



## 13th Convocation Ceremony

GL Bajaj Institute of Management and Research, Greater Noida organized 13th Convocation Ceremony for the batch 2020-22 on 18 December 2022. Dr. Kiran Bedi and Dr. Pankaj Mittal, Secretary General, of Association of Indian Universities, were invited as chief guest and guest of honour respectively to address the students. Dr. Kiran Bedi encouraged the alumni to optimize the learning curve and work with integrity for evolving as a responsible citizen, and most importantly as a change maker for building the nation. The faculty and staff members congratulated Dr. Kiran Bedi for her recent book 'Fearless Governance' based on the ground realities of nearly five years of service of Dr. Bedi as Lt. Governor of Puducherry and her vast experience of 40 years in the Indian Police Service. Dr. Pankaj Mittal explained series of innovative practices and reforms in India to upskill the youth. Dr. Sapna Rakesh, Director while sharing the annual report, mentioned that PGDM at GL Bajaj Institute of Management and Research, has been benchmarked with the best practices across the globe and has now reached a new milestone.

Mr. Pankaj Agarwal, Vice Chairman, GL Bajaj Educational Institutions congratulated the students and encouraged them to be receptive to new ideas and possibilities for producing enduring value. After the oath taking, Dr. Anand Rai, Program Chairperson, GLBIMR addressed the students shared the relevance of taking accountability for one's actions, behaviour and ultimate decisions. Students were very excited to receive their Post Graduate Diploma in Management, some of them also shared their enriched learning experiences at GLBIMR. Ms. Manvi Gupta, Ms. Sakshi Gambhir and Mr. Saket Kumar were felicitated with gold, silver and bronze medal respectively. Two staff members namely Mr. Sanjay Srivastava and Mr. Manish Sharma were awarded with Long Service Award for their loyalty and hard work at GLBIMR. Also, as a token of appreciation- the members of Project Sahyog Alumni Team namely Mr. Satyam Srivastava, Mr. Rachit Srivastava, Mr. Devojeet Sarkar, Mr. Abhinav Sharma, Mr. Rahul Bhagat, Mr. Rajat Srivastava, Ms. Jyotica Srivastava and Ms. Himanshi Sharma were felicitated for their constant guidance and mentorship at GLBIMR. Dr. Prachi Agarwal proposed a vote of thanks on behalf of GL Bajaj family and extender her gratitude to all the associated stakeholders for this new beginning. The faculty coordinators team comprising Dr. Anand Rai, Dr. Nidhi Srivastava, Dr. Amit Kumar, and Dr. Shuchita Singh with student coordinators-Satakshi, Drishti, Sangeeta, Nancy, Ishika, Simran, Vivek, Lesan and Aquib left no stone unturned for the successful conduction of convocation ceremony.

### G L Bajaj Institute of Management & Research. PGDM Institute

#### Vision

To be an institute of global repute for imparting knowledge, skill sets, confidence and values for being self-reliant and pleasantly employable.

#### Mission

- To create a sustainable learning ecosystem to build cognitive potential.
- To inculcate quality leadership, corporate understanding and global competence.
- To inculcate entrepreneurial skills & startup attributes for the spirit of self reliance.





## Environmental, Social, and Governance (ESG) Conclave

To prepare PGDM students for the new age responsibilities, the Sustainability Cell of GL Bajaj Institute of Management and Research organized the 1st edition of ESG Conclave on 5 November 2022, to learn more about the opportunities, challenges and way forward for a sustainable business environment. Students from various institutes participated with the utmost zest and energy. The conclave helped the students understand how adopting environmental, social and governance (ESG) investing has become relevant for all the stakeholders in the long term. Dr. Sapna Rakesh, Director, GLBIMR, expressed her gratitude to the industry stalwarts who shared their insights and expertise with the students.

The conclave was followed by a case study analysis competition. The winners Anjali and Kanupriya from GLBIMR, Kartik and Atif from GNIOT (1st Runner Up), Anushka and Mansi from Sharda University (2nd Runner Up) were awarded with cash prizes. Faculty coordinators Dr. Shuchita Singh, Dr. Nidhi Srivastava, Dr. Sunita Chowdhury, and Dr. Piali Halder managed the ESG Conclave smoothly with the help of student coordinators Shrawani Ranjana, Anubha Srivastava, Prateeksha Mishra, Satakshi Chandel, and Surbhi Singh.





## Tazurba 2022

GLBIMR organized 'Tazurba 2022- Value Your Internship' on 7 October, 2022, an Inter Institute Summer Internship Project Competition where the final-year students pursuing higher education in management from various B schools presented learnings and findings based on their summer internship projects. All the participating students explained the domain competencies learned during their internship and how they navigated through various situations. Some students also shared their challenges faced on field while collecting data from respondents. In the Q & A round, the participants as well as the audience got to know about the missing gap and further scope of improvement.



The industry experts panel of Mr. Amit Kumar Singh, Senior HRBP Elucidate and Mr. Manvendra Singh Gaur, Clinical Value Specialist, Roche Diagnostics; India, evaluated all the presentations and congratulated all the participants for the wonderful work done. Dr. Sapna Rakesh, Director, GLBIMR, mentioned that internships play a major role to develop managerial competencies in the students and help them to learn tools and techniques for handling complex business problems. The winners Jeremy John from Indian Institute of Rural Management, Jaipur; Khushboo Singh from GL Bajaj Institute of Management and Research and Vibhor Bansal from Lloyd Business School, Greater Noida were awarded with cash prizes and certificates. All the students from various colleges and universities such as Indian Institute of Rural Management, Lloyd Business School, Galgotias University, Greater Noida Institute of Technology, BIMTECH, Mangalmay Group of Institutions, Lloyd Business School, Institute of Integrated Learning in Management, Amity University and Sharda University, extended a note of gratitude to GLBIMR for this learning experience. The faculty coordinators—Dr. Nidhi Srivastava, Dr. Arpita Srivastava and Dr. Prachi Agarwal encouraged all the participants to avail such opportunities for maximizing the learning curve.







## Fantast Fiesta | Freshers' Party

With melodious voices, zestful tango and gracious ramp walk, GLBIMR organized the fresher's party for Batch 2022-24 on 8 October 2022. Seniors interacted with the newcomers and tried to build rapport with the freshers. Different activities and games were organized, wherein first year students revealed their talents through various activities like ramp walk, dancing and singing. Seniors too showcased their performances as a token of appreciation for their juniors. The Fresher's Party welcomed the new students and provided them a platform for a formal introduction with the senior students, followed by prize distribution- for Fashion Fiesta (Mr. & Ms. Fresher's) which comprised three rounds of selection i.e. ramp walk, talent round, and question & answer round. The titles of Mr. Fresher and Ms. Fresher were grabbed by Abhishek Jha and Archana Singh respectively.





# THE GLB TIMES

1 October-31 December 2022

Quarterly Newspaper

## Diwali Celebration

On October 22, 2022, GL Bajaj Institute of Management Research held a Diwali Festival for faculty and staff members. The campus was adorned with a profusion of lights, and a swastika rangoli that was beautifully made by the members of the Art Club. The faculty members on this occasion were invited for fun activities and games. All the faculty and staff members enthusiastically participated and created wonderful memories. In this auspicious festival of lights, love and camaraderie, Diwali celebration at the campus was full of joy, happiness, and laughter. Dr. Sapna Rakesh, Director, GLBIMR extended her best wishes to all and prayed that may this Diwali dispel all the darkness and leads all of us to the road of knowledge, prosperity and growth.





## Financial Nirvana | Workshop

With an aim to sensitize students on the aspects concerning financial freedom, GL Bajaj Institute of Management and Research, Greater Noida, organized a workshop on 'Financial Nirvana' in collaboration with Young Indians (YI) on 29 November 2022. The guest speaker was Mr. Arpit Arora, India's Leading Personal Finance Expert, 2x TEDx Speaker, Passive Income Coach, Entrepreneur, Wealth Specialist and Founder Ask The Wise Guy.



The workshop addressed various subjects related to financial freedom like principles of making passive income, ways for having financial independence, right financial mindset, financial skill set and how to be passionate like Warren Buffett, Hussain Bolt, Bill Gates, Ratan Tata. The workshop was conducted under the guidance of esteemed Director Dr. Sapna Rakesh and faculty coordinator, Dr. Anand Rai, Dr. Prachi Agarwal and Dr. Nidhi Srivastava. Student coordinators, Tanya, Meenakshi, Dev and Satakshi managed the workshop with full zest.



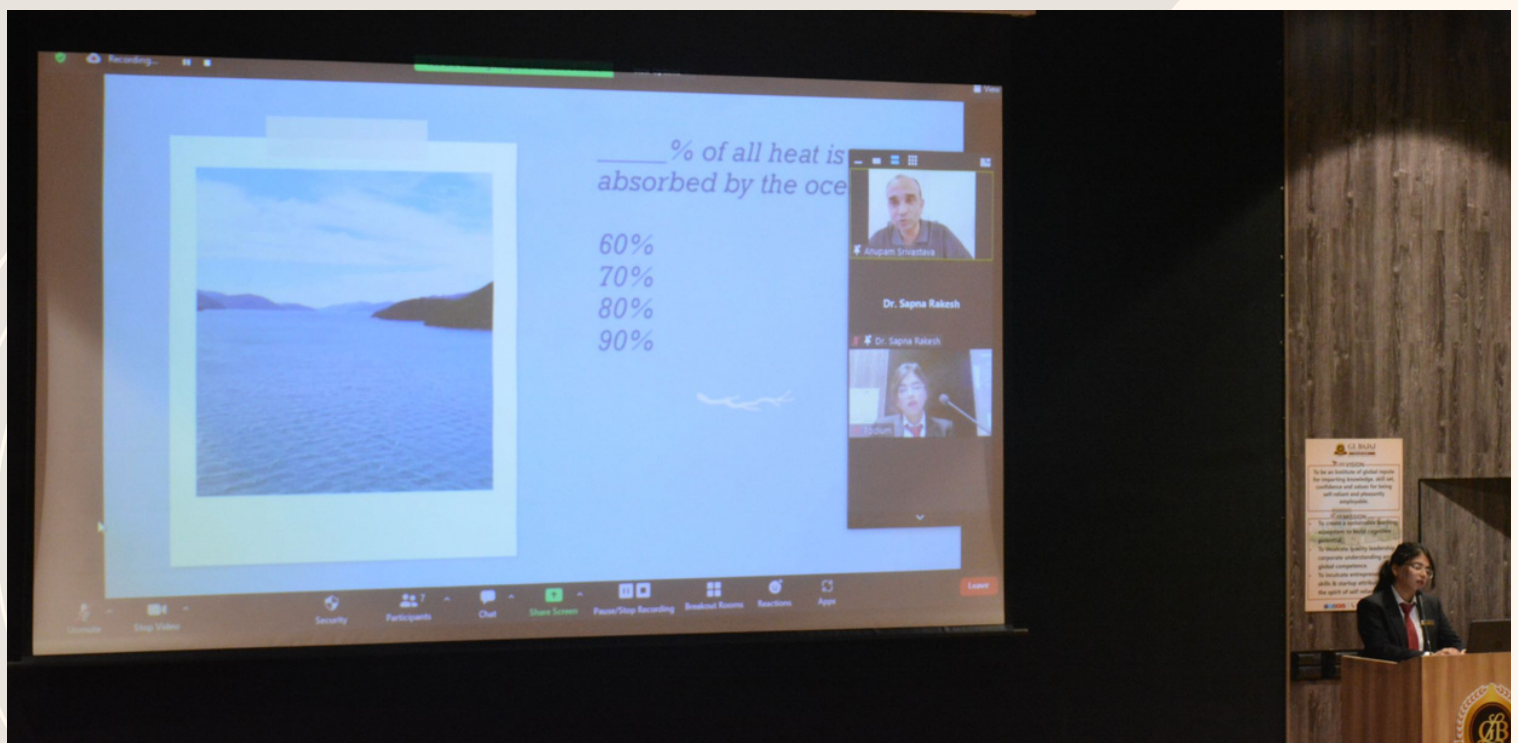


## Corporate finance and the impact of sustainability on climate risk | Global Expert Talk Series

GLBIMR organized a global expert talk session on 'Corporate finance and the impact of sustainability & climate risk' on 14 December 2022. Mr. Anupam Srivastava, Managing Director, Bank of Baroda Ltd, Auckland discussed with the students about sustainability— climate science and the risk of sustainability and the options to pursue in the area of sustainable finance. Students were further enlightened about how green loans and bonds, sustainability-linked loans, carbon finance and emission trading have changed the current business landscape. The session ended with a virtual round of Q&A where students asked questions regarding sustainability, ESG, COP27, and solar panel waste— the dark side of clean energy.



The session was conducted under the guidance of Dr. Nidhi Srivastava, Dr. Shuchita Singh and Dr. Amit Kumar along with student coordinators Md. Aquib Numan Siddiquee, Manav and Aliza Rizvi.







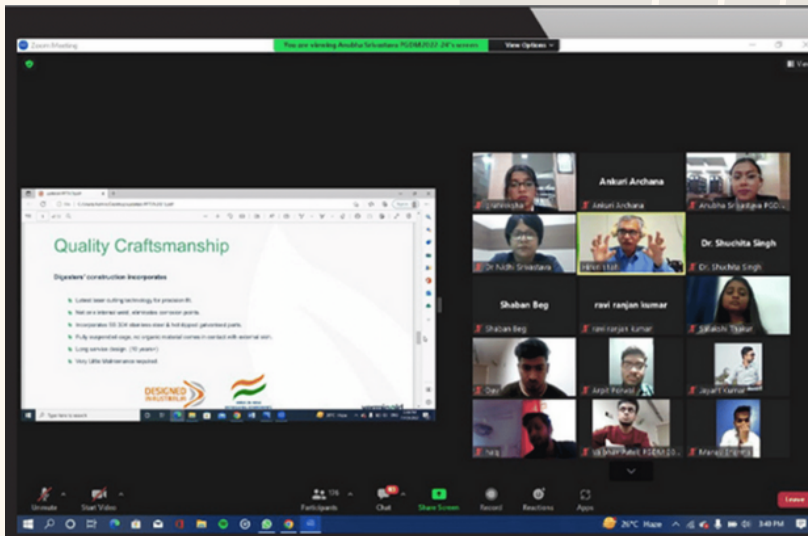
## Role of technology in distribution and logistics management | Expert Talk Series

GLBIMR.PGDM Institute organized an expert talk on the 'Role of technology in distribution and logistics management' for its PGDM Batch 2021-23 students on November 4, 2022. Mr. John Paul Joseph, Product Head, India Fulfillment Network, DHL Supply Chain Delhi was the expert speaker.

The objective of the session was to gain an industry perspective on the distribution and logistics management of specific areas like warehousing, physical distribution, outbound logistics management, order processing and reverse logistics using real-life scenarios. Students learned how digital solutions may play an important role in enhancing delivery speed and keeping customers informed about product delivery.

The talk was smoothly managed by faculty coordinator Prof. Atul Kumar Arora and student coordinators Khushboo Singh and Idhant Garg.





## Sensitization towards environment-friendly technology | Expert Talk Series

GL Bajaj Institute of Management and Research organized an expert talk on 'Sensation towards environment-friendly technology' on 23 November 2022 by Mr. Hiren Shah, Technical Manager, Vermigold Ecotech Private Ltd.

The session's intent was to sensitize budding managers on sustainable business practices such as organic waste digester and vermicompost. The talk session was smoothly conducted by faculty Dr. Nidhi Srivastava, Dr. Sunita Chaudhary and Dr. Piali Haldar with the student coordinators Anubha and Prateeksha from the batch PGDM 2022-24.



## 'Strategy and consultancy-Perspective and prospects' Expert Talk Series

GLBIMR organized an expert talk on 'Strategy and consultancy-Perspective and prospects' for its PGDM batch 2022-24 students, to help students make an informed decision while opting for their specialization subjects. The expert talk was delivered by Mr. Sharat Paul Mechery, Senior Facilitator (Management Development), Tata Steel, Jamshedpur. Students got to know about career options available in consultation & strategy and how this specialization can complement their other choices like marketing, finance, HR and operations and international business.

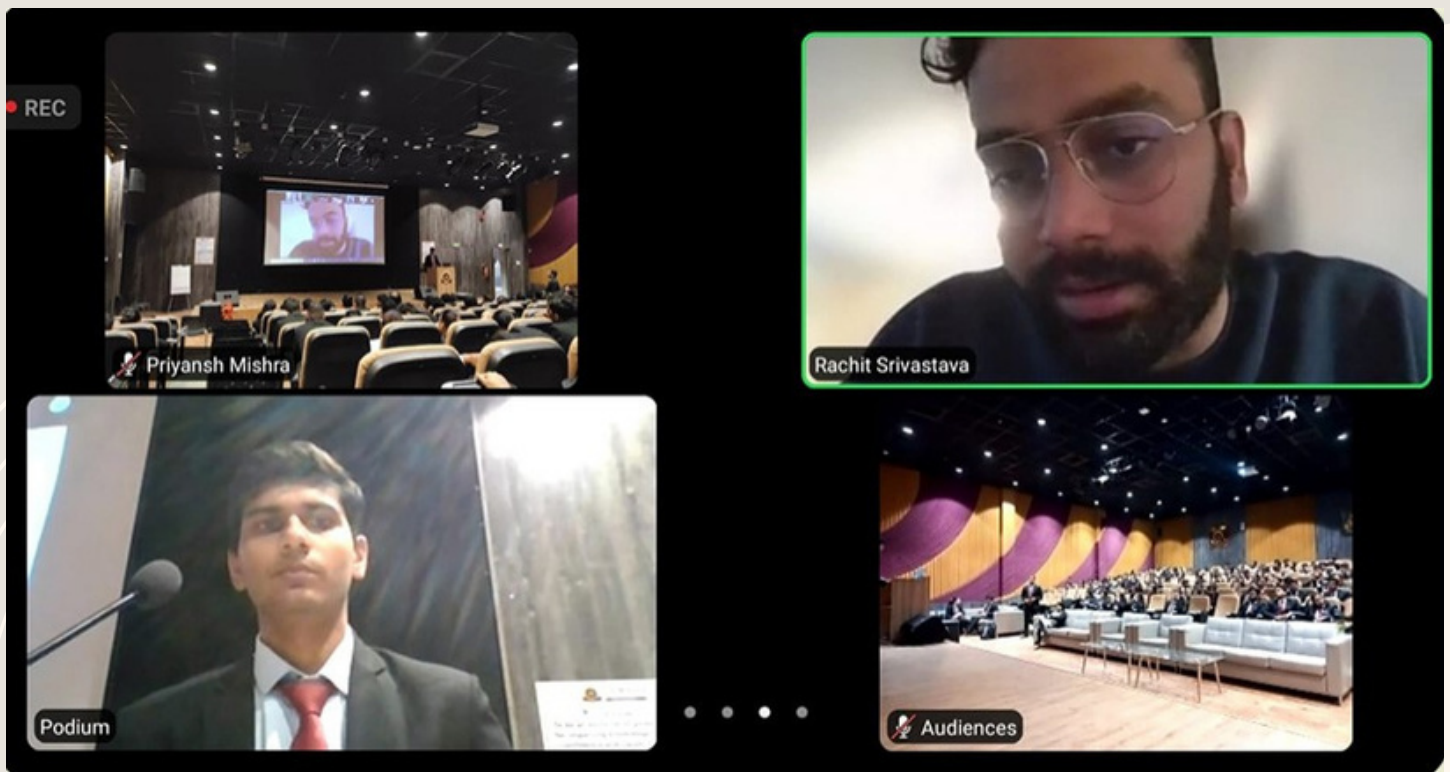
Mr. Paul highlighted companies like McKinsey, Accenture, Deloitte, PWC, KPMG and EY which are known for its unique combination of strategic, financial & transactional advisory services. He also discussed the utility of strategic consulting in areas of corporate strategy, mergers & acquisitions, brand strategy and functional strategy. The session was coordinated under the guidance of Dr. Manisha Singh with student coordinators Pooja Jha and Ujjwal Kumar Singh.



## 'Sensitization on finance specialization' | Expert Talk Series

Mr. Rachit Srivastava, Vice President at BlackRock in Scotland, gave an expert lecture covering the scope of the financial domain at GLBIMR on 14 December 2022. During the talk session, students got to know that a specialization in finance can equip them with the necessary financial skills and business acumen to manage an organization and help it grow and improve. They can learn vital skills essential for the finance industry, like analyzing company reports, maximizing stock value, balancing risk and profitability, choosing investment portfolios and forecasting economic trends.

Mr. Srivastava answered students' questions and addressed the students in order to draw a clear picture of the prevailing situation of the financial market and its scope ahead. The coordinators Aliza, K. Vinay, and Priyansh under the guidance of faculty coordinators Dr. Anand Rai, Dr. Shuchita Singh, Dr. Nidhi Srivastava & Dr. Arpita Srivastava smoothly managed the session.







## Contemporary trends in supply chain management | Expert Talk Series

GLBIMR organized an expert talk on 'Contemporary trends in supply chain management' on December 15, 2022 for the student of PGDM batch 2022-24. Dr. Tapas Bhattacharya, Former Group General Manager, at ONGC was invited to discuss about recent trend in logistics and supply chain management in post covid era. Along with discussing his work at ONGC, he also spoke about modern business methods and the different techniques that are being used by companies to be more efficient and sustainable.

The session also shed light on the types of inventory processes used by the companies. Dr. Tapas talked about how artificial intelligence (AI) aids businesses in handling crises and described how the procurement process is streamlined at the corporate level.

The faculty coordinator Prof. Atul Arora, Prof. Vikram Sharma, and Prof. Ravi Kishor Ranjan along with the student coordinators K Vinay, Aquib, Faisal, Archana, Arpit coordinated the session.





## Sensitization towards marketing specialization | Expert Talk Series



Mr. Devojeet Sarkar, Manager – Channel Development and Brand Promotion, Honda Motorcycle & Scooter India Pvt. Ltd. was invited to GLBIMR campus on 15 December, 2022 to share his view on scope of marketing. The primary goal of this session was to inform students about the significance of marketing specialization and to gain an understanding of the industry's viewpoint on different marketing career possibilities and marketing verticals. The students gained a grasp of work responsibilities as well as static market patterns. Discussions on CRM and service-based marketing companies convinced the students that sales are an essential component of marketing. Students got to know about various companies such as HUL, HCL, and McKinsey which hire employees in sales and marketing department for revenue generation. The session was conducted by faculty coordinators Dr. Arpita Srivastava and Dr. Surabhi Singh and was smoothly managed by student coordinators Aliza and K Vinay.





## Marketing specialization and its verticals -Role of integrated marketing communication | Expert Talk Series

GLBIMR organized an expert talk on 'Marketing Specialization and its verticals–Role of integrated marketing communication' on 13 December, 2022. Ms. Arti Singh DGM Marketing, 93.5 FM addressed the students on the idea of ROI and the worth that a specific product provides along with its packing. Students were also made aware of the importance of putting content on both broadcast and advertisements, and they were introduced to the industry's perspective on various marketing career opportunities and marketing verticals. The session covered a variety of subjects, including role of integrated marketing communication, briefings on ATL, BTL, and TTL as well as different promotional tools and their applications.

The student coordinators Naman Kumar, Aman Singh, Shraddha Rawat, Dev and Hitendra Singh Jadon under guidance of faculty Dr. Arpita Srivastava and Dr. Surbhi Singh managed the entire session with great zeal and enthusiasm.







## Equipping for the new normal | Expert Talk Series

GL Bajaj Institute of Management and Research, Greater Noida organized an expert talk series on 'Equipping for the new normal' on 10 October 2022. The eminent speaker of the talk was Mr. Subramanian S., Country Lead- Silicon Labs. The main objective of this session was to apprise the students of the fundamentals of product management for effective marketing and to understand product management as a strategic function. The students got to know that there is no single right way to manage a product. The product lifecycle stage and product team members play an important role in the entire process. The session was coordinated by student coordinators- Md Aquib Numan Siddiquee, Naman Kumar, Ritika Gupta, and Praven Pratapatap under the guidance of faculty coordinator Ms. Ritu Tandon, GM-CRC.





## Competency-based performance management- Methods and models I Alumni Talk Series

GLBIMR organized an Alumni Talk Series on 'Competency-based performance management-Methods and models' on 8 November 2022. Mr. Amit Kumar Singh, Senior-Human Resource Business Partner, Elucidata Data Consulting Pvt. Ltd. He shared his experience in talent acquisition, retention, and policy formulation. The entire session was successfully managed by faculty coordinator Dr. Prachi Aggarwal. It was a knowledge-enriching and interactive session where the students learned immensely on topics like competency mapping, difference between key performance areas, key result areas, key performance indicators and objective and key results.







## Marketing Escape Room

The Department of Marketing at GL Bajaj Institute of Management and Research organized marketing game competition- 'Marketing Escape Room' on 6 October 2022. The main objective of this competition was to offer opportunity to students to test their understanding of concepts and learn the experience of the course through games. Students got to know about the new facets of marketing in this digital era. It also enabled the students to think out of the box and develop critical thinking and analytical skills.

The winning teams- Spartan Army (Krati Singh, Himanshu Tiwari, Md Faisal, Arpit Tiwari, Tushar Malik, Prajwal Aulakh, Archana Singh, Tanya Gupta, Atul Tiwari and Ankit Singh ), Dalton Marketers (Sushmita Shresth, Mayuri Gupta, Vaishnavi Gaur, Anushree Jaiswal, Anjali Kumari, Avantika Gupta, Arkaprava Paul, Sakshi Shukla, Jaydeep Pachauri, Ruchita Shukla )and Marketing Musketeers (Nishi Tripathi, Vikas Saini, Komal Chabbi, Srishti Srivastava, Kaushal Kumar, Adarsh Prakash, Annu Raghav, Aman Raj, Ishani Singh, Ashutosh Kumar) won the appreciation certificates along with cash prizes. Dr. Sapna Rakesh, Director, GLBIMR, shared the recent development in marketing domain which is largely driven by innovation and digital disruption. The faculty coordinator Dr. Surabhi Singh congratulated the winners and encouraged all the participants for enhancing their marketing acumen.







## Nukkad Natak

Students from the GL Bajaj Institute of Management and Research performed Nukkad Natak on 'Vikram Aur Betal' at Grand Venice Mall in Greater Noida on 14 November, 2022 sponsored by Yi Noida and CII. The Nukkad Natak was a display of performance mixed with satire that touched audience hearts and made them think over social issues like child sexual abuse and its impact on mental health of a child. Each group had a story to share that touched the hearts of the audience.

The participants Md. Aquib Numan Siddiquee, Priyansh, Mohit Kumar Zarora, Nitin Kumar Zarora, Shruti, Kajal, Shiv Shankar, K Vinay, Manav Sharma, Ritika Uppal, Avinash Singh, and Nirmal Chaudhary brought attention to child sexual abuse and the immediate effects it has on billions of children. Dr. Prachi Agrawal, faculty coordinator shared her thoughts on the importance of awareness against child sexual abuse, particularly among the nation's youth.





## Intra-Institute Football | Sports Club

GLBIMR-Sports Club organized a 'Football Match' (boys) for students of batch 2022-24 on 7 December, 2022 at GLBIMR sports ground. Super Strickers and Escape Velocity were the two teams who competed in this football competition. Team Super Strickers won the match with a score of 2-1. Faculty coordinator Dr. Amit Kumar congratulated the students and appreciated students active participation.





## Blood Donation Camp | YSR Club

Anmol Industries organized a blood donation camp on 12 November 2022, in collaboration with Lion's Club, where PGDM students and faculty from GLBIMR voluntarily donated blood. Student donors received gift hampers for their contribution and were also provided with healthy meals before and after the blood donation. The student coordinators were Md. Aquib Numan Siddique, Arpit Porwal, Shanu, Dishant, Aradhya, Sandeep, Ashutosh, Shivam, and Aditya Singh.

The faculty coordinators Dr. Arvind Kumar Bhatt, Prof. Vikram Kumar Sharma, and Dr. Sunita Chowdhury encouraged the students to step forward and become a regular blood donor.





## Plantation Drive | YSR Club

The Youth Social Responsibility (YSR) Club of GLBIMR organized a Plantation Drive on 30 November 2022, at GL Bajaj campus where 50+ students voluntarily took part and planted saplings inside the campus. This initiative was taken to combat many environmental issues like deforestation, soil erosion, ecological disruptions, desertification, and global warming. Also emphasis was laid on enhancing the natural beauty of the surroundings and balance in the environment.

Dr. Sapna Rakesh, Director GLBIMR, along with faculty coordinators Dr. Anand Rai, Dr. Sunita Chaudhary, Prof. Arvind Bhatt and Prof. Atul Arora with the student coordinators, Ritika Uppal, Yamini and Lesan Zaidi from the batch PGDM 2022-24 enthusiastically participated and planted several saplings. The initiative was greatly acknowledged and appreciated by students. The students shared their thoughts and expressed that such drives should be organized at regular intervals to create a healthy environment and contribute in minimizing the climatic changes.







## Anmol Industries | Industry Visit

The PGDM batch of 2022-24 got an opportunity to visit Anmol Industries on 12 November 2022. Anmol Industries is an established brand and a prominent player in the biscuits and confectionary market in India. Anmol Biscuits today is one of the fastest-growing FMCG brands in India offering more than 44 types of products including cakes, cookies, biscuits, and rusk variants. A group of our student representatives interacted with Mr. Govind Ram Chowdhary, Managing Director of Anmol Industries who shared his views and experience of the industry.

The students were guided to explore and understand the plant's operational processes and day-to-day workings. The visit helped the young business leaders gain practical and professional exposure and understand how this sector of managers operational challenges for better efficiency. The students were accompanied by faculty coordinators Dr. Arvind Kumar Bhatt and Dr. Sunita Chaudhary who encouraged the students to develop managerial competencies by gaining industry insights.







## Goodluck Engineering Company Industry Visit

GLBIMR organized an industry visit to Goodluck Engineering Company for PGDM Batch 2021-23 pursuing operations specialization, to provide hands-on learning and industrial exposure to its students.

Industry experts explained logistics, material requirements planning, and supply chain management. During the visit, students got hands-on experience of how an operations department operates in a company. The faculty coordinators Dr. Arvind Kumar Bhatt & Prof. Vikram Kumar Sharma accompanied the students.



## Alumni Corner

### ESG Marketing

ESG marketing has become increasingly important in the current market scenario, where companies are implementing ESG strategies to address concerns about sustainability, ethical practices, and social impact. ESG marketing involves promoting a company's environmental, social, and governance initiatives to its investors, customers, and other stakeholders. When done correctly, it can enhance a company's brand equity, financial performance, and social impact. This is because customers demand transparency and action from companies when it comes to environmental and social issues. Additionally, promoting ESG initiatives can help companies attract and retain top talent and secure investment and funding. To do ESG marketing right, companies need to prioritize transparency, storytelling, and stakeholder engagement. By doing so, they can build trust and create a sense of shared responsibility with their stakeholders.



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## Alumni of the Quarter | October-December 2022

GLBIMR congratulates Ms. Shreya Kulshrestha for winning 'SPOT AWARD' at ET Excellence Awards 2022. All the best for her future endeavors!



**Ms. Shreya Kulshrestha**

Associate

Times Internet, Agra, Uttar Pradesh

PGDM Batch I 2018-2020

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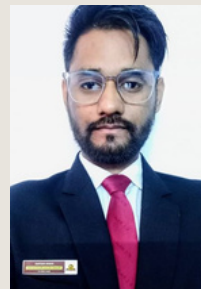
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### Message from the Desk of the Students Editorial Board

We are proud to present the 91st Edition of the Quarterly GLBIMR Newspaper 'THE GLB TIMES'. As we strive to keep you updated about the most happening events on the campus, write to us with your suggestions regarding columns to be added to make our student bulletin even more engaging. We look forward to getting your valuable suggestions to deliver the best to our avid readers! Kindly mail us your suggestions at [theglbtimes@glbimr.org](mailto:theglbtimes@glbimr.org).

# THE GLB TIMES

1 October-31 December 2022

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GL Bajaj Institute of Management and Research. PGDM Institute, Greater Noida was established in 2007 under the umbrella of GL Bajaj Group of Institutions. GLBIMR.PGDM Institute embarked on the journey to promote higher education in NCR. In record time of 17 years, GLBIMR. PGDM Institute has demonstrated meteoric growth and has carved a distinct niche for itself in the field of management education. GL Bajaj Institute of Management and Research. PGDM Institute, Greater Noida is a leading B-School of North India offering Two Years Full Time Post Graduate Diploma in Management (PGDM) accredited with NBA and approved by AICTE, Ministry of HRD, Govt. of India, with specialization in areas of Marketing, Finance, Human Resource Management, Operations, Data Analytics and International Business.

## Program Educational Objectives (PEOs)

**PEO-1** Graduates will be able to contribute to nation-building with advanced practical knowledge in the functional areas of business management while upholding ethical practices.

**PEO-2** Graduates will be able to establish benchmarks with the necessary tools and techniques to analyze, design, develop, optimize, and integrate systems for handling complex business problems and uncertainty.

**PEO-3** Graduates will be able to demonstrate as effective team players with the capability to lead and appreciate teamwork towards organizational challenges and issues for synergistic growth of multinational organizations: Domestic and global organizations.

**PEO-4** Graduates will be ignited with passion and curiosity for lifelong learning and innovation so that they can pursue higher studies and a high level of personal and professional integrity leading to greater societal impact.

**PEO-5** Graduates will be competent to take up entrepreneurial initiatives either for their own or within other organizations where they are employed and develop innovative ideas and drive the business through entrepreneurial skills.

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