was to nurture creative leaders to operate at the intersection of marketing, culture, and communication. These are fields that have always demanded not just intelligence, but imagination. MICA has always championed the idea that creativity, when thoughtfully applied, is not merely an aesthetic pursuit but a powerful economic force.

We are entering an age that demands something radically new and different – a shift in the way we develop leaders and thinkers of the future. As a strategic response to this changing world order, MICA has taken various ambitious and necessary initiatives even as it maintains its niche position, not only within India but across the globe.

The year 2024-25 has laid the foundation for the coming years and signals the next chapter in MICA's evolution: from a school of communication and marketing to a global centre for creativity-led leadership, future-making, and human-AI symbiosis. This is not a pivot. It is an evolution.

Best Wishes.

Message from President of the Governing Council



Tridip Suhrud, Ph.D.
President GC

It is an honour and a privilege to serve as the President of MICA's Governing Council. My colleagues on the GC, eminent leaders from academia and industry, including alumni of MICA, are deeply committed to the institution and its continuing position of eminence.

Higher education in our country, and elsewhere, is on the cusp of a major transformation. Our modes of doing and thinking, and of receiving and imparting knowledge, are undergoing paradigmatic shifts.

We at MICA, are cognisant of this. Since our inception in 1991, we have been able to anticipate transformative moments and participate in its shaping, at times as thought leaders. As an organisation, we have the capacity to be nimble, to formulate structures and processes that enable us to evolve, grow, and transform with imagination.

The GC is not just an advisory body but actively engages with the senior management of the institution in formulating its normative and policy framework. We have deep faith and confidence in the leadership team at MICA. We remain grateful to the MICA Foundation for their support and guidance.

As we step into the new year and new paths, our commitment is to create and nurture views that are imbued with imagination, forethought, empathy, compassion and with normative discernment.

Message from Director & CEO



Jaya Deshmukh
Director & CEO

2024-25 was a memorable year for both me and MICA in more ways than one. It felt wonderful and satisfying for me to return to my alma mater – from a student who graduated in 1996 to being at the helm of managing the affairs of this great institute.

It was an emotional homecoming for me and a great learning experience as I was handed over the reins. It was great to see how MICA has evolved and grown during the past 30 years and I discovered why MICA is such a niche and inspiring place to be in ever since I assumed office.

The year 2024-25 continued in the same vein and fervour and bore a testament to all the hard work and passion poured in by students, faculty, staff, the Governing Council, and the Foundation.

To begin with, we were ranked at 32 by the National Institutional Framework, or NIRF as it is called, among the top management schools in the country. This was a climb of 5 places from the previous year. We also ranked No. 8 among private management schools.

On the accreditation front, our 2-year PGDM programme was accorded accreditation from the National Board of Accreditation (NBA). The PGDM, which was launched in 2019, runs parallel with the initial programme PGDM(C), which is also accredited. Our Fellow Programme (FPM) that we launched in 2010 was granted equivalence to a PhD degree by the Association of Indian Universities. All three programmes continue to be recognised by the statutory body AICTE ever since they were launched.

MICA faculty continue to be among the most sought after, and many of them sit on national and global Advisory Boards and Editorial Review Boards of prestigious refereed journals. They

also receive invitations to sit on Expert Panels and Jury Panels of prestigious Research Conferences.

Last year, MICA published over 90 papers, which include articles in top-ranked ABDC- A* and ABDC- A journals, besides books, book chapters, and case studies. This is all the more credible as our faculty strength is small. As a result, in terms of faculty/publication ratio, MICA ranks among the Top 5 in Indian management schools and the Top 15 in terms of publications in such A* journals. Interestingly, since 2019, MICA faculty have published over 21 papers on AI in Marketing in globally recognised academic journals, indicating MICA's passion for being at the cutting edge of the curve.

Our admission process is stringent, challenging, and fully merit-based. This year, we have received almost the highest number of applications in the history of MICA, which is an indication that we continue to attract the brightest brains from all over the country.

MICA continues to be among the most gender-diverse management schools in the country, with more than 50% of its student intake every year from across all three residential programmes, PGP, CCC and FPM being women, and we continue to have diverse representation across all states of India.

Just as we are focused on ensuring quality intake, we are also mindful of student outcomes. We continue to achieve 100% Summer Placements, and this year, our students achieved the highest stipend in our history. Our Final Placements equally reflect a steady progression in the highest and average salaries that our students have been able to attract. This reflects the high premium that the industry places on MICA graduates, who are known for their out-of-the-box thinking and the solutions that they bring to the table. The MICA student journey from a learner to becoming a MICAN is what we call the MICA Experience.

Through 2024-25, MICA has spent time crafting its strategy for the next 5 years, working closely with the Foundation, the Governing Council, Faculty, Alumni, Industry, and students. We have reached out and listened to all of you, and on the basis of your inputs, we have crafted our exciting future strategy.

Beginning with the academic year 2025-26, we will be offering functional specialisations in Brand Management, Product Management, Sales and Customer Relations Management, Media, Entertainment and Sports Business and Business Analysis and Consulting. We shall also be offering additional verticalisation specialization in areas such as BFSI & Fintech, FMCG, FMCD, E-Commerce, and Consumer-Tech, Data Science and AI, Research & Business Analysis, and Interdisciplinary Studies.

Our curriculum has been completely reimagined by keeping in mind the needs of industry, the emerging importance of AI and the impact of technology on businesses.

Apart from our residential programmes, we are also looking at strengthening our other offerings such as LMDPS and Online programmes, by forging new collaborations and strengthening What gives us great encouragement is the findings of the comprehensive Brand Equity Study we undertook last year wherein Industry & Peer Management Schools rated MICA and MICANs to be the best of the best when it came to dealing with traits such as Ambiguity, Authenticity, Creativity, Innovativeness and Empathy.

These are the characteristics that make MICANs stand out and are vital skills in a world shaped by AI, Robotics and Quantum Computing. The Study also re-emphasised MICA's leadership in the domains of Product, Brand and Customer. Connecting with customers is the core of business, and that is what MICA does best.

Another thing that we carried out was developing a Future Strategy for the next 5 years with a cross-functional team, including inputs from thought leaders from industry and academia experts. We also held a Governing Council Strategy Retreat. Most of this, we did after more than a decade. This reflects our inherent passion and commitment to reach within ourselves to scale up and be better than the best in the business.

Internally, we have done an organisational rejig and introduced SMART metrics for performance for everyone. We have brought in more transparency in the way we function and increased the focus on accountability and decision-making ability. We are investing more in people and processes and nurturing and developing them to take on leadership roles.

MICA considers its alumni, who number over 5000 and are growing every year, as critical stakeholders and an integral part of its academic system. We engage with these successful men and women who occupy top positions in MNCs and global organisations on a regular basis in curriculum development, academic think tanks, and mentoring, besides requesting them to share their insights and experiences by taking guest lectures. The fact that four of our GC members are MICA alumni aligns with the global trend of great institutions inducting alumni into their boards as they have experienced the institution firsthand, which allows them to contribute more decisively to their alma mater. We are committed to make the connect with our alumni stronger

and closer and plan to launch Alumni Chapters in Mumbai, Delhi, Bangalore and at overseas locations such as London, Dubai, and Singapore.

We are investing in our physical and digital infrastructure, and in the next few years we will see a modernised campus that blends with nature while retaining MICA's enduring ethos and legacy. The newly launched MICA Idea Park is a reflection of this blend and provides a multi-sensory space, giving the students and the staff freedom to think, reflect and ideate while walking in the midst of nature and in an aura of serenity among animals, birds, trees, and greens.

I would also like to place here my sincere remembrances to those who passed away tragically during the year. Priyanshu Jain (PGP 2023-25 batch) and our former GC members, Dr. Bhaskar Das, and Ms. Hema Vishwanathan - You will remain in our hearts forever.

As MICA scales and grows, we are enhancing our position as an aspirational place to work for scholars and academicians. In the coming years, we will invest in further strengthening our faculty while augmenting our affiliations with other business schools nationally and internationally.

Today, once again, MICA is sitting at the cusp of transformation. The world is changing, and so is MICA. Ever since MICA was set up in 1991 as a child of the liberalisation movement in 1991, MICA has always embraced change at every major turning point in India's history. We don't simply follow the curve; We are always ahead of the curve.

We were the pioneers in setting up a school for Advertising and Brand Management. Later we pivoted to becoming India's foremost business school for Marketing. We introduced Digital Communications Management as a specialisation when it was still at a nascent stage in the country. Today, we are set to take the lead even as the world is moving fast towards a Data-driven, AI, and Digitally enabled world.

We are different in many ways. We admit and recruit differently. We teach and research differently. We work and facilitate differently. In short, we are the School with a Difference.

Stay happy. Stay strong. Stay blessed.

MICA's Governing Council members

The Governing Council at MICA provides strategic direction and oversight, ensuring the institution's continued excellence. Comprising leaders from academia, industry, and various sectors, the Council guides MICA in shaping its policies, curriculum, and long-term goals.



**Tridip Suhруд, Ph.D.
(President)**
Professor and Provost -
CEPT University.

Director - LD Institute of
Indology, Ahmedabad,
India



Aparna Mahesh
Chief Marketing Officer,
Great Learning,
Bengaluru, India



Ganga Ganapathi
India Marketing Leader,
Publicis Sapient,
Bengaluru, India



J Ramachandran
Chairman of Redington
Limited

Professor of Strategy (Retd.)
IIM- Bangalore
Bengaluru, India



Kunal Jeswani
CEO, Ogilvy ASEAN,
Singapore



**Ramkumar
Ramamoorthy**
Partner, Catalincs

Former CMD, Cognizant
India Chennai, India



Santosh Desai
Founder & Director,
Think9 Consumer
Technologies Pvt. Ltd.
New Delhi, India



**Shailendra Pratap Jain,
Ph.D.**
Bret Wheat Endowed
Professor of Marketing and
International Business
Foster School of Business,
University of Washington,
Seattle, USA



Jaya Deshmukh
Director and CEO
MICA, Ahmedabad, India



What's Up at MICA

NIRF Rankings 2024

MICA progressed by 5 places from 2023 to be ranked 32 in the National Institutional Ranking Framework (NIRF) 2024 rankings among the Top 100 management institutions in the country. Incidentally, it ranked 8th among private management institutions in the rankings.

Accreditation & Recognition

The Association of Indian Universities (AIU) has granted MICA's Fellow Programme in Management (FPM) equivalence of a PhD granted by Indian Universities. The approval is for a period of four years, starting July 2024.

The National Board of Accreditation (NBA) has granted accreditation to MICA's 2-year PGDM programme up to June 2027.

Stand Out Institutional Achievements

Education 2024 during the 14th Indian Management Conclave (IMC) 2024, held at XLRI Jamshedpur and organized by MBAUniverse.com. It was in acknowledgement for the introduction of the Data Science and Business Analytics (DSBA) Area.

The Data Science and Business Analytics (DSBA) team, under the guidance of Prof. Ashutosh Dutt, achieved a milestone at the 1st International Olympic Research Conference in India, where four research papers were accepted, which were co-authored with PGP-2nd Year students. These papers propose data-driven strategies to support India's aspirations to host the Olympics.

MICA's 30th Convocation

On April 11, 2025, MICA hosted its 30th Convocation, where 151 students of the PGDM(C), 50 students of the PGDM, 24 of the CC and 8 of FPM received their diplomas, certificates, and fellowships, respectively, in the presence of the Chief Guest, Ms. Shweta Munshi, VP Marketing, LEGO Retail, London, UK.



AG Krishnamurthy Medals at the 30th Convocation for Top 3 positions

Pushtii Parekh, Pragun Sharma and Niranjhan Sivakumar of the PGDM(C) – 2023-25 batch received the AG Krishnamurthy Gold, Silver and Bronze Medals respectively.

Sinjaa Desai, Tanya Shukla and Ramya Paliwal of the PGDM – 2023-25 batch received the AG Krishnamurthy Gold, Silver and Bronze Medals respectively.

Dhruvi Bauva, Ritika Soni and Karnika Maheshwari of the CCC - 2023-24 batch received the AG Krishnamurthy Gold, Silver and Bronze Medals respectively.

Annual Academic Excellence Awards 2024-2025

MICA held its Annual Academic Awards ceremony a day prior to the Convocation, wherein PGP and CCC students were awarded prizes for excellence in their academic pursuits.

Ms. Pallavi Chopra, CMO, redBus India was the Chief Guest. Along with other awards, MICA also unveiled the Dr. Bhaskar Das Academic Excellence Award to the Topper in the Media, Entertainment and Sports Business Area in memory of Dr. Das.

PAT Award for Outstanding Alumni

Kedar Lele (PGP batch of 1998) – MD, Castrol India, VP - South Asia was conferred the Annual Prof. Atul Tandan (PAT) Memorial Outstanding Alumnus Award for 2025 at the 30th MICA Convocation

Anjali Khandwalla Creative Mentor Awards

The MICA-Anjali Khandwalla Creative Mentor Awards for 2023-24 were conferred on musician and educator Anil Srinivasan (a MICA alumni) and eminent Gujarati literary scholar Dr Pravin Darji

AG Krishnamurthy Award for Meritorious Service - 24-25

The Centre for Development Management and Communication (CDMC) was conferred the Annual AG Krishnamurthy Award for meritorious and outstanding work in the field of Service



Placements

Final Placements

PGDM(C) - Post Graduate Diploma in Management- Communications and PGDM - Post Graduate Diploma in Management

Legacy recruiters : Accenture, Google, Flipkart, HUL, Himalaya Wellness, ITC, L'Oréal, Nivea, PUMA India, Samsung Electronics, Coca-Cola, Titan, Godrej & Boyce, Usha International and Master Cards

Breakthrough recruiters : Hero MotoCorp, Cognizant, Wipro, Great Learning, Sentisum, Swigy, Ola, Tata AIA, GMR Group and ICICI Prudential

Highest CTC
41 lacs

Average CTC
19 lacs

CCC - Crafting Creative Communications

Legacy recruiters : Accenture, Google, Flipkart, HUL, Himalaya Wellness, ITC, L'Oréal, Nivea, PUMA India, Samsung Electronics, Coca-Cola, Titan, Godrej & Boyce, Usha International and Master Cards

Breakthrough recruiters : Hero MotoCorp, Cognizant, Wipro, Great Learning, Sentisum, Swigy, Ola, Tata AIA, GMR Group and ICICI Prudential

Highest CTC
13 lacs

Average CTC
9.2 lacs

FPM - Fellow Programme in Management

Positions : Assistant Professor, Visiting Faculty, Visiting Scholar
Universities/Institutes : LJ University (Ahmedabad); IMI (New Delhi); MAHE (Bengaluru); Flame Univ.

Scholars Placed
8

Summer Placements

PGDM(C) - Post Graduate Diploma in Management- Communications and PGDM - Post Graduate Diploma in Management

A total of 73 companies visited for summer placements this year, with additionally 31 new recruiters

Prominent recruiters : Google India, Accenture S&C, Flipkart, IBM, Hindustan Unilever, ITC, Master Cards, L'Oréal, Nivea, PUMA India, Coca-Cola, Titan, Infoedge, Sentisum and HSBC

Highest Stipend (for a 2-month internship)

5.76 lacs

Average Stipend (for a 2-month internship) (An increase of 7.0% from the previous year)

1.61 lacs

CCC - Crafting Creative Communications

Major participating companies : Grey; Brandmovers; The Script Room; DDB Mudra; Leo Burnett; Saatchi & Saatchi; BBDO; Edelman

Roles Offered: Copywriter; Creative Copy; Creative Intern ; Creator Intern; Creative Strategist; Copywriting Intern

Highest Stipend

30k

Average Stipend

20.9 k



Orientation 2024-25

MICA held its 2-week Orientation for the incoming batches of its 3 residential programmes, PGDMC/PGDM, CCC and FPM. It included apart from academic sessions and industry panel discussions, modules on Yoga, Mindfulness, Breathing Techniques, Zumba, Health, and Nutrition. Ramesh Ramadurai, MD, 3M India, was the Chief Guest at the inaugural function.

Audio Novels is a novel MICA initiative which forms a part of the Orientation programme where the incoming students of PGP, CCC and FPM programmes work together in teams to create these novels. Students addressed a wide range of topics, ranging from virtual reality-based marriage scams, influencer culture, rising mental health issues, air pollution, gender sensitivity, climate change and its impact on children, women's safety in sports, careers for homemakers, AI and its impact on kids, among others. Ranchhod Soni, Technology Head of the Blind People's Association (BPA), was the Chief Guest at the release function and received the gift of Audio Novels from MICA for BPA's Digital Audio Library.

Admissions 2025

MICA's proprietary entrance exam MICAT-1 was conducted in December at 48 centres across the country while MICAT-2 was conducted in January 2025, across 49 centres in 46 cities throughout India

The total Paid Registrations crossed 11,000 which was among the highest in MICA's history.

A total of 902 students were shortlisted for the final round of Group Exercise (GE) and Personal Interviews (PI) conducted at Ahmedabad, Bangalore, Delhi, Kolkata, and Mumbai.

During the coming academic year, 2025-26, MICA will admit 226 students in PGP -Year 1 (against 206 admitted in the previous year) while the CCC programme intake has been doubled from 24 to 48

Research Publications - 2024-25

Title	Authors	Publication	Publication Type	Nature	ABDC Ranking	ABS-AJG Ranking
Profit or prestige?: Strategies for luxury brands to navigate the second-hand market using blockchain technology	Amit Karamchandani	Transportation Research Part E: Logistics and Transportation Review	Journal Paper	International	A*	3
Exploring avatar selves in the metaverse: Consumer co-creation of experiences	Amrita Chakraborty (FPM), Varsha Jain	Journal of Consumer Behaviour	Journal Paper	International	A	2
Life journeys and influential contributions of six marketing visionaries	Anita Basalingappa, Sooraj Namboodiri (FPM)	Journal of Macromarketing	Journal Paper	International	A	2
Negative effect of AI-mediated content on digital social consumption	Arnab Pal (PGDM-C Student), Rahul Nair (PGDM-C Student), Anjali Jain (PGDM-C Student), Sameer Patil (PGDM-C Student), Varsha Jain	ICMC 2025: MICA's 11th International Communication Management Conference	Conference Abstract	National	-	-
Pedagogical innovations in management education in the 21st century: A review and research agenda	Ashutosh Dutt	The International Journal of Management Education	Journal Paper	International	C	1
The future of marketing and communications in a digital era: data, analytics and narratives	Ashutosh Dutt	Journal of Strategic Marketing	Journal Paper	International	A	2
A flexible online learning innovation: 30/45 + 36/6 MICA model	Ashutosh Dutt	The Routledge handbook of global and digital governance crossroads: Stakeholder engagement and democratization	Book Chapter	International	-	-
Effect of luxury fashion content on user engagement on Instagram	Avantika Nabira (PGDM-C Student), Ashna Vig (PGDM-C Student), Aman Sakhuja (PGDM-C Student), Priyam Jhunjhunwala (PGDM-C Student)	ICMC 2025: MICA's 11th International Communication Management Conference	Conference Abstract	National	-	-
Virtual influencers: A design study using anthropomorphism and self-congruence perspectives	Bhakti Mehta (FPM), Manisha Pathak-Shelat	Journal of Strategic Marketing	Journal Paper	International	A	2
ESPR chronicles: unveiling environmental and pollution science trends across time	Chintan Pandya (Staff)	Discover Environment	Journal Paper	International	-	-
Cineman productions: Chasing the billion club	Darshan Trivedi, Smita Kothari (Ex-Consultant)	The Case Centre	Case study	International	-	-
Corporate sustainability and performance: A bibliometric review for two decades	Dhawal Sharad Jadhav (FPM), Subrat Sarangi	Benchmarking: An International Journal	Journal Paper	International	B	1
Dark sides of conversational artificial intelligence and its effect on consumer experience	Divyanshu Kumar (PGDM-C Student), Parth Salunke (FPM), Varsha Jain	ICMC 2025: MICA's 11th International Communication Management Conference	Conference Abstract	National	-	-
Transforming the education sector: A call of action	Githa Heggde	CII Gujarat's Business Buzz	Magazine Article	National	-	-
Inventory management activities determinants post IT applications in Indian sugar supply chain	Githa Heggde	Optimization in the agri-food supply chain: Recent studies	Book Chapter	International	-	-
Bangalore international airport limited: A hub for the future	Githa Heggde	Sage Publications India Pvt. Ltd	Journal Paper	National	C	1

Title	Authors	Publication	Publication Type	Nature	ABDC Ranking	ABS-AJG Ranking
From growth to sustainable future: A case of Bangalore International Airport Limited	Githa Heggde	Emerald Emerging Markets Case Studies	Case study	International	-	1
Preface	Githa Heggde, Santosh Patra, Rasananda Panda	Immersive technology and experiences: Implications for business and society	Preface	International	-	-
Discovering real-time digital inclusive storytelling for enhancing place branding experience	Gourav Roy (FPM), Amrita Chakraborty (FPM)	African Journal of Hospitality	Journal Paper	International	-	-
Blended learning and augmented employability: A multi-stakeholder perspective of the micro-credentialing ecosystem in higher education	Himani Sharma (FPM), Varsha Jain	Emerald Group Publishing Ltd.	Journal Paper	International	B	1
Variability driven consumer segmentation (VDCS) framework: An novel and dynamic consumer segmentation framework using real-time data	Ishaan Kapur (PGDM-C Student), Varsha Jain	ICMC 2025: MICA's 11th International Communication Management Conference	Conference Abstract	National	-	-
Digitizing prosperity: How digital finance transforms agricultural incomes in China	Ishfaq Hamid (RA)	Asia-Pacific Financial Markets	Journal Paper	International	C	2
The case for data as a new common good: The example of water	Jaya Deshmukh (Director)	The Routledge handbook of global and digital governance crossroads: Stakeholder engagement and democratization	Book Chapter	International	-	-
Health system governance: Making health-care systems more accessible and sustainable	K.V. Ramani (Adjunct Faculty)	The Routledge handbook of global and digital governance crossroads: Stakeholder engagement and democratization	Book Chapter	International	-	-
Millet for sustainable development in India: A social cost-benefit analysis from a policy perspective	K.V. Ramani (Adjunct Faculty), Rasananda Panda	Asia Europe Journal	Journal Paper	International	B	1
Understanding customer readiness for digital gamification	Kallol Das, Yogesh Mungra (Post Doctoral Fellow), U.T. Rao	Journal of Computer Information Systems	Journal Paper	International	A	2
Technology acceptance and SAMR in metaverse education: professors' willingness to engage in immersive classes in higher education	Kush Mehta (FPM)	Journal of Applied Research in Higher Education	Journal Paper	International	-	-
Unrequited love: Evaluating the parasocial interaction of AI influencers and consumer engagement	Kush Mehta (FPM), Varsha Jain	ICMC 2025: MICA's 11th International Communication Management Conference	Conference Abstract	National	-	-
Narratives of digital ethics: AGIDE (Academies for Global Innovation and digital ethics) Report	Manisha Pathak-Shelat	Narratives of digital ethics: AGIDE (Academies for Global Innovation and digital ethics) Report	Report	International	-	-
Reconceptualizing ICTD: Prioritizing place-based learning experiences, socio-economic realities, and individual aspirations of young students in India	Manisha Pathak-Shelat	Social Sciences	Journal Paper	International	-	-

Research Publications - 2024-25

Title	Authors	Publication	Publication Type	Nature	ABDC Ranking	ABS-AJG Ranking
Participatory conflict as an intrinsic dimension of participatory communication: An ethnographic study of women self-help groups from Uttarakhand, India	Manisha Pathak-Shelat	Routledge	Journal Paper	International	A	-
Global perspectives on youth and the digital environment: Learnings from majority World countries	Manisha Pathak-Shelat	Handbook of children and screens: Digital media, development, and well-being from birth through adolescence	Book Chapter	International	-	-
Men in beauty work and feminization of digital labor platforms	Manisha Pathak-Shelat	Social Media + Society	Journal Paper	International	-	-
Global influencers' content creation strategies: Negotiating with platform affordances to practice vernacular creativity	Manisha Pathak-Shelat, Suchetana Sinha (FPM), Tatsita Mishra (FPM)	Media, Culture & Society	Journal Paper	International	B	-
Evolving affordances and constraints in mobile payment use: A study of Indian micro-enterprises' UPI adoption process	Mayank Kumar	Journal of Enterprise Information Management	Journal Paper	International	A	2
The role of de-influencers in shaping meaningful consumer purchase decisions	Nishtha Khurana (PGDM-C Student), Varsha Jain	ICMC 2025: MICA's 11th International Communication Management Conference	Conference Abstract	National	-	-
Shaping a greener tomorrow: Analysing the impact of environment-friendly technology on ecological footprints in emerging Asian economies	Niyati Bhanja	Journal of Cleaner Production	Journal Paper	International	A	2
Critique: Sentiment-topic dynamic, collaborative analysis-based public opinion mapping in aviation disaster management: A case study of the MU5735 air crash	Praveen S.V. (Post Doctoral Fellow)	International Journal of Disaster Risk Reduction	Journal Paper	International	A	-
Critique of the paper, Public's perception on nursing education during the COVID-19 Pandemic: Sentiment analysis of Twitter data	Praveen S.V. (Post Doctoral Fellow)	International Journal of Disaster Risk Reduction	Journal Paper	International	A	-
Crafting clarity: Leveraging large language models to decode consumer reviews	Praveen S.V. (Post Doctoral Fellow), Ashutosh Dutt	Journal of Retailing and Consumer Services	Journal Paper	International	A	2
Entrepreneurship orientation toward adoption of Metaverse: An MSME entrepreneur perspective	Prutha Shah (RA)	The International Journal of Entrepreneurship and Innovation	Journal Paper	International	C	2
Nykaa ruling social media platform with UGC campaigns	Prutha Shah (RA), Malodia Suresh	Emerald Emerging Markets Case Studies	Case study	International	-	1
Price volatility and consumer response in the digital economy: An economic approach	Rejakshi Ghosh (RA), Rasananda Panda	ICMC 2025: MICA's 11th International Communication Management Conference	Conference Abstract	National	-	-
Algorithmic media: Shifting agency, content and everyday uses	Ruchi Tewari	Journal of Creative Communications	Journal Paper	International	-	-
Assessing the impact of using generative AI in the process of critical thinking for strategic communication	Ruchi Tewari, Srushti Govilkar (RA), Priyanshi Jain (RA)	ICMC 2025: MICA's 11th International Communication Management Conference	Conference Abstract	National	-	-

Title	Authors	Publication	Publication Type	Nature	ABDC Ranking	ABS-AJG Ranking
Leveraging NFT blockchain for enhanced customer engagement in the digital fashion landscape: A new era of marketing innovation	Sachin Kaushik (PGDM-C Student)	ICMC 2025: MICA's 11th International Communication Management Conference	Conference Abstract	National	-	-
Technology-enabled self-governing models for the digital World	Sandeep Menon (Governing Council Member)	The Routledge handbook of global and digital governance cross-roads: Stakeholder engagement and democratization	Book Chapter	International	-	-
Creativity in the Libraries	Shailesh Yagnik	IASLIC Bulletin	Journal Paper	National	-	-
Reliance and Disney: Reshaping the Media and Entertainment Business in India	Shaphali Gupta	Ivey Publishing	Case study	International	-	-
Pulse fitness: Targeting the strongest segment	Shaphali Gupta	Harvard Business Publishing	Case study	International	-	-
What's new?: Tata neu's differentiation dilemma	Shaphali Gupta	Ivey Publishing	Case study	International	-	-
Influence of AI-integrated advertising on Indian consumers	Siddhi Chauhan (PGDM-C Student), Danika Aggarwal (PGDM-C Student)	ICMC 2025: MICA's 11th International Communication Management Conference	Conference Abstract	National	-	-
How can religion shape pro-environmental behavior in a materialistic World?: Contrasting idealism with realism religious epics	Sonal Purohit (Ex-Post Doctoral Fellow)	Journal of Consumer Behaviour	Journal Paper	International	A	2
Perception of generation Z towards Individual social responsibility (ISR) and corporate social responsibility (CSR): A communication framework	Srushti Govilkar (RA), Ruchi Tewari	ICMC 2025: MICA's 11th International Communication Management Conference	Conference Abstract	National	-	-
Interactive effects of organizational commitment and incentives on firm resilience during a global crisis	Subrat Sarangi	International Journal of Disaster Risk Reduction	Journal Paper	International	A	-
Digital brand governance	Sukaran Thakur (Adjunct Faculty)	The Routledge handbook of global and digital governance cross-roads: Stakeholder engagement and democratization	Book Chapter	International	-	-
ESG maturity mapping: Sustainability in legacy, new age, and start-up organizations	Sukaran Thakur (Adjunct Faculty)	The Routledge handbook of global and digital governance cross-roads: Stakeholder engagement and democratization	Book Chapter	International	-	-
Neo banking: A bibliometric review of the current research trend and future scope	Sunita Mall	International Review of Economics & Finance	Journal Paper	International	A	2
Developing a data-driven framework for creating emotionally resonant and future-proof advertisements to maximize ROI	Suraj Nandi (PGDM-C Student)	ICMC 2025: MICA's 11th International Communication Management Conference	Conference Abstract	National	-	-
Unlocking social media success: How prosumers drive brand engagement through authentic conversations with consumers	Suresh Malodia	British Journal of Management	Journal Paper	International	A	4

Research Publications - 2024-25

Title	Authors	Publication	Publication Type	Nature	ABDC Ranking	ABS-AJG Ranking
The metaverse as an opportunity for entrepreneurship and innovation	Suresh Malodia	The International Journal of Entrepreneurship and Innovation	Editorial Paper	International	C	2
Mandatory CSR regime strips the competitive advantage: A comparative study of pre-post CSR mandate using the Bandwagon-bias effect theory	Taral Pathak, Ruchi Tewari	Society and Business Review	Journal Paper	International	B	2
Knowledge, attitude and practice towards blockchain potential for digital marketing: scale development and validation	V. Kumar (Distinguished Fellow)	European Journal of Marketing	Journal Paper	International	A*	3
Identifying the Public's beliefs about generative artificial intelligence: A big data approach	V. Kumar (Distinguished Fellow)	IEEE Transactions on Engineering Management	Journal Paper	International	A	3
Responsible stakeholder engagement marketing	V. Kumar (Distinguished Fellow)	Journal of Business Research	Journal Paper	International	A	3
Generative AI in marketing: Promises, perils, and public policy implications	V. Kumar (Distinguished Fellow), Shaphali Gupta	Journal of Public Policy & Marketing	Journal Paper	International	A	3
Tracing the evolution of the marketing discipline through the lens of theory and Practice: A journal-centric view	V. Kumar (Distinguished Fellow), Shaphali Gupta	Journal of Business Research	Journal Paper	International	A	3
Adani group: Managing the Hindenburg controversy	Vaishali Singh (RA), Shaphali Gupta	Ivey Publishing	Case Study	International	-	-
How generative AI is (will) change consumer behaviour: Postulating the potential impact and implications for research, practice, and policy	Varsha Jain	Journal of Consumer Behaviour	Journal Paper	International	A	2
Social media influencers and immersive technologies for dynamic consumer behavior	Varsha Jain	Journal of Consumer Behaviour	Editorial Paper	International	A	2
Aava: Simple water with complicated research	Varsha Jain	Marketing management: Indian cases	Case study	National	-	-
Jaipur rugs: Phenomenal journey from the rustic Indian villages to the US market	Varsha Jain	Marketing management: Indian cases	Case study	National	-	-
Travel-O-Stories: Delivering experiential travel with customer-centric approach	Varsha Jain	Marketing management: Indian cases	Case study	National	-	-
Determinants of positive consumer affect toward luxury brands' social media posts on sustainability: A fsQCA approach	Varsha Jain	Journal of Business Research	Journal Paper	International	A	3
Branding and disruptive innovation: Owning game-changing subcategories	Varsha Jain	Branding and disruptive innovation: Owning game-changing subcategories	Book	National	-	-
Exploring the dark side of AI and its influence on consumer emotion	Varsha Jain	Journal of Consumer Behaviour	Journal Paper	International	A	2
The components of perceived quality and their influence on online re-purchase intention	Varsha Jain	Journal of Consumer Marketing	Journal Paper	International	A	1
A new walk in the future of the metaverse: Marketing implications for consumer behavior	Varsha Jain	Journal of Consumer Behaviour	Journal Paper	International	A	2
Consumer behavior's evolution, emergence, and future in the AI age through the lens of MR, VR, XR, metaverse, and robotics	Varsha Jain	Journal of Consumer Behaviour	Journal Paper	International	A	2

Title	Authors	Publication	Publication Type	Nature	ABDC Ranking	ABS-AJG Ranking
Social media platforms' digitalization or digital dominance?: The bright, dark sides and avenues of digital promotion strategies from different social media marketing ecosystems	Varsha Jain	Journal of Promotion Management	Editorial Paper	International	B	-
Marketing in the digital age: Navigating disruptions and embracing innovations, Book of abstracts	Varsha Jain, Amit Karamchandani	Marketing in the digital age: Navigating disruptions and embracing innovations, Book of abstracts	Edited Book	National	-	-
Sociable gamification and social Media promotions: Personalization of social media promotions through strategic views	Varsha Jain, Gourav Roy (FPM)	Journal of Promotion Management	Journal Paper	International	B	-
Qualitative research for a digital world: A practical guide	Varsha Jain, Himani Sharma (FPM)	Qualitative research for a digital world: A practical guide	Book	International	-	-
Discovering AI-driven purposeful political brand content to influence the voters' attitude	Varsha Jain, Himani Sharma (FPM)	International Journal of Market Research	Journal Paper	International	A	2
Political branding of parties and leaders: A bibliometric clustered analysis of two decades	Varsha Jain, Himani Sharma (FPM)	International Journal of Market Research	Journal Paper	International	A	2
A conceptual framework of brand co-governance in the digital age	Varsha Jain, Parth Salunke (FPM)	The Routledge handbook of global and digital governance crossroads: Stakeholder engagement and democratization	Book Chapter	International	-	-
The role of augmented reality experiences in consumers' purchase intention toward new products	Varsha Jain, Rajneesh Krishna	Journal of Consumer Behaviour	Journal Paper	International	A	2
Credibility and altered communication styles of AI graders in the classroom	Varun Rijhwani (FPM)	Journal of Computer Assisted Learning	Journal Paper	International	-	-
Tracing the origins of manipulation: Modeling the enablers behind dark patterns usage in e-commerce through TISM and MICMAC analysis	Vinod Kumar	Global Knowledge, Memory and Communication	Journal Paper	International	B	-
Insights into mobile app experience: A systematic literature review using TCCM framework	Vinod Kumar	Global Knowledge, Memory and Communication	Journal Paper	International	B	-
Cross-user recommendation systems: Redefining personalization on multi-user scenarios	Yash Gupta (PGDM-C Student), Divyanshu Kumar (PGDM-C Student)	ICMC 2025: MICA's 11th International Communication Management Conference	Conference Abstract	National	-	-
The impact of sustainability-based marketing on consumer buying behaviour on quick-commerce	Yashi Gupta (PGDM-C Student), Shreejita Majumder (PGDM-C Student), Yashasvi Shukla (PGDM-C Student), Shaphali Gupta, Rushabh Trivedi (Post Doctoral Fellow)	ICMC 2025: MICA's 11th International Communication Management Conference	Conference Abstract	National	-	-

Life at MICA



MICA was established as a space where ideas are nurtured, creativity is unleashed, and young minds are inspired to challenge convention. This philosophy continues to shape every aspect of campus life.



Walking into MICA is an experience that sets it apart from the very first moment. The iconic red-brick architecture, the vibrant energy across its courtyards, and the unmistakable spirit of creativity signal that this is far more than a conventional business school. While MICA offers some of the finest marketing and strategic communication programs in the country, it is the rich campus life beyond the classroom that truly defines the MICA experience.



When the classes pause, Chhota and MICafe take over — brewing ideas, nurturing friendships, and shaping the culture that makes MICA unforgettable.



Life at MICA



International Communication Management Conference (ICMC)

MICA held the 11th edition of its annual International Communication Management Conference, ICMC 2025, from January 7-9, 2025, on the theme 'Marketing in the Digital Age: Navigating Disruptions and Embracing Innovations'. The Conference hosted 14 global advisory board members, 33 internationally renowned track chairs and 14 international speakers. It had 8 global academic partners and 5 Journal and Publishing partners. The global Academic Partners of the Conference were Milgard School of Business, University of Washington, Tacoma, USA; Florida Gulf Coast University, USA; Kennesaw State University, Georgia; University of Surrey, UK; MINDS, Queen Mary University of London, UK; Edith Cowan University, Australia, UCSI University, Malaysia, and Sunway University, Malaysia.

ICMC 2025 witnessed participation from 60 international authors from across the globe and 584 national-level authors and received highest number of submissions – 352 across 20 countries and a total registration of 223 participants. It has been decided to henceforth hold ICMC once every 2 years rather than annually.



Graduation Park

MICA inaugurated the Graduation Park on its campus, a park dedicated to all past, present and future MICA graduates which has a Banyan Tree, black marble sculpture by Rajasthan-based sculptor Nema Ram besides seating areas, swings, and a water rock fountain, creating a perfect space for reflection, connection, and relaxation.

Journal of Creative Communication (JOCC)

JOCC is a reputed international peer-reviewed academic journal published by SAGE and supported by MICA. The JOCC cite score has steadily risen to 2.9 and is currently ranked at 157 out of 511 communication journals (as per Scopus 2024). It has maintained its impact factor at 1.5 with a Journal Citation Indicator (JCI) of 0.640 and ranked 91st out of 227 journals. This achievement marks JOCC's entry into the top 100 journals in the Emerging Sources Citation Index (ESCI) as per the latest Clarivate Web of Science scores, July 2024. Its Scimago SJR rose up to 0.370 while maintaining its position in Q2.

During the year, it engaged 2 new Associate Editors, Dr. Anupama Ambika, Institute of Management Technology, Dubai and Dr Mary Papakosmas, University of Wollongong, Australia. JOCC received an ad-hoc annual grant of Rs. 3 Lakhs for publishing research journals from the Indian Council of Social Science Research (ICSSR). You can look up JOCC current and earlier issues at:

<https://journals.sagepub.com/toc/CRC/current>



34th MICA Day

MICA celebrated its 34th Foundation Day on February 5, 2025 with a host of activities which included formation of the MICA logo using a human chain, apart from dance and musical performances by staff and students. On the occasion, Internal awards were given to staff for exemplary work during the year

Annual Shabash Awards given to : Rahul Gadekar, Pooja Singhal, Hirenkumar Bhuva, Vijay Christian, Yogesh Mungra, Vineet Vinny, Shubham Bhatt, Sanjay Pillai

Annual Extra Mile Awards were given to: Pratik Nandy, Anil Chauhan, Mansi Shah, GK Nair



Leadership Transition



Dr. Shailendra Raj Mehta stepped down in May, 2024 as MICA's President and Director after 7 years.

During his tenure, MICA scaled new heights not just in academic delivery but also notably in research excellence, where it ranked among the Top 5 management institutes in the country in terms of faculty strength v/s research output. It also participated in the NIRF rankings for the first time and was certified as a "Great Place to Work."



Ms. Jaya Deshmukh assumed office as MICA's 7th and first women Director in August, 2024.

She is an alum from the first PGP 1994-96 batch. A business leader in the field of Strategy & Technology, Ms. Deshmukh's career spans the last 25 years, holding leadership positions across the globe, in India, the Asia Pacific, the USA, and Europe. Prior to joining MICA, she served as Chief Strategy Officer and Chief of Staff to the CEO at Colt Technology Services, USA. Prior to joining Colt, Jaya held leadership positions at Google Cloud, Microsoft, PwC and Cognizant in the UK.

Executive Leadership



Dr. Githa Heggde
Dean and Principal



Prof. Santosh Patra
Associate Dean - Academics



Prof. Suresh Malodia
Associate Dean - Knowledge



Prof. Shubhra Gaur
Associate Dean (Regulatory Affairs) along with the role of Registrar



Prof. Ruchi Tewari
Chief Marketing Officer



Dr. Indranil Banerji
Head of External Relations & Growth



Vinit Shah
Head of Finance & Corporate Services



Dr. Nirja Sharma
Chief Talent and Skills Officer



Prof. R.M. Simha
Chair - CCC Programme



Mr. Sunjay Chandwani
Head - Estate & Administration



Strategic Initiatives

Commissioned a MICA Brand Equity & Strategic Position Study by an external agency Sixth Factor – the first time it has been carried out in over 2 decades

Undertook a full revamp of its PGP Curriculum for the academic year 2025-26 at the Strategy Retreat held in January 2025. External thought leaders who were invited to share their views and inputs at the Retreat included Prakash Iyer (ex-CEO Kimberley Clark India), Abhinav Johri (Partner EY) and Prof. Rajendra Srivastava (former Dean ISB)

Held a GC Retreat (first since 2014) which deliberated and discussed various strategic issues presented by MICA's Director and CEO. A 5-Year Strategy was drafted and the following decisions were taken:

- To apply for Deemed University status under the Distinct Category
- To reposition MICA from a premier school for Marketing, Communications and Creativity to a management school with a difference
- To strengthen the Crafting Creative Communications (CCC) certificate programme
- To prepare a comprehensive strategy document on AI and its impact on the workforce and education
- To create a faculty recruitment strategy and have a bench of well-regarded faculty
- To create a new pillar (transitioning to a new school under the MICA umbrella) for Media, Communications & Creativity

Undertook a major organisational restructuring exercise to enable execution of the 5 year strategy

Look Who Came to MICA!

Orientation 2024

Abhinav Johri,
Partner, Technology Consultant,
EY

Mayank Dwivedi,
Scientist and Director, DRDO

Maheswar Sahu,
Retd. IAS

Ankur Soni, (batch of 2007-09)
Marketing & Communications
Lead, NuCash

Ranjani Mani, (batch of 2008-10)
Director – AI, Microsoft

Bhaskar Jaiswal,
COO, Dentsu Media International

Ankit Tiwari, (2008-10 batch)
Senior Associate Director
– Marketing Masterbrand
Portfolio, Kellogg

Sujai Rajapaul, (2009-11 batch)
Web 3.0 Project lead @ SPNI
Innovation HUB,
Sony Networks Pictures

Gurkiran Kaur, (2017-19 batch)
Senior Brand Manager,
Reliance Digital Retail

Jasveen Kaur, (2009-11 batch)
Lead, Consumer Marketing
APAC, WhatsApp

Anand Chakravarthy,
Chief Growth Officer,
Omnicom Media Group India

Sumit Roy,
Founder, Univbrands

Mitul Shah
Founder & CCO, Calculated
Chaos

Lalita Agnihotri
Animator and Graphic Designer

Oorna Datta,
Founder and Creative Director,
Oorna Datta Designs

Shyju Varkey,
Yoga Guru and Angel Investor

Mehga Bhaskar,
Design educator and Holistic
Health Practitioner

Marketing Summit - Insight Out

Sidharth Shakhder,
CMO and Business Head, Paytm

Avinava Banerjee,
Global E-Commerce Head,
Pepsico

Kunal Malhotra,
CMO, Taco Bell

Vanda Ferrao,
CMO, Wow Skin

Sudeep Chawla,
Senior Vice President, Pidilite

Deepali Nair,
CMO, CK Birla

Shafali Arora,
CMI Director,
Hindustan Unilever

Joydeep Roy,
MD - Human Resources, PwC

MICA Leadership Series (MLS)

Shardul Mujumdar
CMO, Bajaj Auto

Tuhina Pandey
CMO and Director - Marketing &
Communications,
IBM India/ South Asia

Monika Mishra
Marketing Director, Mobikwik

Ekta Relan,
Chief Strategy Officer,
L&K Saatchi & Saatchi

Shantanu Singh,
COO, Rusk Media

TEDx MICA

Niyati Rao,
Chef, Restaurateur,
Global Experience

Chitresh Sinha
Social Entrepreneur,
Art for Impact

Pragnya Mohan
Triathlete Champion,
CA, Sustainability Advocate

Harshveer Jain
Writer, Storyteller, Feminism
Advocate

Aili,
Intimacy Coach,
Relationship Specialist

Shivangi Desai
Health Coach, Wellness Pioneer

Pranav Kapoor,
Perfumer, Fragrance Innovator

Ira Khan
Agatsu Founder, Mental Health
Advocate

Guest Lectures

Prof. V. Kumar,
Goodman School of Business,
Brock University, Canada

Siddarth Roy Kapoor
Film producer and Founder,
Roy Kapur Films

Vivek Ganotra
Co-founder, SentiSum

Suraja Kishore
CEO- BBDO & TeamX,
Mercedes-Benz, India

Prof. Sugata Bose
Gardiner Professor of History,
Harvard University



ICMC 2025

Prof. Steven D'Alessandro
Edith Cowan University,
Australia

Sandeep Menon,
MD, Workato, India

Suraja Kishore,
CEO, BBDO and TeamX, India

Prof. Garry Tan Wei Han,
UCSI University, Malaysia
Associate Editor, International
Journal of Bank Marketing

Prof. Eugene Aw,
UCSI University, Malaysia
Senior Associate Editor,
Marketing Intelligence and
Planning

Prof. Keng-Boon Ooi,
UCSI University, Malaysia
Associate Editor,
Industrial Management and Data
Systems

Prof. Neel Das,
Appalachian State University,
USA Editor in Chief,
Journal of Consumer Marketing

Prof. Altaf Merchant,
University of Washington, USA
Associate Editor,
Journal of Advertising Research

Prof. Giampaolo Vigilia
University of Portsmouth
UK Editor-in-Chief,
Psychology & Marketing

Prof. Russell Belk,
Schulich School of Business,
Canada

Prof. Emmanuel Mogaji,
Keele University, UK

Prof. Vijay Viswanathan,
Medill-Northwestern University,
USA

Prof. Sigma Soni,
Symbiosis Institute of Media and
Communication, India

Prof. Himanshu Rai,
IIM Indore, India

Piyush Tiwari,
CEO, BTG Dubai

Prof. Gregory Rose,
Milgard School of Business,
University of Washington,
USA

Sukhada Chaudhary,
Vice President,
Rang De, India

Shaunak Mukherjee,
Co-founder,
Evolute Global, India

Prof. Preeti Shroff,
Medill-Northwestern University,
USA

Prof. Sianne Gordon-Wilson,
Queens Mary University,
London

Dilip Krishnan,
VATIC AI, Singapore

MICANVAS

Aditya Kulshreshtha
Stand-up comedian

DJ Aztec,
Disc Jockey

Dibyendu Bhattacharya,
Actor

Amit Trivedi
Music Director

Industry Panel Discussions

CVL Srinivas,
Country Head, WPP

Navaneeth L. V.
CEO, The Hindu Group

Dr Bhaskar Das,
Chairman, IdeateLabs, Mumbai

Premchand Chandrasekharan,
Partner, Avalon Consulting

Neha Singh,
Founder and Creative Director,
Moron Design

Piyush Chowhan,

Potential Collaborations

Yan Han,
Chairperson, International
Business, China Topline
Consulting Group

Adam Malouf,
Chief Operating Officer (COO)
and VP (Operations) University
of Wollongong

Round Table of Indian Women Network (IWN), CII, Gujarat

MICA hosted women leaders
from the Indian Women Network
(IWN) of the Confederation of
Indian Industry (CII), Gujarat,
for a roundtable discussion
on effective marketing and
branding strategies for women-
led SMEs

TERM FOR POST EXTENDED FROM 3 TO 5 YEARS

Jaya Deshmukh becomes MICA's first female director

EXPRESS NEWS SERVICE AHMEDABAD, APRIL 30

In the first time in the history of MICA Institute of Communications (MICA) in Ahmedabad, the institute has appointed a female director.

Jaya Deshmukh is set to take charge of the post for a period of five years from July. She will succeed Shailendra Raj Mehta who was appointed as the director in 2020. He was given a two-year extension for a period of five years from July. She will succeed Shailendra Raj Mehta who was appointed as the director in 2020.



Jaya Deshmukh takes charge from July. Express

An alumna from the first batch of MICA, which was established in 1991, Deshmukh brings to the position over 25 years of extensive global experience in business strategy and digital transformation, said the institute.

Deshmukh has held leadership positions in India, Asia Pacific, USA and Europe, working with technology giants such as Google, Microsoft, Col, Cognizant and AT&T. "I have been a part of the first batch of MICA, which was established in 1991. Deshmukh brings to the position over 25 years of extensive global experience in business strategy and digital transformation, said the institute.

Expressing her enthusiasm about joining MICA at a critical time of global transformation, Deshmukh said by saying in a release by the institute, "I am delighted to be joining MICA at this pivotal time where AI, Robotics, Quantum Computing, and Synthetic Biology are transforming the world as we know it. For the benefits of this transformation to reach people and the planet, it is essential that new ideas be brought to the table and these ideas be communicated and executed upon effectively to reach all communities."

In addition to her professional achievements, Deshmukh is an investor with a patent to her name and an author, contributing to various academic journals and handbooks. Her leadership has led her teams to several prestigious industry accolades, including a Gold award for a project led by Microsoft for Childish Gambino and a Webby honour for work done at Cognizant, said the institute.

Welcoming the new director-designate, outgoing MICA head Shailendra Raj Mehta said, "Having her on board is an inspired choice by the Search Committee which will undoubtedly take MICA to greater heights. I look forward to warmly welcoming the new Director and to a smooth transition."

MICA KEIC India Express Date: 31/01/2025, P.03

Summer placements: At Rs 5 lakh, MICA records highest stipend for 2-month internship

EXPRESS NEWS SERVICE AHMEDABAD, JANUARY 30

MICA, the premier institute for strategic marketing and communication in Ahmedabad, has set a new record in summer placements for 2024-2025 with an average stipend of Rs 5 lakh - the highest for a two-month internship.

The institute has successfully placed all from the first batch of its flagship PGDM-C and PGDM programmes. The average stipend for the growing demand for MICA talent and underscores our commitment to delivering a robust, industry-relevant curriculum that nurtures future leaders and problem-solvers in communications, marketing and strategy."

The top 25 students secured an average stipend of Rs 4,20,072 against Rs 3,53,800 last year, while the top 50 received an average stipend of Rs 3,48,368, up from Rs 3,20,020 the median stipend also saw an increase, reaching Rs 1,20,000 compared to last year's Rs 1,20,000.

The current cohort includes 31 per cent engineers, 20 per cent from arts and design, 10 per cent commerce graduates, and 17 per cent from management backgrounds. Significant recruiters included Google India, Accenture S&C, CK Birla, Flipkart, IBM, Hindustan Unilever, ITC, Master Cards, L'Oréal, Nike, P&G India, The Coca-Cola Company, Titan Company Limited, Infosys, Sensimart and H&M.

Jaya Deshmukh, Director and CEO of MICA, said, "The increased stipend reflects the growing demand for MICA talent and underscores our commitment to delivering a robust, industry-relevant curriculum that nurtures future leaders and problem-solvers in communications, marketing and strategy."

"The demand for summer placements has remained strong across sectors this year, with particularly positive traction from FMCG, IT/ITES, BFSI and consulting," said Indrani Banerjee, Head of Corporate and Alumni Relations at MICA. "Companies in these domains have demonstrated increased confidence in MICA's talent. The average stipend has also seen a 5 per cent increase compared to last year, reaffirming the institute's track record in the quality, preparedness, and expertise of our students," he added.

"The lack of summer placements is a significant concern for students," he added. "The demand for summer placements has remained strong across sectors this year, with particularly positive traction from FMCG, IT/ITES, BFSI and consulting," said Indrani Banerjee, Head of Corporate and Alumni Relations at MICA. "Companies in these domains have demonstrated increased confidence in MICA's talent. The average stipend has also seen a 5 per cent increase compared to last year, reaffirming the institute's track record in the quality, preparedness, and expertise of our students," he added.

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Jaya Deshmukh, Director and CEO of MICA, said, "The increased stipend reflects the growing demand for MICA talent and underscores our commitment to delivering a robust, industry-relevant curriculum that nurtures future leaders and problem-solvers in communications, marketing and strategy."

"The demand for summer placements has remained strong across sectors this year, with particularly positive traction from FMCG, IT/ITES, BFSI and consulting," said Indrani Banerjee, Head of Corporate and Alumni Relations at MICA. "Companies in these domains have demonstrated increased confidence in MICA's talent. The average stipend has also seen a 5 per cent increase compared to last year, reaffirming the institute's track record in the quality, preparedness, and expertise of our students," he added.

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THE BLOC INTERVIEW

MICA hops on to data science and biz analytics bandwagon

ON DEMAND. Director Jaya Deshmukh says institute has carved out a new path with multiple courses

Avinash Nair

The global economy is in a flux and the job-market is fast evolving with recruiters increasingly scouting for talent groomed in data science and business analytics, says Jaya Deshmukh, who recently took over as the first woman Director and CEO of MICA Ahmedabad, one of the top B-schools in Gujarat. Deshmukh, who worked with Coit Technology Services in London before joining MICA, is an expert in digital and cloud technology. She spoke with *businessline* about concerns regarding the present and her outlook for the future. Edited excerpts:



Students sitting outdoors.

Is there a change in the roles being offered by recruiters coming to MICA for campus placements? Yes. I see a change in the job market. The kind of roles offered by recruiters are different and changing. While job offers from companies from FMCG, FMCD, BFSI, Consulting, IT/ITES and fintech continue to pour in, there is an increasing demand for data analytics and insights.

In other words, there is a greater emphasis by recruiters on analytical capabilities, data, and using the same data and analytical capabilities to tell stories. The institute has been around for the last 33 years and it continues to remain creative and different. Now there is also an ambition to increase our influence across the globe. There is nothing that stops us from serving a global learner-community.

In the next five years, I would like MICA to create learners and managers who can address the future of strategic marketing, the dynamics of supply and demand, in a world where Artificial Intelligence is expected to create major disruptions.

courses. For example, while quantitative techniques is an old course, LLM (large language models), where we teach machine learning, is a brand new course and is oversubscribed.

We are also seeing a resurgence of three courses—the first is Semiotics, which is a study of symbols, icons and in some way culture; for example, in India, yellow is used in food packaging as the colour stands for holy, clean and nutritious here. In other countries, yellow can signify illness. The other two courses are Imagining India and Cultural Contexts of Communication. Just as new management trainees are expected to understand data, there is also an increasing demand to interpret this data and draw inferences depending on the cultural context of the data. Thus there is this emergence of a new skill—a unique combination of data, LLM, big data technology and cultural understanding, creativity and communication.

MICA has improved on the National Institutional Ranking Framework (NIRF)

Following an exhilarating few hours of having interacted with our favourite artists, we left for Ahmedabad with our hearts full of inspiration and a renewed sense of purpose. The evening was a beautiful blend of art, music, and community, leaving us all with a sense of hope and a desire to create something meaningful in our own way.

Behind the excitement, a diligent workforce is working for a better future. The institute is investing in infrastructure and infrastructure, with teams of the best talent working to create a better future. The institute is investing in infrastructure and infrastructure, with teams of the best talent working to create a better future.

In the past decade, there has been a marked increase in demand for live music events. This is due to a combination of factors, including a growing interest in live music, a desire for live experiences, and a growing interest in live music. This is due to a combination of factors, including a growing interest in live music, a desire for live experiences, and a growing interest in live music.

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Twinning at MICA

After studying together in school and then for BCom, LLB, CA, CMA and CS, twins Aditi and Aditya Jain will be classmates again

From kindergarten to college, twins Aditi and Aditya Jain have been on the same academic course, being classmates, competitors, each other's support and guardians on the path. The twins completed Bachelor of Commerce (BCom) and LLB from the same college, following it up with Chartered Accountancy (CA), Cost Management Accountancy (CMA) and Company Secretary course-level 2.

Recently, the siblings received admission confirmation letters from MICA for its Post-Graduate Diploma in Management-Communication, Aditi said. MICA was a conscious choice for me. I was excited about how a copy is made, how ads work, how the media works, etc. and hence MICA was the perfect choice for me."

For Aditya, however, that was not the case. "I was open to exploring different fields. But since marketing excited me, this was the place for me," he said.

Respected, impressive and revolutionary Valishnavacharya His Holiness Shri Dwarkeshlalji mahodayshri (Kadi, Ahmedabad), who has awakened spiritual consciousness by establishing Pushkimsarya Havels in five continents of the world, has been awarded a doctorate degree in "Spiritual Leadership" by the European International University. On this historic occasion, the entire Pushkimsarya Sampradaya as well as the followers of Saranjan Hindu Dharma experience the feelings of pride and honour. The occasion of the 50th birthday of Shri Dwarkeshlalji will be celebrated in 50 countries, with the "Purvi" Mahotsava, along with the Purvi Dhwaj in the "Proud to be a Valishvan" campaign, taking place worldwide.

Prof Ruchi Tewari and Prof Taral Pathak, co-chairs of admissions at MICA, said, "With 71% non-engineers in this batch, this shifting trend is a healthy sign indicating that students across all domains are equally competitive to make it to a premium B-school."

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Batch of 2024 brings variety on MICA campus

Cricketer, doctor, flying cadet, lawyer and others part of the new batch; of 235 students across 3 courses, 71% are non-engineers, 47% females

Ahmedabad Mirror Bureau feedback@ahmedabadmirmir.com

The new batch at MICA Ahmedabad this year is an eclectic mix of students, charming up not just gender diversity but also academic and professional diversity. The institute recently welcomed students for three courses, viz. Post-Graduate Programme, Crafting Creative Communications and Fellow Programme in Management.

Among the 235 students who have taken admission in this course, 62 per cent have prior work experience. These include lawyers, architect, dentist, chartered accountant, a flying cadet, a doctor and a national-level cricketer as well, said officials at MICA.

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Programme's Progress

Post Graduate Diploma in Management - Communications (PGDM-C)/ Post Graduate Diploma in Management (PGDM)

AI has been incorporated into the new curriculum for the academic year 2025-26, with 10% of all credits assigned to AI theory and applications relevant to the course.

New Area AI, Data Science and Business Analytics (DSBA) launched.

Digital Platforms and Strategy Area (minus DSBA) merged with the Strategic Marketing Area.



Immersion

MI-IMPACT is an Immersion Course that offers an opportunity to the first-year students of PGDM at MICA to undertake live, real-world problems as a part of their Project.

- During the year, students worked on 12 live Projects in sectors such as Fashion, NGOs, Communication, Food & Beverages, Government of Gujarat (Anand Municipality) and Media.
- Student teams went for their field-work at Baripada (Odisha), Delhi, Anand, Bhavnagar and Ahmedabad (Gujarat), where they learned leadership, communication and project management skills.

Connect The Dots

is an academic initiative that emphasises on connecting subjects and industry applications and helps first-year PGP students in their holistic development.

- 19 MICA alumni mentors volunteered to guide the students in their applications and developing competencies like problem-solving, professionalism, and effective communication.
- Partner organisations included Google, Lenovo, Modmonk, Dentsu Creative Network, Amazon, Philips Domestic Appliances, MeDigit, Bee First, Amazon MX Player, Ozonetel, Infosys Ltd, Sony Pictures Networks India, Disney+ Hotstar, Redmatter Marketing Agency, Obbserv, GMX, and Mississippi Earrings

Rural Immersion

is an integral part of the experiential learning that helps 2nd-Year PGP students stay connected with grass-roots level problems by engaging with villagers.

- Conducted in collaboration of 17 organisations, encompassing 36 projects held across rural areas in Gujarat, Rajasthan, Madhya Pradesh, Maharashtra, Uttar Pradesh, Bihar and Jharkhand.
- Major partner organisations were Ambuja Foundation, Deepak Foundation, Gramin Vikas Trust (GVT), Gramin Vikas Vigyan Samiti (GRAVIS), AMUL, Gujarat Livelihood Promotion Company (GLPC) (Govt. of Gujarat), International Water Management Institute (IWMI), Karma Foundation, MICAVani, National Livelihood Rural Institute (NLRI), Samvedana Foundation, SEWA, Shroffs Foundation Trust, Swachh Bharat Mission (SBM) (Govt. of Gujarat), Swades Foundation, Vivekananda Research and Training Institute (VRTI) and YUVA Unstoppable.
- Students worked on projects on education, health, livelihood, sanitation, Self-Help Groups (SHGs), agriculture, women's entrepreneurship, microfinance, rural market research and were exposed to ethnographic research, rural communication, and rural marketing skills.

Non-Residential Programmes

Online Programmes

Name of the Programme	Learners
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upGrad

Advanced Certificate in Digital Marketing and Communication with Specializations	2099
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Advanced Certificate in Brand Communication Management	132
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Advanced Certificate in Marketing Leadership Development (The CMO Programme)	17
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EMERITUS

Certificate Program in Strategic Brand Management and Communications	254
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TIMESPRO

Advanced Certificate in Digital Strategy and Marketing Analytics	31
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Leadership and Management Development Programmes (LMDPs)

Key Industry Focused Programmes



Publicis Group

1. A-Z Bootcamp on Digital Marketing
2. Digital Marketing – Deep Dive



Aster Health Academy

Postgraduate Certificate in Integrated Marketing and Branding for Healthcare



Bajaj Consumer Care

Advanced Strategies in Branding and



Bangaluru International Airport

Story Telling; Principles of Copy Writing and Evaluation; Strategic Brand Management; Strategizing Social Media content; 360 Degree Communication



Royal Enfield

Strategic Brand Management



Jain International Trade Organisation (JITO)

The Power of Branding: Harnessing the Influence of Advertising and Media



IMS Ghaziabad (40 BBA Honours students)

Branding unbound – Advertising and Digital Communication



Union Bank (56 batches of 50 each)

Customer interactions and Customer service

Centres of Excellence

Centre for Development Management & Communication (CDMC)

Key Development Programmes – Government & Social Sector Focus



UNESCO

AI Futures Lab: Media Literacy 2024



Information Department of the Government of Gujarat
Strengthening Communication via Research and Documentation



Government of Bihar's Information and Public Relations Department

Effective Communication and Media Management



Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GMBH – Forests for Future and the Future of Forests:
Create an Impact with your Reporting – Bhopal



Centre for Learning and Innovative Pedagogy

Key Faculty Development Programmes

Hosted a session with Vinay Hebbar, Executive VP & Head of Corporate Learning, Harvard Business Publishing for a talk titled on 'Education in the age of AI – a Corporate perspective for academia'

Book project with the University of Westminster titled "Community Engaged Learning in Higher Education: A Decolonial Approach to Experiential Learning", edited by Prof. Andrew Pitchford, Prof. Pooja Thomas, and Dr. Sonal Purohit, will be published by Routledge UK. It features ten case studies of innovative approaches in higher education from India and the UK and aims to capture contextualized understandings of experiential learning.

Developed a Faculty Development Programme in collaboration with the Symbiosis Teaching Learning Resource Center, focused on Generative AI and Pedagogy. This initiative is designed to enhance the teaching effectiveness of the faculty at Symbiosis International University, Pune, by integrating advanced AI technologies into pedagogical practices.

As part of its MoU with TCS, launched two significant projects which focus on competency mapping for general ability measuring tests and to productize the research on Observe-Hypothesize-Challenge-Resolve (OHCR) teaching methods.



Student Committees

MICA Council for Student Affairs (MCSA)

- Jeet Vaishnav, Niharika Raheja, and Prithviraj Das Mohapatra were elected as MCSA representatives for the year 2024-25
- Madhuparna Majumder, Mallika Suresh and Jaydeep Soni were the FPM student representatives for 2024-25.
- Adeeth Pawar and Samridhi Gaonkar were elected as representatives of CCC 2024, who would be working with the MCSA.
- Adhish Dewan, Anshul Parekh, Chahat Gupta, Param Chahal, Shashank Kashyap, and Vanshika Rehani (of PGP-1) were elected to the Junior MCSA.

Sports Committee at MICA (SCAM)

- Held its annual 3km Run MICATHON - The Freedom Run as part of the Independence Day celebrations
- Held its annual Sports festival "SAMAR" which saw participation of over 800 students from Top B-Schools, competing across over 20 sports disciplines in men's, women's, and mixed-gender categories.
- Gujarat Titans IPL team members Ishant Sharma, Sai Sudharsan, Shah Rukh Khan and Anuj Rawat visited MICA and held an interactive session with the students and staff.

MICAMINDS

- Student managed research and consultancy cell that works on live industry projects and offers effective marketing solutions and fresh perspectives to organisations.
- Major brands associated included Saregama, PepsiCo, SUD Life, Delmonte, Great Learning, Agzistance, HDFC Bank, GVFL, Catalyzer, among others.
- Launched two live projects in March, achieving a cumulative 57 projects and Rs. 22 lacs (a 11% revenue growth from the previous year)

Sankalp (Theatre Society)

Staged its annual production 2025 "Daraar"

Cultural Committee (CulComm)

- Hosted the traditional Onam Sadhya feast on the occasion of Onam Festival followed by an evening filled with vibrant cultural programs that showcase the spirit of Onam through music and dance
- Held the traditional garba dance festival Oorja and a Haat Bazaar of local artisans



Alumni Engagement Committee (AEC)

- Held City Meets at Gurugram, Bengaluru, Hyderabad, and Mumbai.
- Hosted the alumni batches of 2004, 2014 and 2019 as part of the HomeComing series
- Held the Grand Alumni Meet for the PGP and CCC batches of 2024
- Held a landmark International Alumni Meet in Dubai

Jagruti-Vaani (CSR and Community Radio Cell)

- Held DaanUtsav, by organizing a clothes donation drive on campus
- Held "Paintbrush" where the MICA community expressed their creativity by painting diyas that were later sold for a charitable cause
- Held its annual festival "Anand Mela" which had interactive activities, games, and creative workshops for underprivileged children.
- Organised a Blood Donation Drive on campus in collaboration with Prathma Blood Center, Ahmedabad along with a free Dental Check-up. A record total of 93 donors turned up for the cause.
- Broadcasted recordings shared by the Central Institute of Educational Technology (CIET)

Entrepreneurship Development Cell (EDC)

- Organised a 'Start Your Own Restaurant' which allowed students to try their hand at running a food business for a day and applying marketing strategies to optimizing operations.
- Held its E-Summit 2025, on the theme "No Limits," with keynote speakers Aviral Gupta, CSO & HR Head, Zostel, Sri Charan Lakkaraju, Founder & CEO, Student Tribe

MICANVAS

- Ranked among one of the most prestigious B-School events in India with over 5,000 attendees from 819 colleges and a 48-lakh digital reach
- Based on the theme, Continuum, the fest saw professional comedy shows and musical performances besides competitions and workshops that saw participants tackle real-world brand problems and come up with innovate solutions vying for high prize money.

Literary Committee (Litcomm)

- Organised its annual LitFest which included a Tote-painting workshop, literature-themed quizzes, an open-mic event and an interactive session with author Neil D'Silva

TEDx MICA

- Hosted its annual TEDx event on the theme "Undercurrents - Unveiling Tomorrow's Realities"

Faculty Achievements



Prof. Falguni V Oza

- Won the Femina Achiever Award – 2024 for Excellence in Marketing and Advertising Education
- Participated in the Panel Discussion at the 3rd Knowledge Seminar on "Trust or Bust: Thriving in the Digital World" as part of GoaFest 2024
- Panelist at Ganpat University's Women Cell's discussion on 'Women in Entrepreneurship and Leadership Roles: Opportunities and Challenges'
- Conferred the Smart Marketer Award by iCube Wire at Influencer Conclave, Ahmedabad.



Prof. Githa Heggde

- Received the prestigious India CSR Leadership Award – Impactful Social Leaders at the 15th India CSR Summit & Awards in Bhubaneswar.
- Appointed as the Co-Convenor of the Education Panel for the Confederation of Indian Industry (CII) Gujarat State Council for the 2024-25 term. She will assist the council in enhancing its educational initiatives, organizing events, and formulating policies to benefit the state's education sector.
- Participated in a roundtable discussion hosted by CII on "CII SheLeads: Leading Today, Shaping Tomorrow" that united influential women leaders from diverse sectors across Western India
- Attended the first committee meeting of the CII WR task force on Education 2024-25 at Mumbai
- Nominated as a member of the Media & Entertainment (M&E) Skill-Ed (Skills, Education & Employment) Forum by the Federation of Indian Chambers of Commerce & Industry (FICCI), where she will contribute to the development of the annual work plan for the forum, provide thought leadership on policy frameworks, industry reports, and knowledge papers. Additionally, she will assist in establishing international and regional chapters and offer recommendations for the framework of M&E Skill-Ed centres.
- As part of the CII's "Breakfast with Champions" series, met Sanjay Lalbhai, CMD, Arvind and discussed ways to bridge the gap between academic institutions and the industrial sector.
- Panelist on the theme "Advancing Higher Education: Curriculum to Careers" organised by The Economic Times and Coursera for Campus
- Attended sessions and engaged in key discussions, gaining insights on cutting-edge AI advancements at the NVIDIA AI Summit
- Represented MICA at the 5th Global Education Conclave in Mumbai, highlighting human-centric approaches, skill development, and purposeful education as essential in the AI era
- Participated in the Post Union Budget 2024-25 National Conference on "Journey Towards Viksit Bharat," organized by CII at Vigyan Bhawan, New Delhi
- Gave her views on the Union Budget, which were telecasted by DD India
- Engaged with academic leadership and corporate leaders to discuss potential collaborations, projects, summer internships, and final placements, during her visits to Manipal Academy of Higher Education, Redbus India, Flipkart Internet service, Modenik Lifestyle, ITC and Tata Hitachi



Prof. Kallol Das

- Invited as a panel member for the doctoral program at Nirma University.



Prof. Manisha Pathak Shelat

- Conferred the Sharon Dunwoody alumni award by the School of Journalism and Mass Communication, University of Wisconsin-Madison, USA.
- Delivered a talk on "Gen Z, Digital Media and Transcultural Lives: At Home in The World" at the Media Education Lab, University of Rhode Island
- Panelist at the DCN Global event on Unlocking Media Literacy: Shaping Tomorrow's Minds, Hybrid- Helsinki and Online
- Speaker at the 7th International E-Seminar on Media and Information Literacy, hosted by Université Moulay Ismail and UNESCO MIL Alliance
- Conducted a workshop at Riverside School on Handling misinformation and disinformation under the umbrella of media and information literacy for young people
- Appointed as a Member of the Expert Committee for the Post-graduate Diploma in Media and Information Literacy by the School of Journalism and New Media Studies, IGNOU, New Delhi
- International expert member of the Inclusive AI group at Utrecht University, Netherlands which will work towards ensuring that AI is optimized for social justice and planetary well-being.
- Served as a Member of the Scientific Advisory Committee for ICMR-National Institute of Nutrition, Hyderabad
- Participated in the annual Conference of the International Communication Association at the Gold Coast, Australia. Presented a co-authored paper on "Digital Creativity Learning Models: Connecting Consumption to Creation Practices of Gen Z users" besides her collaborative work on Living Heritage, Online Youth Activism, and Transcultural Multiliteracies in a post-conference on Communication for Social Justice organized at the University of Queensland, Brisbane.
- Served as a member of the Organising Committee of the pre-conference on Amplifying Youth Participation: Engaging Children and Young People Meaningfully in Media and Communication Research at the Young & Resilient Research Centre, WSU
- Served as a member of the Organizing Committee of the pre-conference on Amplifying Youth Participation: Engaging Children and Young People Meaningfully in Media and Communication Research with Prof. Amanda Third and the Young & Resilient Research Centre, WSU
- Served as international expert and member of the working group on the Academies for Global Innovation and Digital Ethics- AGIDE (2024) Report "Narratives of Digital Ethics", Austrian Academy of Sciences



Prof. Mini Mathur

- Conducted a workshop on Strategic Sales with Interspace communication and was invited as a panelist by Orange Tree Jodhpur on regenerative design.



Prof. Pooja Thomas

- Chief Guest at the 50th International Women's Day on the theme "STEM and IASEW – Past, Present, and Future" held by the Indian Academy for Self-Employed Women (IASEW).
- Invited to a panel on the forthcoming book Global Screen Worlds as contributing author at the British Film, Television, and Screen Studies (BAFTSS) Conference, University of Warwick with a grant fund by the School of Oriental and African Studies.

Faculty Achievements



Prof. Rasananda Panda

- Panel member for Reliance Foundation graduate scholarship selection interviews
- Engaged in a session on AI and Teaching and Research in Economics for college and University teachers of Govt. of Gujarat in a refresher course organized by the Knowledge Consortium of Gujarat
- Participated in various Research Progress Committee (RPC) meetings at Nirma University, Ahmedabad and Kadi Sarva Viswavidyalaya, Gandhinagar
- Attended an interactive meeting with the team at IFSCA, GIFT City, Gandhinagar, on Policy Communication
- Appointed as Member, IQAC, by Kadi Sarva Viswavidyalaya, Gandhinagar, as part of their NAAC accreditation process
- Expert member for faculty interview at Kadi Sarva Viswa Vidyalyaya, Gandhinagar
- Member in the Academic Audit Team of Shanti Business School as part of their NBA accreditation process
- Participated as a Member of Board of Studies at LJ University, Department of Management Studies, Ahmedabad
- Participated as a Member of Board of Studies, School of Energy and Infrastructure Management, Adani University, Ahmedabad
- Delivered lectures on decoding Union Budget at CSKVM University, Department of Management Studies, Vallabh Vidyanagar, Anand and Shanti Business School, Ahmedabad



Prof. Ruchi Tewari

- Invited by SNTD Institute to conduct an Expert Session on the role of critical thinking in digital literacy.
- Held prospective meetings with faculties at Haas Business School, Berkley University, California State University, Monterey Bay and Naval Post Graduation Institute.



Prof. Santosh Patra

- Keynote speaker at the National Seminar on "AI in Combating Misinformation: Advancing Fact Checking Practices" held by Jagran New Media with Sharda School of Media, Film & Entertainment



Prof. Shaphali Gupta

- Conferred with the prestigious "IRE (Innovation, Research and Entrepreneurship) Research Excellence Award 2024" at the IRE Conference 2024 hosted by GIBS Business School, Bangalore
- Key speaker at the inaugural ceremony of the Doctoral Colloquium at XLRI, Jamshedpur
- Conducted a research workshop on "Contemporary Ways to Develop Conceptual Articles" at the XLRI Doctoral Consortium, attended by doctoral students nationwide.
- Participated as an academic and subject expert for the panel discussion on "The Criticality of Innovation, Research and Entrepreneurial Mindset in Today's Business World" at IRE Conference 2024, Bangalore.
- Received an invitation to visit Northwestern Medill School, Northwestern University, Evanston, and Chicago for research discussions and collaboration.
- Visited the Massachusetts Institute of Technology, Boston, and MIT's Computer Science and Artificial Intelligence Laboratory (CSAIL) to explore and discuss future collaborations for research and student immersion.



Prof. U T Rao

- Odia Film 'Whispers of a Storm' based on Odisha's cyclone Fani co-produced by him honoured at the Faiyum International Film Festival in Egypt.
- Nominated as a Motwani Jadeja Global Leaders Fellow to participate at the Davos World Economic Forum (WEF) meeting in January 2025.
- Guest Speaker at the National Savishkar Workshop on Startup, Innovation, and Entrepreneurship at I Hub, Ahmedabad
- Speaker and Panelist at the "Entrepreneurship Across Borders: Insights from USA and Ahmedabad" organized by American Corner and SAATH Ahmedabad



Prof. Varsha Jain

- Held an interactive lecture and led a scientific writing workshop with research professors at IUT, Épi-nal-Hubert Curien, France.
- Spoke at the Research Assembly held at MACS Research Centre, Nottingham Trent University (NTU) UK on "How generative AI is changing consumer behaviour".
- Joined the Journal of Marketing Communication as the Editorial Review Board Member
- Appointed as International Faculty, University of Lorraine, Nancy France
- Conducted sessions and workshops on academic writing and Immersive Technologies and Marketing for faculty and students at the University of Lorraine, France
- Vice Chair, Membership, Special Interest Group, Sustainability, American Marketing Association, USA
- Visiting Guest at Emory Business School, Atlanta, USA; University of Washington, USA; Kennesaw State University, USA; Florida Gulf Coast University, USA; Northwestern University, USA
- Appointed as Guest Co-editor by Journal of Consumer Behaviour, UK (ABDC – A journal) for a) Special Issue on Sustainability in The New-Age Luxury Era: Evolution, Growth, and Implications for Marketers; b) Special Issue on Dark Side of Artificial Intelligence and its Impact on Consumer Behaviour; c) Special Issue on Immersive Technology for Luxury and Consumer Behaviour
- Appointed as Senior Associate Editor for the Journal of Global Marketing, Taylor and Francis, UK (ABDC -B)
- Distinguished Resource Person for Deputy Editor Insights: Journal of Consumer Behaviour, ESSCA Business School, France
- Session Chair of New Frontiers: How Augmented and Virtual Reality Shape Intentions and Behavior at the Academy of Marketing Science Annual Conference, USA
- Visiting Guest and Speaker on AI and Consumer Behavior at Kennesaw State University, USA
- Distinguished Panel Member on "Striking a Balance: The Rigor-Relevance Debate in Business Doctoral Education" at the Doctoral Consortium, Kennesaw State University, USA
- Visiting Guest and Speaker on "AI marketing for marketing faculty and immersive technologies and marketing at Florida Gulf Coast University, USA
- Featured among the Top Cited Article on "Metaverse marketing: How the metaverse will shape the future of consumer research and practice" for 2022-2023 in the Psychology & Marketing Journal
- 2 Papers viz. "Self-Discovery through Augmented Reality Consumption Experiences: Extended Abstract" and "Co-construction of Online Identities of Consumers with Social Media Influencers" presented at the 2024 Asia-Pacific ACR Conference in Bali.
- 2 Papers, "Enhancing User Engagement on Destination Brand Facebook Pages" and "Sustainability and Luxury Consumption: A Systematic Review and Future Research Agenda", presented at the 2024 AMS World Marketing Congress, Mauritius
- 3 Papers, "Effect of Augmented Reality Usage by Social Media Influencers Influencing Purchase Behavior"; "Understanding Perceived Quality from the Consumer Perspective and the Impact on Online Repurchase Intentions" and "Digital Consumption Value Scale: Construction, Validation, and Generalization", were presented at the 2024 AMS Annual Conference in the USA.
- Best Paper Award to Prof. Varsha Jain (co-authored with FPM scholars Parth Salunke & Tatsita Mishra) at SPJIMR, TaSIC 2025
- Received 7372 citations with a h-index of 36 with 30 publications in peer reviewed international journals during the year 2024-25.
- Research article on Artificial Intelligence Consumer Behaviour: A hybrid review and research agenda adjudged the Top Cited article in the Journal of Consumer Behaviour (ABDC -A).

Academic Staff Achievements



Dr. Chintan Pandya (Librarian, KEIC)

- Participated in the International Library Associate Programme at the Mortenson Center, University of Illinois, USA, a month-long programme that focused on transforming libraries through leadership, innovation, and user-centered services.
- Presided as the Chief Guest at the Annual Cultural Programme of AES-AG School, Ahmedabad
- Took expert sessions on: Transforming Libraries with Outstanding Customer Service: Insights from the U.S. Experience" at Knowledge Consortium of Gujarat (KCG), Ahmedabad
- Took Expert session on: Research Publication Avenues and Its Impact on Institutional Ranking" at Dr. H. R. Gajwani College, Gandhidham
- Took Expert session on: Research Ethics and Online Databases at Jaipuria Institute of Management, Jaipur

Others

- Jasmeen Kaur Guliani from CDMC-MICA received the Association for Development Communication (ADC) Research Grant and presented her research at the AMIC 2024 Conference in Beijing, China.
- Rahul Bishnoi's (RA – Communication Area) essay "A Text Beneath a Text: The Literary Labyrinth in Nabokov's Pale Fire" was selected in the top 10 list for the CEPT Essay Prize 2024.

Learner Achievements

Post Graduate Diploma in Management - Communications (PGDM-C)/ Post Graduate Diploma in Management (PGDM)

National Winner -

- Blinkx Brainathon: product innovation challenge
- Voyagehack 2.0 by TBO.com
- Solaris'24, Marketing Case Competition, IIM Udaipur

National Runners-up -

- ITC Interrobang Case Competition , Season 14
- Accenture Innovation Challenge 2024

Silver medal in Global Scaling Challenge -

- Asia Pacific and Oceania region, University of New Mexico, USA

Fellow Programme in Management (FPM)

Parth Salunke (2021-25 batch)

- Invited as a Resource person by: Christ University to conduct a seminar on "Conceptualizing and Crafting Dissertation" at the School of Business and Management (MBA Students) ;
- UGC Malaviya Mission Teacher Training Center, University of Mumbai, to conduct a Short-Term Training Program for Junior and Mid-level faculties on "Research Methods and Techniques";
- KPJ Hinduja College of Commerce, University of Mumbai, to conduct a session in Faculty Development Program on "Selection of Journals for Global Publications and Citations in Research Paper"
- Presented a research paper at the Asia Pacific: Association of Consumer Research Conference, 2024, on "Co-construction of

Tatsita Mishra (2022-26 batch)

- Invited as a Resource person by: Christ University to conduct a seminar Got an acceptance at the Asia-Pacific Association for Consumer Research Conference, 2024, for a paper co-authored paper "Co-construction of Online identities of consumers with SMIs"
- Presented the working paper "The 'Play' of Romance: Examining Gendered Negotiations of Users with Platform Affordances of Dating Apps" at the Global Digital Intimacies Conference, 2024, University of Amsterdam, Netherlands.
- Received an acceptance for the ReDMIL Summer School (Charting the (dis)continuities in literacies), UCLouvain Belgium, 2024, for

Student Achievements

Name	Batch	Achievements	Description
Meghna Rawat	PGP 1	Went for Tata Crucible Cluster Round Gujarat	-
		IIM Bangalore, Box Office Blitz	2nd Runner Up
Prabuddh Bansal	PGP 1	Debate Competition	Scored among the top 50 teams in MaggiSpeaks organized by XIMB Alumni
Shreyas Walekar	PGP 1	Won Silver medal in Global Scaling Challenge	Won Silver medal in Global Scaling Challenge in Asia Pacific and Oceania region organised by University of New Mexico, USA
		Published Research Paper Abstract	Co-authored three research papers abstracts; selected by BCORE for the 1st International Olympic Research Conference, presenting insights on Olympic infrastructure, security, and globalization to an expert audience
		Won Silver Medal in Cricket	Won Silver Medal in cricket while representing MICA at KJ Somaiya Institute Sports Fest 'YUDH'
Girish Chand	PGP 1	Case Competition	IIM Trichy Consulting Case Comp. National Runner's Up (2nd)
		Case competition	NMIMS Samadhaan (National Finalists Top 10)
		Academics	NISM Series XV - Research Analyst Certification (SEBI Issued)
Krishna Ladha	PGP 1	National Winner, BrandPop: An Indian Culture Competition, MICA, Ahmedabad	Case competition where we were to reimagine an iconic Indian brand, proposing a bold new direction to ensure its relevance in the future. Our task was to reinvent the brand—evolving its image, messaging, and strategy to appeal to modern consumers and align with current cultural trends.
		National Runners-up, Sports Quiz, DoMS, National Institute of Technology (NIT), Trichy	I participated in the Sports Quiz, the ultimate challenge for sports enthusiasts. This fast-paced competition tested our knowledge of sports history, current events, players, and teams across various sports. From obscure trivia to major sporting events, every round kept us on our toes and pushed our memory to the limit.
		National Runners-up, Questopia 2025, Indian Institute of Management (IIM), Kashipur	I participated in Questopia, the national-level quiz competition organized by Quest, the Quizzing Club of IIM Kashipur. Competing against college students from across the country, I navigated through challenging rounds and ultimately secured the national runners up position.
Yashasvi Shukla	PGP 1	Case competition : Tata Imagination Challenge	Nationa Semi-finalist
Karthik J	PGP 1	Case Competition	National Finalists- Pink Pitch by Rajasthan Royals
		Case Competition	National Semi Finalists - Muthoot Finclusion Challenge
Pratik Boricha	PGP 1	Extracurricular	First time in my life i managed an event called RJ wars where i was incharge of Artist(RJ) relationship handling which was an amazing experience and crucial learning for my internship where i would be engaged in movie marketing.
Rahul Thakur	PGP 1	Case Competition	"National Winner (1st/262 Entries), Auctionnaire, Solaris'24, Marketing Case Competition, IIM Udaipur 2024"
		Case Competition	"National Runners up (2nd/463 Entries), HR Discourse, Ethos'24, IIM Sambalpur 2024"
		Extracurriculars	As a part of a non-profit, Viraam, I have been providing editing and operational support for an upcoming book from Penguin (handbook on gender based subliminal violence), and have gotten to be a part of interviews of Kiran Bedi, Ex CJI Chandrachud among others
Ria Khetarpal	PGP 1	Loreal brandstrom campus winners	We were part of the top 91 teams across India
Dhruvam Nanavati	PGP 1	Academics	I cleared NISM series -15 Research Analyst exam, conducted by SEBI

Student Achievements

Name	Batch	Achievements	Description
Aayush Lunkar	PGP 1	Case Competition (MICANVAS)	"2nd Place: What If 3rd Place : Boardroom Builder 3rd Place : Brand Pop 3rd Place : Start your own Startup"
Chaitanya Nawathe	PGP 1	Case Competition - FMS Launchpad	Won FMS Launchpad case competition. Case was around a skincare GTM, and the competition was with many other teams from top bschools like IIM Indore, SPJIMR, NMIMS, Etc.
		Case Competition - IIM Kashipur Brand Blitz	Won a case competition which was around consulting companies international expansion.
Anushka Ghate	PGP 1	1st place in Case Competiton - IIM Kashipur	1st Place in a Consulting Case Competition organized by IIM Kashipur, emerging as the winner among 50+ teams from premier institutes like NMIMS, MDI, TAPMI, IIM Rohtak, GLIM, SIBM, and SCMHRD.
		1st place in Case Competition by SCMHRD	1st Place in a Marketing Case Competition hosted by SCMHRD, securing the top spot among 8 national finalists from B-schools such as SIBM, SCMHRD, MICA, MDI, and TAPMI.
		4th Place in Case Competition	4th Place in a Go-To-Market Strategy Case organized by IIM Kashipur, competing against top teams from IIM Lucknow, IIM Indore, IIM Amritsar, and others.
Niket Kulkarni	PGP 1	TCPL Grow Beyond Better	Reached Top 40 teams , gaining an entry to Emerging Leaders Program hiring process
Janani Suri	PGP 1	Case Competition	Quarter-Finalist out of 129289 Entries, HP Power Lab
		Case Competition	Rank 93, the Sandbox (Top 100 Teams), Accenture Innovation Challenge (B-School Track)
		case competition	National Runner-Up (2nd/840 Entries), Prometheus, Transcend 2025, Product Marketing Challenge, SIBM Pune
Yash gupta	PGP 2	Case competition- Blinkx Brainathon: product innovation challenge	National winner out of 2704 teams
		C-Dot winner	Secured top position in C-Dot
		Gold medal in annual sport fest of KJ somaiya in shotput	Secured 1 position in shotput
Pushtii Parekh	PGP 2	Academics	President's Award for Academic Excellence (Gold Medal, First Year)
		Case Competition	Top 30 Winner, IIM Mumbai P&G Equality Summit 2024
		Case Competition	Top 20, Marico Over The Wall 12, India
Jeel Salia	PGP 2	Case competition	Voyagehack 2.0 by TBO.com: National Winners
		Case Competition	National Finalist (top 9/4000 teams): Caseino 2.0 by Grant Thornton Bharat
Parvathy S	PGP 2	Case competition	National Semi-Finalist (Top 100 out of 5,260+ teams), AB InBev 100+ Challenge. Developed GTM strategy, and strategised sustainability initiatives for Budweiser Beats
		Extracurriculars	Became the winner among 3 MICAns and won the cash prize of 10,000 for a live project/competition of Jagran Josh (enrolled through media cell of MICA)
Mithil Upadhyay	PGP 2	Case competition	Reliance TUP X: National popular choice winner
Medhavi Pandey	PGP 2	Case Competition	Campus Winners in Samsung E.D.G.E 9.0
		Academics	Best Entrepreneurial Idea (First Runner Up), EI
Abhishek Sengupta	PGP 2	Case Competition	Top 16/2788, National Semi-finalist, 'Nexus Tech' vertical, Avalon Consulting's Sun Tzu Case Competition, 2024. Was the only team selected in campus
		Case competition	Semi-Finalist Round-2, EPOCH 2.0, IIMJOBS case competition.

Name	Batch	Achievements	Description
		Extracurriculars	"Telav Teaching Project Volunteer – Social Impact Work (G) Volunteered for a pro-bono initiative focused on teaching underprivileged children in Telav"
Aditya Sud	PGP 2	Academics	President's Award for Academic Excellence - Rank 3 in PGDM-C
		Academics	MI-CAM Rank 1
		Case Competition	ABInBev 100+ Challenge 2024 Semi Finalists
Pragya Shashank	PGP 2	Case competition	"Achievement: First Runners-Up – Accenture Innovation Challenge 2024 Description: Secured the First Runners-Up position at the prestigious Accenture Innovation Challenge 2024, where our team explored the integration of Generative AI in business solutions. The experience involved in-depth research, strategic thinking, and the development of a go-to-market plan."
Sameer sagar	PGP 2	Case competition (First Runners-Up – Accenture Innovation Challenge 2024)	"Achievement: First Runners-Up – Accenture Innovation Challenge 2024 Description: Secured the First Runners-Up position at the prestigious Accenture Innovation Challenge 2024, where our team explored the integration of Generative AI in business solutions. The experience involved in-depth research, strategic thinking, and the development of a go-to-market plan."
Anubhuti Pathak	PGP 2	Case Competitions	"1. Finalists among top 16 teams from 556 registered, Eco-drive (IIM Lucknow), MICA Ahmedabad 2024 2. 1st Runner-up, Tailblaze Case Competition(Live Project for 2 months), MICA Ahmedabad 2024 3. Winner among 942 teams, Kaun Banega CEO, MICA, Ahmedabad 2023"
		Academics	Secured a GPA of 3.18/4.33 (till term 5)
		Extracurriculars - Member of Jr. EDC 2023-2024	"1. Boosted event registrations 14.4%, attracting 400+ to SYOR and enhancing engagement 2. Secured 45,000 sponsorship from StockGro for Ad-Diction competition at E-Summit"
Divyanshu Kumar	PGP 2	Case Competition	"National Winner, Brain-a-thon Product Innovation Challenge by BlinkX, JM Financials. National Winner, Voyagehack 2.0 by TBO.COM National Semi-Finalist, Tata Innovation Challenge by Tata Group National Finalist, CASEino consulting case competition by Grant Thornton Bharat."
		Extracurriculars	"MICA DAY Committee - Human Chain Logo formation implementation ICMC Organising team - Mobilised participation and delegation from PGP-1"
Kalash Singhal	PGP 2	Case Competition	Winner, CMO's Boardroom Challenge 1.0, MICA METAVERSE, 2024
Mitanshi Mandowara	PGP 2	Case Competition	Achieved the second position in the ITC Interrobang Case Competition (Season 14), working on an exciting problem statement centred around identifying ownable occasions and increasing reach for the Dark Fantasy cookie.



Illustrious Alumni

New Appointments

Padmini Rathore, (PGP batch of 2002 batch)
Chief Revenue Officer, Cyril Amarchand Mangaldas

Varun Oberoi (PGP batch of 2005)
VP, Head of Marketing and Corporate Communications at Indo Nissin Foods

G. Srinivasa Raghavan (PGP batch of 1996)
Chairman of the Board of Directors of NEXUS Automotive International

Ganga Ganapathi (PGP batch of 1998)
India Marketing Leader at Publicis Sapient

Kedar Lele (PGP batch of 1998)
Managing Director at Castrol India, Limited

Shresth Gupta (PGP batch of 2008)
VP, Marketing (SVOD) - India and Global, Zee5

Akshansh Yadav (PGP batch of 2016)
Chief Product and Technology Officer- Digital at ITV Network

Sunder Muthuraman (PGP batch 1996)
Chief Operating Officer, Ipsos MMA

Traptika Chauhan (PGP batch of 2005)
AVP, Head for Agency Business and Pre-Sales, PVR INOX

Khyati Sarang (PGP batch of 2008)
Director, Insights & Strategy, Jigsaw Brand Consultants

Atul Handa (PGP batch of 2009)
VP, Instamart Growth Strategy, Swiggy

Mukesh Ghuraiya (PGP batch of 2009)
Chief Marketing Officer, Modi Naturals

Suyash Khabya (CCC batch of 2000)
Chief Creative Officer, The Womb

Kunal Mukherjee (PGP batch of 2004)
Head of Marketing, GIFT City

Saket Jha Saurabh (PGP batch of 2002)
Senior Leadership Team, Snapchat India

Recognition

Namit Gupta's (PGP batch of 2024) chapter "Gatekeeping and SEO A Marriage of Inconvenience," published in The Handbook of Digital Media and Journalism - Practices and Perspectives

Vaishali Verma, CEO, Initiative India (PGP batch of 1995) featured in IMPACT's 50 Most Influential Women of the Year in Media, Marketing and Advertising

Varun Dua (PGP batch of 2003), Founder, ACKO India appointed as one of the jury members at Shark Tank, on Sony TV

Himanshu Goel (PGP batch of 2019), and **George Tharian** (PGP batch of 2019), co-founders of FUTR STUDIOS - India's First Virtual Human Company.

Praptee Sharma (PGP batch of 2018) won India's first-ever gold at the 2024 Young Lion Competition at the International Festival of Creativity, Cannes in 2024.

Shitiz Dogra (PGP batch of 2013), made it to the 40 under 40 list of top marketers in India by Business World

In Memoriam



Dr. Bhaskar Das,
Member, MICA Governing Council (2013 to 2024)



Hema Viswanathan,
Member, MICA Governing Council (2005 to 2020)



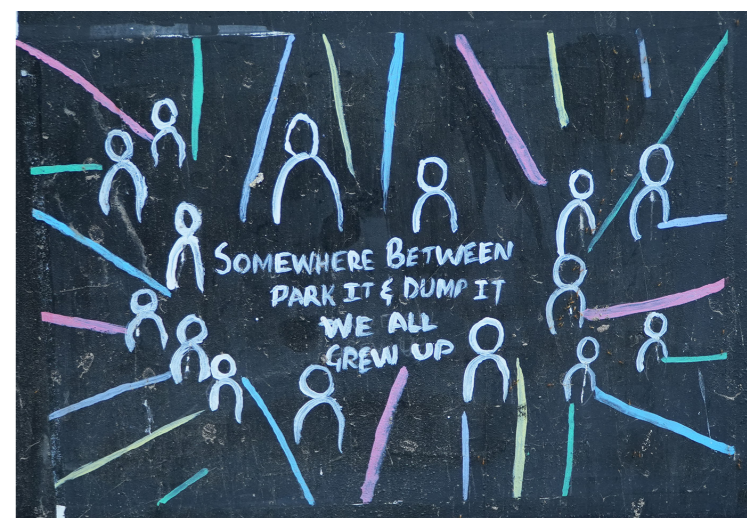
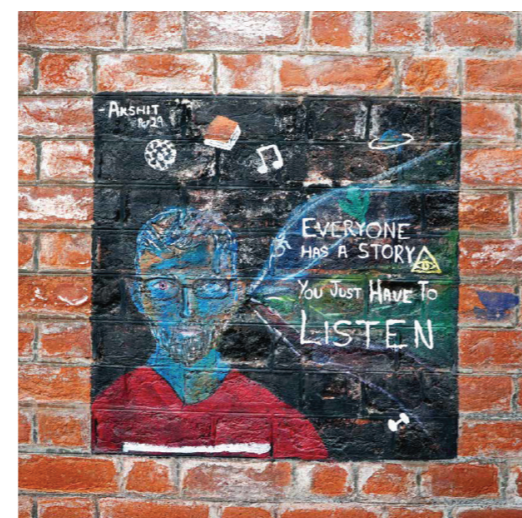
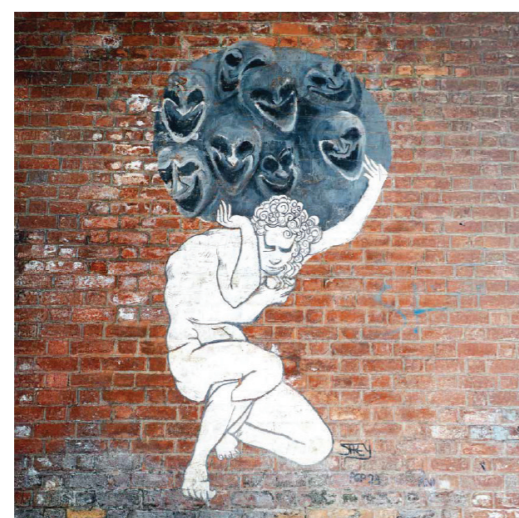
Siddharth Samant
(PGP batch of 2018)



Vikram Duggal
(PGP batch of 2004)



Priyanshu Jain
(PGP batch of 2025)





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