

CONDUIT 2025

Amity Business School, Noida conducted Conduit 2025 on 21st August 2025 from 2.00 p.m. onwards at F2 – CR 203, which celebrated the academic and professional achievements of our students. It also provided a platform for students to gain valuable insights into business developments, while understanding how managers are redesigning business models and creating strategies to survive in a competitive market.

This insightful experience showcased the innovative solutions and strategic insights contributed by our interns to their respective organizations during the summer internship. During Conduit 2025 participants were required to submit their Research Paper/Case Study on various topics.

Conduit 2025 featured four distinct tracks: General Management, Finance, Marketing, and Human Resource and was attended by 93 students and Faculty members. Prof. (Dr.) Sanjeev Bansal, Addl. Pro Vice Chancellor, Dean FMS, and Director ABS delivered an inspiring address. He emphasized the significance of research in building strong business acumen and encouraged students to seize such opportunities to sharpen their analytical skills, enhance confidence, and emerge as future-ready professionals.

The competition featured four distinct tracks: General Management, Finance, Marketing, and Human Resource, each presided over by eminent Faculty members and external Jury experts.

- 42 students presented case studies.
- 8 esteemed Jury members, with 2 Jury members assigned to each track for evaluation.

The evaluation criteria focused on:

- Quality of Work & Written Expression
- Presentation Skills
- Introduction to the Problem
- Depth of Analysis
- Findings & Outcomes

Track Results:

- **Human Resource Track** led by **Dr. Deepa V. Mukherjee & Dr. Jaya Yadav**
1st Position – Meesha Jain (MBA General)
2nd Position – Ruchi Maurya (MBA-HR)
- **Finance Track** guided by Dr. Ritu Wadhwa & Dr. Nitendra Kumar
1st Position – Ranjana Singh (Intg. B.Tech + MBA)
2nd Position – Vishal Rai (MBA Finance)
- **Marketing Track** overseen by Dr. Rahul Gupta & Dr. Sumit Sakhuja
1st Position – Arsh Jain (MBA-M&S)
2nd Position – Jasmine Kaur (MBA-M&S)
- **General Management Track** led by Dr. Tapas Bhattacharya & Dr. Archana Singh
1st Position – Divyansh Sharma (MBA General)
2nd Position – Abhishek Chopra (MBA General)

The event concluded with a Valedictory Function, where the winners were felicitated with trophies and certificates in the presence of faculty, participants, and guests. The Jury members were also honored for their time, efforts, and valuable contribution in evaluating the presentations and guiding the students. Dr. Anshu Singh, Associate Professor was the Coordinator.

The collective contribution of all ensured the success of Conduit 2025, making it a memorable and enriching academic experience.





