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APPRECIATION LETTER

I am pleased to extend my congratulations on behalf of IIM Kashipur to Mr. Pranshu Shubham, a student of Executive MBA (Analytics) at IIM Kashipur, for your outstanding research paper on the "Supply Chain Servitization Model." I am proud to have guided you on this commendable work.

Your research explores the impact of blockchain technology, generative AI, and the analytical ecosystem on the traditional product-oriented business model with a focus on the supply chain management landscape and servitization. It delves into the implications of adopting a servitization model to enhance competitive advantage and offers practical insights for businesses seeking strategic supply chain transformations. Your work enriches academic literature and deepens our understanding of this subject.

Your research paper is acknowledged for its significant contribution to the academic discourse on supply chain management, business strategy, and consulting. On behalf of the academic community, I am pleased to present my letter of appreciation for your remarkable achievements. Your outstanding work in the field of supply chain management will have a significant impact on business and consulting industries, inspiring future scholars, professionals, and consultants to navigate the complexities of modern supply chains.

Congratulations on your achievements and I look forward to your continued success. Your study has the potential to positively impact the supply chain, business strategy, and consulting. It was a pleasure guide you, as your interest in research and the ability to analyze new developments was evident. Your dedication, level headedness, and sincerity were impressive, and I was impressed by the swift grasp of the various research methodologies.

I wish you every success in your future endeavors, and hope that your research will continue to have a positive impact on the world.

Prof. Sunil Kumar Jauhar
Chairperson - Executive MBA (Analytics)
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