

IMT Ghaziabad faculty makes the nation proud; wins the prestigious Best Instructor Award at X-Culture project

~Dr. Soma Arora from IMT becomes the first Indian faculty to win this prominent award~

~X-culture aims to introduce a proposition of crowd sourcing to replace high end, expensive business consulting for new business ventures~

New Delhi, February 1, 2016: Adding one more feather to the India's cap of achievements, Dr. Soma Arora from the prestigious IMT Ghaziabad has won the coveted Best Instructor Award as part of a Global Virtual Team Project: X-culture. This is the first time that an Indian faculty has won this prestigious award. The X-Culture project is a large-scale experiential learning exercise designed to provide students with an opportunity to gain first-hand experience in international markets.

The project was designed and executed by Professor Vasyi Taras from University of North Carolina in USA. Almost 3,600 students from 100 universities in 40 countries on six continents participated in the project this semester. The students developed a business proposal for a global company and provide a detailed plan for implementing the idea while working in virtual teams of international diversity comprising 5 nationalities. The X-culture students can even conduct primary surveys for their client companies in foreign land, which is extremely expensive marketing research. Companies have even declared prizes worth 2000 USD to students for meeting specific challenges like generating trade leads or closing the loop on competition in offshore destinations.

Dr Soma Arora won this award based on her outstanding performance in integrating the International Business course successfully to this global collaboration exercise, defying the traditional methods of classroom teaching. She has been associated with the X-culture project as a member of the Strategic Advisory Board, making it ready for emerging markets and creating a first mover advantage for business consulting.

Receiving the Prestigious Award, Dr Soma Arora, Faculty, IMT Ghaziabad said, *"I am confident that students of other nationalities will choose India as the target market in their projects in the coming years as India is undoubtedly the most promising destination for FDI, amongst the emerging markets. X-culture also marks a breakthrough in student's exposure to cross-cultural communication and teamwork."*

Commenting on this great achievement by IMT Faculty, **Dr, Surinder Batra, Dean Academics and Professor, IMT Ghaziabad said;** *"This award marks a significant milestone in the journey of India and IMT in particular as a destination for nurturing young minds who can deliver world class projects competing head-on with leading Business Schools within and outside the country. It is endeavored that the x-culture project under the guidance of Dr Soma Arora can expand its horizon to elective courses too, like International Marketing, Strategic Branding, and permitting wider participation by students and companies alike. This surely will open new vistas for corporate inclusion in a win-win situation."*

Start-ups like Runjhun Jewellery, an online semi-precious jewellery store run by an IMT student and innovative product based companies like Polaris India have joined X-culture in an endeavor to

gain overseas market access within a low cost, high value research framework. Total 136 professors participated this year in this global collaboration exercise, with 10 Institutions from India, including IIM Calcutta, IIM Ranchi, IIT Madras and IMI Delhi, and a few top ranking Business Schools of the world like University of Nottingham China, EAFIT Columbia, University of Wisconsin, Texas AMU USA, amongst others. Total 124 variables were considered when selecting the 2015 Best Instructor Award recipients, which comprised the instructors' personal performance as well as the peer evaluations of the students, besides overall quality of the project report.

About IMT Ghaziabad:

IMT Ghaziabad is a top ranked business school with more than 35 years of legacy. It has been consistently ranked top 10 by various credible ranking agencies like Business Today, Business World, CRISIL, Careers360, CNBC TV 18 etc. It has the most extensive and exclusive industry partnerships in the B school arena today. In the words of IMT's President Shri Kamal Nath "The world is shrinking. The corporate world even more so. Economies across the globe are rapidly integrating into a mega world economy. In this era of strategic alliances, joint ventures and unpredictable market conditions cross-cultural capabilities combined with visionary leadership are requisites for worldwide Corporates. Clearly the need of the hour is LEADERS with a global perspective on economic, technological, cultural and political interfaces with business."

IMT offers its students the best-in-class management education and industry knowledge. The Institute transforms its students into global business leaders who are capable of handling big roles within business, social, economic, political, and cultural contexts.

The academic and research environment at IMT Ghaziabad attracts the most competent, qualified and experienced faculty from both academia and industry. The institute today has a strong team of 60 highly qualified, research-oriented, full-time faculty members with a strong desire for learning. To enhance the cross-cultural learning of the students, we also have 9 adjunct faculty members from the USA, UK and India. These international faculty members spend significant time at IMT Ghaziabad teaching and working with our resident faculty. The faculty at IMT Ghaziabad keep themselves abreast of the latest developments in content and pedagogy of management education and Executive Learning and Development (ELD).

For More Information: