



IMS ENGINEERING COLLEGE, GHAZIABAD

NAAC Accredited & NBA Accredited Programme

Approved by AICTE, New Delhi & Affiliated to AKTU, Lucknow

Under the aegis of IMS Society, Ghaziabad

January - 2025

Volume -IV Issue -1

Indians observe and celebrate January 10th as "Vishwa Hindi Diwas" to mark the occasion when Hindi was first spoken at the UNGA in 1949. In fact, Hindi is the third most widely spoken language in the world. The day emphasizes for creating affinity for the language and appreciating the contributions of Hindi speakers. Moreover, this day is earmarked to increase public awareness for Hindi usage and the use of the Indian language in general across the world.

IMSEC Wishes You All A Very Happy And Prosperous New Year

10th January

हिन्दी
दिवस

की हार्दिक शुभकामनाएँ

Confluence
"The Newsletter"

IMSEC raised efforts to establish Hindi as the most comfortable language among all for sharing affection & uplifting mankind. The stake holders emphasized to use Hindi language every day. Let us pledge to give respect and first preference to our Hindi language! Happy Hindi Diwas. Last but not least, celebrate the day as a patriotic reminder of our common roots and unity.

Congratulations AKTU Zonal Fest 2024-25 Winners!!!

We are thrilled to announce the incredible achievements of our students at the Dr. Abdul Kalam Inter-Technical University Literary, Management, and Technical Zonal Fest 2024-25, held on November 27-28, 2024, at KIET Group of Institutions.

Inno Showcase Winners

Pranav Tripathi (CSE - AIML, 3rd Year)

Inno Quest Winners

Aniruddh Singh (CS, 4th Year)

Junkyard Wars Winners

Adarsh Kumar Sharma (CS, 2nd Year)

Divyansh Bansal (CS, 2nd Year)

Declamation Winner

Ritika Srivastava

Congratulations to all the winners for their remarkable success!

Your achievements are a testament to your hard work, talent, and perseverance.



Dr. Sapna Malik from department of MBA has published a book on “Fundamentals of Security Analysis and Portfolio Management” published by Alpha International Publications.



**FUNDAMENTALS OF
SECURITY ANALYSIS AND
PORTFOLIO MANAGEMENT**

**Dr. MEENU BALIYAN
Ms. MANISHA GROVER
Dr. SAPNA MALIK
Dr. RACHIT KUMAR**



Congratulations Students for being placed !!!



IMS
ENGINEERING
COLLEGE

Ref. No. CDC/Batch/2025/27
Date: 14th December, 2024

IMS ENGINEERING COLLEGE, GHAZIABAD

CDC Department

Congratulations Notice

IMSEC congratulates you on your selection in Meritto.

Sr. No.	Name	Roll No.	Course
1	Eshita Garg	2201430100003	B.Tech- CSE

We wish you all the best for your bright future.

With Regards,

Ankit Jain
Head - CDC

Gurmeet Singh Bedi
Head - CDC

Ref. No. CDC/Batch/2025/26
Date: 14th December, 2024

IMS ENGINEERING COLLEGE, GHAZIABAD

CDC Department

Congratulations Notice

IMSEC congratulates you on your selection in Unify Cloud.

Sr. No.	Name	Roll No.	Course
1	Yashika Pandey	2101430100204	B.Tech- CSE
2	Kanika Garg	2101431650018	B.Tech- CSE
3	Ayush Malik	2101430100047	B.Tech- CSE
4	Shruti Singh	2101430120056	B.Tech- CSE
5	Aman Upadhyay	2101430120005	B.Tech- CSE
6	Archit Chauhan	2101430100036	B.Tech- CSE

We wish you all the best for your bright future.

With Regards,

Ankit Jain
Head - CDC

Gurmeet Singh Bedi
Head - CDC

Ref. No. CDC/Batch/2026/01
Date: 14th December, 2024

IMS ENGINEERING COLLEGE, GHAZIABAD

CDC Department

Congratulations Notice

IMSEC congratulates you on your selection in Adobe.

Sr. No.	Name	Roll No.	Course
1	Anshul Kumar	2201430100037	B.Tech- CSE

We wish you all the best for your bright future.

With Regards,

Ankit Jain
Head - CDC

Gurmeet Singh Bedi
Head - CDC

Ref. No. CDC/Batch/2025/23
Date: 5th December, 2024

IMS ENGINEERING COLLEGE, GHAZIABAD

CDC Department

Congratulations Notice

IMSEC congratulates you on your selection in Shipbolt Industries

Sr. No.	Name	Roll No.	Course
1	Hardik Upadhyay	2101430100071	CSE
2	Nishika	2101430100120	CSE

We wish you all the best for your bright future.

With Regards,

Ankit Jain
Head - CDC

Gurmeet Singh Bedi
Head - CDC

Value Added Programs Conducted:

1. Research and Development Cell organized an Expert Session on Intellectual Property Rights (IPR) and Technology Transfer Awareness in collaboration with FITT, i-TTO, IIT Delhi, Hauz Khas.

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Under the aegis of
**Internal Quality Assurance Cell (IQAC) &
Technology Incubation Foundation (TIF)**
Research and Development Cell, IMSEC
is Collaborating with FITT, i-TTO, IIT Delhi, Hauz Khas
is organizing
an Expert Talk/Awareness Session
OR
Basics of IPR & Technology Transfer

Speaker
Ms. Reema Sahni Mediratta
Head of Innovation Technology Transfer Office (i-TTO), FITT
Indian Institute of Technology Delhi.

Convener
Prof. (Dr.) Priyanka Bhardwal,
Dean R&D and HoD-ECE

Coordinators
Prof. (Dr.) Prabhat Kumar Srivastava, CSE
Dr. Ajay Kumar, ECE

Date 29th Nov, 2024 **Time** 11:30 AM ONWARDS **Venue** SEMINAR HALL, Block-A

NH-09, Adhyatmik Nagar, Distt: Ghaziabad, Uttar Pradesh-201015
Landline Number: 0120-4940000 | Toll Free: 1800-102-8393
Mobile: 9821396581/ 82 | www.imsec.ac.in

FDPs/Workshops/Conferences Conducted:

1. Department of MCA had successfully organized a workshop on “JavaScript” for first-year MCA students on 26th December, 2024. The program commenced with a warm welcome address by Dr. Kavita Saxena, HoD MCA Department. She emphasized the growing importance of technical proficiency and innovation in the digital era. The workshop witnessed enthusiastic participation of over 70 students.

The workshop was delivered by Mr. Akshat Pathak, a technical expert from SoftPro India Technologies (P) Ltd. Mr. Pathak covered a comprehensive range of web development topics with a strong focus on user-centric design. The workshop was meticulously organized by Mr. Varun Chaudhary, Assistant Professor MCA. Prof. (Dr.) Shailesh Tiwari, the esteemed Director, appreciated the organizing team for their dedication in hosting for such an enriching and inspiring event.



2. The Department of Information Technology and the MCA jointly organized an expert talk titled “Career Opportunities for Engineering Students in Digital Technologies” on 3rd December 2024. The eminent speaker for the session was Dr. Pramod Kumar, Global Head of Government & PSU Verticals at Tech Mahindra.

Dr. S.N. Rajan, Dean of Academics, and Dr. Kavita Saxena, Head of the Department of MCA, warmly welcomed Dr. Kumar and expressed their gratitude for his gracious presence. During the session, Dr. Kumar shared his vast knowledge and professional insights on the role of emerging technologies in IT, emphasizing the rapidly evolving digital landscape and the technologies that are shaping the future. He highlighted the growing opportunities in fields such as Artificial Intelligence, Cloud Computing, Data Analytics and Cybersecurity, encouraging students to consider these domains for their careers. Dr. Kumar also outlined the industry’s expectations in terms of skills, certifications and competencies required to excel in the competitive tech industry.

The session saw enthusiastic participation from B.Tech. 3rd-year students (from IT, CS, and CSD streams) and MCA 1st-year students. The program concluded with a query session and Dr. Kumar addressed all students’ questions with clarity and insight.

The session was appreciated by our esteemed Director Prof. (Dr.) Shailesh Tiwari, commended the entire team for their sincere efforts in organizing the event.





New Initiatives/Developmental Activities Undertaken:

1. The Department of Computer Science and Engineering organized an Industrial visit for B. Tech CSE 2nd year (CSE) students to R Systems International Ltd. Noida on December 16, 2024. Mr. Vibhor Harit and Ms. Rinki Singh, Assistant Professor of the Department of CSE accompanied with the students.

R Systems is a leading digital product engineering company that designs and develops chip-to-cloud software products, platforms and digital experiences that empower clients to achieve higher revenues and operational efficiency. Its product mindset and engineering capabilities in Cloud, Data, AI, and CX enable it to serve key players in the high-tech industry, including ISVs, SaaS, and Internet companies as well as product companies in telecom, media, finance, manufacturing and health care.

R Systems also partners with software vendors like, AWS, Google, Salesforce, Microsoft, Boomi, UiPath, and others to craft domain-specific solutions to accelerate the time-to-value and deliver exceptional customer experience (CX). Its growing team is spread across 18 development centers and 25 offices in North America, Europe and Asia Pacific. The visit offered a great learning experience for all students.



2. The Department of Biotechnology at IMS Engineering College (IMSEC), Ghaziabad, in collaboration with the Institution's Innovation Council (IIC), announced the commencement of two Value-Added Courses namely 'Hydroponics Technology: Innovations and Entrepreneurship in Soilless Cultivation' and 'Critical Thinking Practices for Sun Drying Operations Technology'. These specialized courses exclusively designed for B.Tech. Biotechnology 2nd-year students started from December 10, 2024.

'Hydroponics Technology: Innovations and Entrepreneurship in Soilless Cultivation' is being led by Mr. Nikhil Kawatra, Assistant Professor, Department of Biotechnology, who is renowned for his expertise in hydroponics and sustainable cultivation techniques. The program aims to provide participants with in-depth knowledge of hydroponics technology, emphasizing modern innovations, sustainable agricultural practices and entrepreneurial opportunities in the emerging field of soilless cultivation.

The second value added course 'Critical Thinking Practices for Sun Drying Operations Technology' is a comprehensive program designed to provide participants with an in-depth understanding of sun drying as a preservation method. The course is being conducted by Dr. Manish Pant, Assistant Professor, Department of Biotechnology, having a vast experience in food engineering. Under his able guidance, the learners will be made familiar with the principles, techniques, and equipment used for effective drying of various products while emphasizing safety practices, quality control and application in both small-scale and industrial settings.

3. Urbanity Soft-skill training for MBA 1 year.

Date	Duration	No of the Students Registered	Details of Trainer
Every working Saturday	Ongoing activity for each semester	MBA 1 & 2 Year	Dr. M.P. Singh

Industry Interactions/Guest Speakers Invited:

1. A Seminar on the topic “Skill Development, Placement and strategies” was organized by Sustain Chain Club, Department of Computer Science and Engineering on 5th December, 2024 in the C-Block Auditorium. The resource person for the Seminar was Mr. Ashwani Kumar, Founder, CodeForSuccess. He talked on various aspects of recruitment process and the importance of internship and projects done during the tenure of the course.

The seminar focused on many key aspects such as:

- Developing Practical Skillsets
- Exploring Placement Opportunities
- Sharing Placement Strategies
- Industry-Academia Collaboration
- Building Career Readiness
- Understanding Employer Expectations
- Developing Effective Job Search Strategies
- Promoting Lifelong Learning
- Fostering Entrepreneurial Mindset

The Seminar was highly beneficial for the students. The session was very interactive and the audience had many queries which were successfully resolved.



2. A seminar was organized under the aegis of the Internal Quality Assurance Cell (IQAC) and Institution's Innovation Council (IIC), by the Department of Biotechnology, titled "Pharma Consulting: Pathway to Leadership and Entrepreneurship Roles" on December 4, 2024. The keynote speaker for the event was Mr. Himanshu Sehgal, a renowned Pharma Strategist and Consultant and Partner at Octavus Consulting & PharmaShots, Noida. The seminar was coordinated by Dr. Ajay Kumar Sharma, Professor and Head of the Department of Biotechnology offered participants valuable insights into the field of pharmaceutical regulatory affairs and entrepreneurial opportunities in biopharmaceuticals.

3. The department of MBA has organized a session on “Expert Session on Unlocking Wellness and Happiness: A Path to Success”. We are excited to share the highlights of an inspiring expert session conducted by Dr. Gagandeep Kaur, Director, Unique Psychological Services. Her valuable insights on wellness and happiness as essential ingredients for success left a lasting impression on everyone.

The session began with motivational words by Prof. (Dr.) M.P. Singh, HOD, MBA, setting a positive tone for the event. Our heartfelt gratitude to Prof. (Dr.) Shailesh Tiwari, Director, IMSEC, for his unwavering support and guidance in making this event a reality. The event concluded with a warm vote of thanks by Dr. Sapna Kumari, Assistant Professor of MBA department, who acknowledged the efforts of all faculty members and contributors.



4. The department of MBA has organized a session on “Entrepreneurship & Branding in 21st Century: The Need of the Hour” on 9th December 2024. The session was conducted by Dr. Dhruv Sood, CEO of Indo Realistic Management Consultant LLP, who was the Resource Person cum Guest Speaker of the day. HoD Dr. M.P. Singh himself was the Convenor of this Programme along with Dr. Siby James as Faculty Coordinator and Ms. Neha Singh as Student coordinator. The students got indeed great industrial insights and exposure to become a budding Entrepreneur.

IMS ENGINEERING COLLEGE, GHAZIABAD
MBA Accredited & BBA Accredited Programmes | Approved by AICTE, New Delhi & Affiliated to IITC, Lucknow

DEPARTMENT OF MBA
in association with
Entrepreneurship and Incubation Cell & IIC, IMSEC
Jointly Organize
EXPERT SESSION
ON
"ENTREPRENEURSHIP & BRANDING IN 21ST CENTURY: THE NEED OF THE HOUR"
10:00 AM onwards

Keynote Speaker
Dr. Dhruv Sood
CEO
INDO REAL ESTATE MANAGEMENT
CONSULTANT LLP

Convener
Dr. N. P. Singh
HOD MBA

Faculty Coordinator
Dr. Sapna Kumari
Assistant Professor, MBA

7th Dec, 2024 (Monday) Seminar Hall, A Block

NH-09, Adityastik Nagar, Distt. Ghaziabad, Uttar Pradesh-201015
Landline Number: 0120-4940000 | Toll Free: 1800-102-8393
Mobile: 9821965817/82 | www.imsac.ac.in



5. The department of MBA has organized a session on “Building Blocks of Success: Essential Foundation for Aspiring Entrepreneurs” By Mr. Amaresh Yunas, a dynamic Entrepreneur, MD of ADEN Industries Pvt. Ltd. on 10.12.14. The session was knowledgeable, insightful and eye opening for all and also for future budding managers and entrepreneurs. HOD MBA was the convener of the session along with Dr. Sapna Kumari as Faculty coordinator.



6. The department of MBA has organized a session on “Entrepreneurship realizing your potential: A successful journey from campus to corporate” on 20th December 2024 in C-Block Auditorium. The Convener of the session was HoD MBA Dr. M.P. Singh along with Faculty coordinator Dr. Siby James. The session was knowledgeable, insightful and eye opening for all and also for future budding managers and entrepreneurs.

IMS ENGINEERING COLLEGE, GHAZIABAD
 HOD, Department of MBA, Ghaziabad, India
 197/10/2024/02/11/MS/2024-25

DEPARTMENT OF MBA
 in Collaboration with
 Department of MCA & Department of Biotechnology
 Jointly Organize
MOU Signing Ceremony with TeleGeo Global

An Expert Session on
“ENTREPRENEURSHIP: REALIZING YOUR POTENTIAL: A SUCCESSFUL JOURNEY FROM CAMPUS TO CORPORATE”

Keynote Speaker
Mr. Sanjay Aggarwal
 Entrepreneur and Sales Coach

Convener
Dr. M. P. Singh
 HOD, MBA

Faculty Coordinator
Dr. Siby James
 Assistant Professor

20th Dec, 2024 (Friday)
02:00 PM - 04:00 PM
Auditorium, C-Block

W-09, Ashapark Nagar, Distt. Ghaziabad, Uttar Pradesh-201013
 Landline Number: 0120-4940000 | Toll Free: 1800-102-8393
 Mobile: 9821396581/82 | www.imsac.ac.in



Faculty Publications:

1. Dr. Ramesh Kumar Verma, had published a paper on “Design and Analysis of Microstrip Line Fed Gap Coupled Triple Band Slotted Patch Antenna for WiMAX, WLAN and Sub-6GHz 5G Applications” in International Journal of Numerical Modelling: Electronic Networks, Devices and Fields, 2024; 37: e70005 <https://doi.org/10.1002/jnm.70005>

International Journal of Numerical Modelling:
Electronic Networks, Devices and Fields

WILEY

RESEARCH ARTICLE

Design and Analysis of Microstrip Line Fed Gap Coupled Triple Band Slotted Patch Antenna for WiMAX, WLAN, and Sub-6 GHz 5G Applications

Ramesh Kumar Verma¹ | Vikram Bali² | Akhilesh Kumar³ | Prabhina Pattanayak⁴ | Ravi Kant Prasad⁵ | Maninder Singh⁶

¹Department of Computer Science and Engineering, IMS Engineering College, Ghaziabad, India | ²Department of Computer Science and Engineering, Galgotias College of Engineering and Technology, Greater Noida, India | ³Department of Electronics and Communication Engineering, National Institute of Technology Sikhar, Sikhar, India | ⁴Department of Electronics and Communication Engineering, Loyd Institute of Engineering and Technology, Greater Noida, India | ⁵Department of Electronics and Communication Engineering, Greater Noida Institute of Technology, Greater Noida, India

Correspondence: Ramesh Kumar Verma (ramesh05.ac@gmail.com)

Received: 4 September 2024 | Revised: 18 November 2024 | Accepted: 27 November 2024

Keywords: gap coupled | parasitic patch | sub-6GHz 5G | triple band | WiMAX | WLAN

ABSTRACT

This paper presents a gap coupled triple band slot loaded microstrip patch antenna with parasitic patches. It consists inverted U-shape and inverted T-shape open-ended slots along with a rectangular slot at center of patch. The inverted U-shape open-ended slot generates a driven patch at bottom side and an inverted U-shape parasitic patch at stable side of patch while inverted T-shape open-ended slot generates two rectangular shape parasitic patches of same dimension at top side of patch. The proposed gap coupled antenna covers 2.29 to 2.77 GHz in first band, 3.25 to 3.63 GHz in second band and 4.67 to 5.72 GHz in third band with return losses of -23.2 , -19.98 , and -38.06 dB, respectively. The proposed antenna resonates at 2.57, 3.48, and 5.37 GHz with fractional bandwidths of 18.97% (680 MHz), 11.59% (600 MHz), and 20.21% (1050 MHz), respectively. The return loss and bandwidth of presented antenna increases gradually by loading inverted U-shape and inverted T-shape open-ended slots along with a rectangular slot in antenna patch. The proposed antenna exhibits stable peak gain of 4.45, 4.81, and 5.26 dBi and efficiency of

Faculty Achievements:


1. Mr. Pankaj Kumar has successfully participated & completed AICTE Training and Learning (ATAL) Academy Faculty Development Program on “Generative AI Mastery: From Foundations to Applications” at AJAY KUMAR GARG ENGINEERING COLLEGE from 16/12/2024 to 21/12/2024.



2. Ms. Vandna Tomar has successfully participated in a 5-day self-sponsored online Short-Term Course on “AI driven Techniques for Computer and Electronics Engineering” organized by Dr. B. R Ambedkar National Institute of Technology, Jalandhar, Punjab from 09th to 13th December 2024.



3.

S.No.	Name of Faculty Member	FDP/STC/Workshop/ Conference Attended /Others
a.	Ms. Hunny Gaur	Online Course on Question Generation using NLP, Udemy. 

	<p>b. Mr. Ram Krishna Singh</p>	<p>Had attended a 5-day Short Term Course on, "AI Driven Techniques for Computer and Electronics Engineering" Jointly organized by Department of Computer Science and Engineering & Electronics and Communication Engineering, Dr B R Ambedkar National Institute of Technology, Jalandhar Punjab, from 9th December to 13th December 2024.</p>  <p>The certificate is from Dr B R Ambedkar National Institute of Technology, Jalandhar, Punjab - 144011. It is for a Short Term Course on "AI Driven Techniques for Computer and Electronics Engineering". The recipient, Mr. RAM KRISHNA SINGH, successfully participated in a five-day self-sponsored online short-term course (e-STC) from 09th December to 13th December 2024. The certificate is signed by Dr. Ashish Raman (Convener), Dr. Nagendra Pratap Singh (Coordinator), and Dr. Amrit Pal Singh (Coordinator).</p>
	<p>c. Mr. Amit</p>	<p>Had attended a 5-day Short Term Course on, "AI Driven Techniques for Computer and Electronics Engineering" Jointly organized by Department of Computer Science and Engineering & Electronics and Communication Engineering, Dr B R Ambedkar National Institute of Technology, Jalandhar Punjab, from 9th December to 13th December 2024.</p>  <p>The certificate is from Dr B R Ambedkar National Institute of Technology, Jalandhar, Punjab - 144011. It is for a Short Term Course on "AI Driven Techniques for Computer and Electronics Engineering". The recipient, Mr. AMIT, successfully participated in a five-day self-sponsored online short-term course (e-STC) from 09th December to 13th December 2024. The certificate is signed by Dr. Ashish Raman (Convener), Dr. Nagendra Pratap Singh (Coordinator), and Dr. Amrit Pal Singh (Coordinator).</p>

d.	Mr. Sanjeev Sanyal	Patent accepted on IOT Enabled Hemoglobin Analyzer (434437) - 23/12/2024
e.	Ms. Kajal Kaushal	<p>Had attended a 5-day Faculty Development Program on “Essentials of Machine Learning Techniques” from 23rd to 28th December, 2024 organized by Delhi Technical Campus, Greater Noida.</p>  <p>Had attended a 5-day Faculty Development Program on “Significance of Emerging Technology and IPR” organized by Mangalmai Institute Greater Noida from 16th to 20th December, 2024.</p> 

4. Dr. Priyanka Bhardwaj had contributed as a session chair for the IEEE 3rd International Conference on Advances in Computing, Communication and Materials held on 22-23 Nov 2024



5. Dr. Priyanka Bhardwaj had contributed as a reviewer for the IEEE 3rd International Conference on Advances in Computing, Communication and Materials held on 22-23 Nov 2024



6. Mr. Atul Kumar Kushwaha has attended a one-week International Online FDP on “usage of Deep Learning, Machine Learning and Artificial Intelligence Towards Smart Mobility” from 16th To 21st December-2024 organized by department of Electronics and Communication Engineering, Koneru Lakshmaiah Education Foundation, Deemed to be University, Bachupally Campus, Hyderabad, Telangana.



7. Mr. Pushpender had participated and successfully completed the 3-day Face-to-Face FDP on the theme “Inculcating Universal Human Values in Technical Education” organized by All India Council for Technical Education (AICTE) at IMS Engineering College, Ghaziabad from 29th August to 31st August 2024.

F.No AICTE/FDP-5/NRO/445/232122



ALL INDIA COUNCIL FOR TECHNICAL EDUCATION
NELSON MANDELA MARG, VASANT KUNJ, NEW DELHI

Certificate of Participation

This is to certify that **Mr. Pushpender** from **IMS Engineering College, Ghaziabad** has participated and successfully completed the **3-day Face-to-Face FDP** on the theme **"Inculcating Universal Human Values in Technical Education"** organized by **All India Council for Technical Education (AICTE)** at **IMS Engineering College, Ghaziabad** from **29th August to 31st August 2024**.


 Dr. Rajneesh Arora

Chairman
 National Coordination Committee for Induction Program


 Prof. Rajive Kumar

Member Secretary, AICTE

8. Dr. Ajay Kumar reviews a manuscript for The Journal of Engineering.

1/3/25, 9:31 AM

Gmail - Thank you for submitting your review of Manuscript ID JOE-2023-07-0260.R4 for The Journal of Engineering [email ref. ...



Dr ajay Kumar <akgangwarr@gmail.com>

Thank you for submitting your review of Manuscript ID JOE-2023-07-0260.R4 for The Journal of Engineering [email ref: ENR-RW-6-f]

1 message

The Journal of Engineering <onbehalfof@manuscriptcentral.com>

Thu, Dec 12, 2024 at 5:08 PM

Reply-To: loreto.didonato@unicit.it
 To: akgangwarr@gmail.com

12-Dec-2024

Dear Ajay Kumar Gangwar:

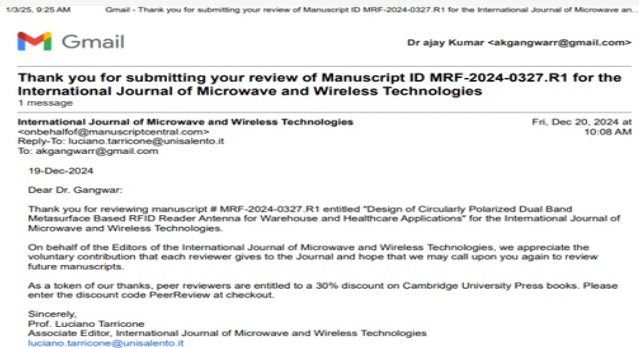
Thank you for reviewing manuscript # JOE-2023-07-0260.R4 entitled "A novel very compact ultra-wide band double ridge horn antenna" for The Journal of Engineering.

On behalf of the Editors of The Journal of Engineering, we appreciate the voluntary contribution that each reviewer gives to the Journal. We thank you for your participation in the online review process and hope that we may call upon you again to review future manuscripts.

In appreciation of your review, we are pleased to offer you a 30% discount on Wiley books. Visit <http://www.wiley.com> and use code JRREV in the promotion code field. Discount excludes major reference works.

Sincerely,
 Prof. Loreto Di Donato
 The Journal of Engineering
loreto.didonato@unicit.it

9. Dr. Ajay Kumar reviews a manuscript for International Journal of microwave and wireless Technologies.



10. Ms Seema Kumari, Assistant Professor, participated in the ATAL Academy FDP on "Innovative Applications and Ethical Considerations of Artificial Intelligence in Modern Research" at Bhagwan Prasad Institute of Technology (25 Nov 2024 to 30 Nov 2024)



11. A B.Tech. project mentored by Dr. Rabab Anjum, Assistant Professor, Department of Biotechnology, IMS Engineering College, Ghaziabad has been awarded a prestigious grant under the Uttar Pradesh Council of Science and Technology (UPCST) scheme. The selected project, titled "Technological Solution for Waste Disposal of Menstrual Waste," focuses on developing an innovative and sustainable approach to menstrual waste management.
12. Dr. Ajay Kumar Sharma has participated in the Webinar on "Best IP Practices for Innovators" on 28th November 2024 organized by The Associated Chambers of Commerce & Industry of India (ASSOCHAM), New Delhi (Certificate received in December, 2024).
13. Dr. Ajay Kumar Sharma, Professor and Head of the Department of Biotechnology coordinated the seminar titled "Pharma Consulting: Pathway to Leadership and Entrepreneurship Roles" on December 4, 2024 organized under the aegis of the Internal Quality Assurance Cell (IQAC) and Institution's Innovation Council (IIC). The keynote speaker for the event was Mr. Himanshu Sehgal, a renowned Pharma Strategist & Consultant and Partner at Octavus Consulting & PharmaShots, Noida.
14. Dr Siddharth Vats, reviewed one article for the Journal of Food Science and Technology (JFST, springer Nature), on 31 December 2024.
15. Dr. Rabab Anjum participated in the International Conference on Recent Innovations in Biomaterials and Tissue Engineering (ICRIBTE-2024), held on 6th-7th December 2024, jointly organized by the Department of Chemistry & International Student Affairs, HBTU, Kanpur, in collaboration with the Department of Biotechnology, School of Biosciences & Technology, Galgotias University, UP, under the aegis of the Institution's Innovation Council (IIC) of both institutes.
16. Dr. Vivek Pandey participated in a 5-day online faculty development program on "Latex" organized by MIET from 09, 23, 30 Nov and 07, 14 Dec 2024



17. Dr. Anurag Aggarwal from department of English AS&H:

- a) has completed his NPTEL Course on Soft Skills in October 2024.
- b) has completed one week FDP on "Innovative pedagogical techniques on Management Education" from 21st to 25th October 24.
- c) has participated in international symposium "Recent trends on Applied mathematics in science & Engineering" in ABES engineering college on 22nd October 24.
- d) has participated in Accounting Quiz competition in HKBK degree college affiliated to Bangalore North university on 10th November 2024.
- e) has been felicitated as Best Educationist award on (Soft Skills / Academics / Research) - Brand icon of year 2024 by the veteran actor Shri Rakesh Bedi ji in an award ceremony, organized by PPR Marketing Group in New Delhi.
- f) has participated in workshop in Jaypee Business school Noida on "Consulting tools & Tips" from 8th to 18th November 2024.
- g) has participated in international webinar on "AI tools for research Development" on 15/11/2024 from SEMS welfare Foundation.
- h) has participated in an one-week online FDP on "AL ML and education" from Sanjay Gandhi polytechnic, Bangalore from 9th to 14th December 2024.



S.No.	Faculty Name	Designation	Achievements
a.	Dr. Kavita Saxena	HOD	Received professional excellence certificate as Program Educator 2024 by Red Hat Academy on 2nd December, 2024.
b.	Ms. Neelu Mourya	Asst. Prof	Has successfully completed her certification on Emerging Technologies & IPR organized by Mangalmay Institute of Management & Technology, Gr.Noida from 16-12-2024 to 20-12-2024.
c.	Mr. Nakul Rana	Asst. Prof	Has successfully completed his certification on Emerging Technologies & IPR organized by Mangalmay Institute of Management & Technology, Gr. Noida from 16-12-2024 to 20-12-2024.
d.	Ms. Deepshikha Rai	Asst. Prof	Has successfully completed her certification on Emerging Technologies & IPR organized by Mangalmay Institute of Management & Technology, Gr.Noida from 16-12-2024 to 20-12-2024.
e.	Mr. Ashish Pandey	Asst. Prof	Has successfully completed his certification on Intellectual Property Rights (IPR) in Social Sciences organized by IPR Committee under Research & Development Cell (RDC), IQAC, Marathwada College of Education on 9th December 2024.

Students' Achievements:

1. Mr. Pratish Yadav (3rd year CSE) has completed an online course on "Overview of Global Navigation Satellite System" offered by ISRO.



भारतीय अंतरिक्ष अनुसंधान संगठन / INDIAN SPACE RESEARCH ORGANISATION
भारतीय अंतरिक्ष अनुसंधान संस्थान / INDIAN INSTITUTE OF REMOTE SENSING, DEHRADUN



संज्ञांकन नं./ Enrolment No.: 2024234199448

CERTIFICATE OF PARTICIPATION IN

ONLINE COURSE

यह प्रमाणपत्र
MR. PRATISH YADAV
की "ग्लोबल नेविगेशन उपग्रह प्रणाली का अवलोकन"
में अभिप्रायण पाठ्यक्रम में भाग लेने पर प्रदान किया जाता है।
इस अभिप्रायण पाठ्यक्रम का आयोजन 23 सितंबर, 2024 से 04 अक्टूबर, 2024 (कुल पाठ्यक्रम की अवधि = 12 घंटे) के दौरान किया गया।



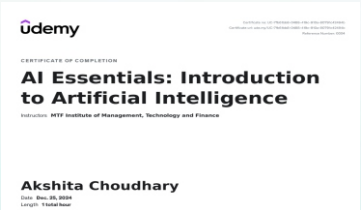
THIS CERTIFICATE IS
AWARDED TO
MR. PRATISH YADAV
ON HAVING PARTICIPATED IN THE ONLINE COURSE ON
"Overview of Global Navigation Satellite System"
THIS ONLINE COURSE WAS CONDUCTED DURING 23-09-2024 TO 04-10-2024 (Total course duration = 12 hrs)


Date: December 3, 2024
Place: Dehradun
UID: eVGC-Yy8D67 This Certificate can be validated using URL: https://isrodm.isro.gov.in/mod/customer/verify_certificate.php?courseid=1049408


आई.आई.टी.एच. देहरादून, देहरादून
 Director, Dehradun

2.

S.No.	Name of Student	Year	Section	Title of Course /Sports/Cultural Activities
a.	Mr. Ravi Ranjan	3 rd Yr	CS	<p>Had participated in Brandquezt # 14 Digital and Social Media Presence hosted by Naukri Campus on 1st Dec, 2024</p> 
b.	Mr. Bhaumik Yadav	3 rd Yr	CSD	<p>Has successfully completed his internship with Tagbin Services Pvt. Ltd. during the period of 12-11-2024 to 11-12-2024</p> 

c.	Mr. Tarang Kashyap	3 rd Yr	CSD	<p>Has successfully completed the course of Delta (Full Stack Web Development).</p> 
d.	Mr. Akshat Trivedi	4 th Yr	CS	<p>Has c oordinated a Web Development Workshop on MERN Stack held on 10th Dec, 2024</p> 
e.	Ms. Akshita Choudhary	3 rd Yr	AIML	<p>Has completed Udey course: "AI Essentials: Introduction to Artificial Intelligence" (Date: 25 December 2024)</p> 

f.	Mr. Aayushman Singh	3 rd Yr	CSD	<p>Has participated and win SIH 2024</p> 
g.	Mr. Ravi Ranjan	3 rd Yr	CS	<p>Has secured 15th rank on Naukri campus platform</p> 
h.	Mr. Vishesh Verma	3 rd Yr	CS	<p>Has won Asia's biggest hackathon Finalround, Techfest in IIT Bombay, Event Name - Sanrakshan, held offline in IIT Bombay.</p>  <p>Techfest in IIT Bombay, Event Name - Datamatics, got into Final round, held offline in IIT Bombay itself. Asia's Biggest Hackathon.</p> 

3. Mr. Akarsh Sharma, B.Tech. Biotechnology 3rd year student participated in two weeks International Global Initiative of Academic Network (GIAN) course titled 'Sustainable Bio-manufacturing of High-value Phytochemicals' held at IIT Madras from 2nd -14th December, 2024.
4. Mr. Shashank AjayKumar Pillay, B.Tech. Biotechnology 3rd year student participated and successfully completed an offline two-day workshop on 'Cancer Biology' conducted by Ethical Eudufabrica Pvt. Ltd. In association with Mechanica, IIT Madras on December 14th - 15th, 2024.
5. Miss. Sona Yadav, B.Tech. Biotechnology, 2nd year student participated in Hackspire: a 30 hrs Hackathon organized by Indraprastha Engineering College, Ghaziabad on 27-28th December, 2024.
6. The students of ME 4th year, Mr. Aakarsh Saxena & Mr. Satyam Singh got placement in "Apollo Steels".
7. Mr. Prashant Tomar, Mr. Rachit Singh, Ms. Shraddha Singh and Ms. Sheetal Anjali, students of MBA department, first year, got first prize and won 5000/- as cash prize in quiz competition at RKGIT college on 27.11.24.



8. Mr. Tapas Kumar Singh, Mr. Sumit Rajput, Mr. Shubham Kumar, Ms. Kritika Srivastava and Ms. Lakshita, MBA 2nd yr students has participated in the prestigious case study competition "PROMULGARE-2024" at Asian Business School, Noida on 6/12/24.



9. Ms. Priyanshi Chauhan from MBA department has got her paper published, titled “The Effect of Influencer Marketing on Consumer Behavior of Fashion Style in the Age of Social Media” in International Journal of Tourism & Hospitality in Asia Pacific (IJTHAP) Vol. 7 No. 3, pp. 360-37.
10. Ms. Princy Chaudhary from MBA department has got her paper published, titled “The Effect of Influencer Marketing on Consumer Behavior of Fashion Style in the Age of Social Media” in the International Journal of Tourism & Hospitality in Asia Pacific (IJTHAP) Vol. 7 No. 3, pp. 360-37.

International Journal of Tourism & Hospitality in Asia Pacific (IJTHAP) Vol. 7
No. 3, pp. 360-378, October, 2024
E-ISSN: 2654-7945 P-ISSN: 2685-8800
<https://www.ijournal.asiapacificjournals.com/index.php/IJTHAP>

The Effect of Influencer Marketing on Consumer Behavior of Fashion Style in the Age of Social Media

Kheirun Nissa^{1*}, Priyanshi Chauhan¹, Mohamed Asim¹, Princy Chaudhary², Dwi Nita Aryan³, Koay Loke Kean⁴, Anurag Hazanka⁵,
STIE Malangpuçwara, Malang, Indonesia¹⁻⁵
IMS Engineering College, Ghaziabad, India^{1,4}
ISBR Business School, Bengaluru, India²
VITrox College, Batu Kawan, Malaysia³
Tezpur University, Assam, India⁴
Corresponding Author: kheirunnissa3000@gmail.com¹
ORCID ID: <http://orcid.org/0009-0006-1890-3621>¹

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Publication information

Research article

HOW TO CITE

Nissa, K., Chauhan, P., Asim, M., Chaudhary, P., Aryan, D. N., Kean, K. L., & Hazanka, A. (2024). The effect of influencer marketing on consumer behavior of fashion style in the age of social media. International Journal of Tourism & Hospitality in Asia Pacific, 7(3), 360-378.

This study aims to explore the effect of influencer marketing on consumer behavior regarding fashion styles in the age of social media. It employs a quantitative research approach utilizing simple linear regression analysis conducted with SPSS. The data for this study were collected through primary sources via questionnaires distributed in two countries, Indonesia and India, to ensure a comprehensive understanding of the phenomenon. A total of 55 respondents from Indonesia and 50 respondents from India participated in the

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11. Ms. Deepanshi Sandhu has completed her internship program in Human Resource department of Deshonnati Deshotkarsh Foundation from 27.9.24 to 27.10.24.



12. The students named Mr. Prashant Tomar and Mr. Rachit Bansal from MBA department (1st year) have emerged as 1st prize winner in a Quiz competition held at HRIT University on 24.12.24.



13.

S.No.	Students' Name	Achievements
a.	Ms. Jyoti Kumari MCA 2 nd year	Has successfully completed her certificate course on Java Programming from Codsoft in November 2024.
b.	Ms. Yash Chauhan MCA 2 nd year	Has successfully completed certificate course on Java Programming from Codsoft in Nov. 2024.

Any Other Significant Activities Conducted:

1. IMSEC signed MoU with FITT, i-TTO, IIT Delhi. The convener of the event was Prof. (Dr.) Priyanka Bhardwaj, Dean R&D and HOD- ECE.



2. The Web Wizards 1.0 event, organized by Runtime Hackers on 03.12.2024, aimed to foster technical knowledge and enthusiasm among students in front-end web development. It was a remarkable platform for participants to showcase their understanding of JavaScript, HTML and CSS fundamentals. This diverse mix of participants reflected a strong interest among the 2nd-year students while encouraging senior students to engage and guide their juniors. The Web Wizards 1.0 event successfully provided a stimulating experience for participants fostering both learning and healthy competition. It highlighted the enthusiasm of IMS Engineering College students for coding and set a precedent for more such engaging events in the future.

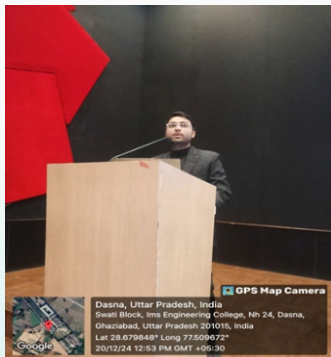
The participants exhibited remarkable focus and creativity during the event. Their submissions demonstrated a diverse range of technical approaches and styling techniques. The judging criteria included:

- Accuracy in replicating the design.
- Proper functionality and responsiveness.
- Code quality and efficiency.
- The event concluded with a brief feedback session where the evaluators shared insights and suggestions for improvement with the participants.





3. The Department of Computer Science and Engineering conducted a seminar on “Empowering Placement Success” on 20th December 2024 for B. Tech, MCA and MBA final year students. The primary objective of the seminar was to guide students on placement challenges and prepare students for high demand careers. The speaker of the seminar was Mr. Piyush Nanchehal, Program Manager, Masai School.



4. The Team: “Cipher Edgers” has emerged victorious in the Smart India Hackathon 2024 for Problem Statement 1743: Parsing of Social Media Feeds for the National Investigation Agency, Government of India.

This achievement is a testament to the relentless dedication and innovative spirit of the team.

Heartiest congratulations to all the team members:

- Aayushman Singh CSD 3rd year
- Kartik Kandpal CSD 3rd year
- Arpita Singh CSD 3rd year
- Arpit Kukreti CSD 3rd year
- Abdul Ahad CSD 3rd year
- Rishabh Bajpai CSD 3rd year

Together, they developed a groundbreaking solution which aims to enhance the capabilities of the National Investigation Agency by providing valuable insights from online platforms.



5. The department of Information Technology celebrated Human Right Day on 10th December 2024. On this occasion they organized debate competition on the topic “Women’s Right are Human Rights” in which the girl students of B.Tech. (2nd Year, of all branches) took part. To evaluate the students’ performances, the Judges were Dr Sonia Juneja (HOD CS), Dr Kavita Saxena (HOD MCA) and Dr Indu Bhatt (Assistant

IMS ENGINEERING COLLEGE, GHAZIABAD
 Under the aegis of
 Internal Quality Assurance Cell (IQAC)
 HUMAN RIGHT DAY - DECEMBER 10, 2024
 Department of Information Technology
WOMEN'S RIGHTS ARE HUMAN RIGHTS
 for 2nd Year B.Tech Female Students of all the branches

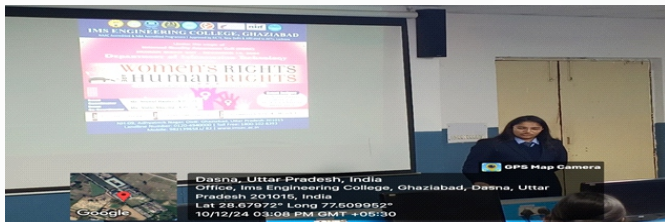
Event Judges
 Dr. Romla Jaiswal, HoD, C&E
 Dr. Kavita Saxena, HoD, MCA

Event Coordinator
 Ms. Younus Haider (A.P) - IT

Event Co-ordinator
 Ms. Nishita Sharma (A.P) - IT

10th Dec, 2024 02:30 PM onwards Computer Lab 4 (Block C)

NH-09, Adityapuri Nagar, Distt: Ghaziabad, Uttar Pradesh-201015
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 Mobile: 9821396581/ 82 | www.irmsc.ac.in



6. The department of MBA under the flagship of Kaizen Club of IMS Engineering College, Ghaziabad, under the esteemed guidance of Dr. M.P Singh HoD MBA, has organized an activity in relation to “General management Concepts” enriched with creativities and innovations as "My Innovative Idea" presented by MBA first year students. The presentation was comprised of various features like innovative product concepts, marketing fundamentals, financial feasibility and targeted market approach for creating a new world for target customers.





7. There was a successful completion of the Presentation on Mini Projects on dated 17th December 2024 for MBA 1st-year students, organized by the Department of Management Studies. The event was coordinated by Dr. Pratibha Pandey and Dr. Riyazuddin with the primary objectives of familiarizing students with the concept of innovation and guiding them towards creating innovative project reports.

The presentation commenced with elaborations on the purpose of Mini Projects followed by an enlightening session by Dr. M.P. Singh, Head of the Department (MBA), who emphasized the importance of innovation in today's competitive business environment. His insights provided students with a strong foundation and motivation to approach their projects with creativity and originality. Adding further value to the event, there were impactful discussions led by the faculty members Dr. Siby James, Dr. Nitin Mohan and Dr. Kavita Singh.

The event concluded with an engaging Q&A session, where students actively participated and clarified their doubts. This interactive segment allowed them to gain practical insights and further understand the significance of innovation in their academic and professional journeys.

The insightful summarization by Dr. M.P. Singh has put a remarkable impact on students for improvement in the upcoming events. Moreover, students have received great guidance, support and encouragement through the judges and team of faculty members as well. The student Coordinators were Mr. Tanishq Saxena, Ms. Priyanshi Chauhan and Ms. Himanshi Chauhan along with club faculty Coordinator Dr. Kavita Singh had done a remarkable job.



8. There was a successful completion of the Presentation on Summer Internship Program, dated 19th December 2024, for MBA final year students. A session on Summer Internship Project- Report Preparation was arranged by the MBA Department aimed at guiding students on how to assist students in compiling and organizing their internship files effectively. The session was structured to provide clarity on the expectations, methodologies, and best practices for preparing these essential academic documents. The session began with an overview of what an internship file is and why it is important. The program was led by the faculty coordinators of Summer Internship viz Dr. Siby James, Associate Professor and Dr. Nitin Mohan, Assistant Professor of MBA Department

It serves as a record of the student's learning experience during their internship and is used to evaluate both practical and theoretical knowledge. They were reminded of the significance of the internship file in showcasing the skills acquired, challenges faced and outcomes achieved during the internship period. By the end of the session, the MBA students had a clear understanding in preparing internship files that not only fulfill academic requirements but also contribute significantly to students' professional development.



9. On 20th December 2024, a Memorandum of Understanding (MOU) was signed between IMS Engineering College and Talent Gro Global, marking the beginning of a strategic partnership aimed at enhancing the educational and professional development opportunities for MBA students. This collaboration seeks to bridge the gap between academic learning and industry needs by providing specialized training and certifications to students, faculty members of MBA Department. On behalf of IMS Engineering College, Director, Prof. (Dr.) Shailesh Tiwari and Mr. Sanjay Aggarwal (Founder, Talent Gro Global) signed the MoU in the presence of Dr. M. P Singh HoD, MBA Department and Dr. Siby James Associate Professor MBA Department.

The training firm will provide customized training sessions, workshops and skill development programs designed to complement the college's curriculum and meet the evolving demands of the industry. The partnership will create pathways for students to gain hands-on experience through internships and placement opportunities with the training firm or its network of industry partners. Faculty members will have access to specialized trainings to improve their teaching methodologies and stay updated on the latest trends and skills in their respective fields. The MoU also emphasized ongoing professional development for alumni offering them opportunities to access the training programs to further strengthen their careers.

10. On 26th December 2024, a Memorandum of Understanding (MoU) was signed between IMS Engineering College and Softpro India Computer Technologies Pvt Ltd, marking the beginning of a strategic partnership aimed at enhancing the educational and professional development opportunities for MCA students. This collaboration seeks to bridge the gap between academic learning and industry needs by providing specialized training and certifications to students, faculty members and professionals of IMSEC. On behalf of IMS Engineering College, Director, Prof. (Dr.) Shailesh Tiwari and Ms. Yashi Asthana, CEO (Softpro India) signed the MOU in the presence of Dr. Kavita Saxena, HoD MCA and Dr. S.N. Rajan Dean Academic of IMSEC.

The Softpro India will impart valuable inputs by providing training sessions, workshops and skill development programs designed to complement the college's curriculum and meet the evolving demands of the industry. The partnership will create pathways for students to gain hands-on experience through internships and placement opportunities with the training firm or its network of industry partners. The MOU also emphasizes ongoing professional development for alumni, offering them opportunities to access the training programs to further consolidate their careers.



11. The social club of department of MCA proudly celebrated the Centenary Birthday of Honorable Shri Atal Bihari Vajpayee Ji, the former Prime Minister of India on 24th December, 2024 as heartfelt tribute to one of the most esteemed leaders of our nation.

The program started with the welcome address by Dr. Kavita Saxena, head of the department.

Students of MCA & B.Tech. (BT) participated with full enthusiasm and interests.

It was the memorable occasion filled with reverence and admiration for Shri Atal Bihari Vajpayee Ji. The students presented poems that reflected Atal Ji's poetic genius, his life and achievements further enhancing the spirit of the event.

Dr. Ajay Sharma, Head and faculty members of Biotech department were also present during the session.

The program was very well coordinated by Ms. Neelu Mourya, Assistant Professor along with student coordinators. Our esteemed Director Prof. (Dr.) Shailesh Tiwari appreciated the entire team of MCA dept. for organizing such a kind of event. The program ended with the national anthem to salute the true leader of our nation.



IMS ENGINEERING COLLEGE, GHAZIABAD
NAAC Accredited & NBA Accredited Programme | Approved by AICTE, New Delhi & Affiliated to AKTU, Lucknow

We feel delighted to announce that
Under the aegis of
Internal Quality Assurance Cell (IQAC)
DEPARTMENT OF MCA
is organizing
'A Poetry Session'
on the occasion of
"Centenary Birthday Celebration"
of
Honorable Shri Atal Bihari Vajpayee Ji
(Former Honourable Prime Minister of India)

Event Co-Coordinator **Ms. Neelu Mourya (Assistant Professor, MCA)**

24th Dec, 2024 | 02:00 PM onwards | Seminar hall, A - Block

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Inspiration

EXIST

BUT IT HAS TO

FIND YOU
WORKING

PABLO RUIZ PICASSO

Editor-in-Chief:
“Dr. Milan Chakraborty”