We nurture globally competent, socially sensitive and ethically sound managerial talent to lead businesses and organisations.

We inculcate creative thinking and problem solving skills through a dynamic curriculum in an interactive learning environment.

We do this with a set of committed faculty, deeply engaged in both creation and dissemination of knowledge strengthened by a rich academic and industry interface.

To be the most preferred management school known for creation of valuable business leaders.
ASM is pleased to announce that Dr. (Prof.) Etinder Pal Singh, has taken charge as the Director of ASM.

Dr. Etinder Pal Singh has been working as Professor (Marketing) at Apeejay School of Management, Dwarka since December 2008. Prior to this, he was Director - Executive development with Northpoint Centre of Learning, A Lintas Group Initiative.

Prof. Etinder Pal Singh is an MBA & PhD in Business Management, having over 27 years record of achievement and demonstrated success while providing leadership in highly competitive markets of US, Canada & India. He started his career in sales with Videocon, and later went to work for BPL. After that, he shifted into academics, where he was the founder member of the Dept. of Business Management at HNB Garhwal University. He taught there for 5 years. Then he shifted to New York and created a relationship-marketing program at REMN Bank and later was VP Operations and Business Development based out of Winnipeg, Canada, with Blue Indus looking after acquisitions and sales of commercial real estate (especially hotels and Motels) in Western Canada.

At ASM, he has headed various key positions like the Program Head of the flagship PGDM program. He has also been leading the consultancy team at Apeejay, and has worked closely in building market strategies for clients like Puspanjali Pvt. Ltd., GRKC, Spice Chef to name a few.

The clients he has trained/consulted in the past include FIS, Indian Oil, Jaipurias, Cottage Emporium, Bravura Solutions, Paulwurth, Maruti Suzuki, Merck, BHEL, Katha, Fabriqate Research UK, KPIT, Infiniti Retail, Kotak Mahindra, Honeywell, Market Rx, Optimix-ING, Bharti Axa Life, Standard Chartered, Lintas, Sandoz, Cognizant Technologies, Triton Communications, Lufthansa, WNS, Seahorse Group and Geometric Ltd. amongst others.

His research interests include Eating Behavior, Food Marketing, Health and Pedagogy.
The 12th National Conference on Contemporary Management Research was organised on 7th May 2021, via online mode, on the theme ‘Managerial Practices for Sustainable Growth, Development & Innovations’. Delegates from various organizations, institutions and universities like IIT-Delhi, University of Jammu, LBSIM, Amazon, Bikaner Technical University, NIFTEM, presented their research work.

Mr. O.P Khanduja, Executive Director, ASM, welcomed all the participants, faculty members and the students of ASM. Speaking on the occasion, Mr. Khanduja emphasized the need for linking research with the emerging needs of the industry, especially in the wake of the Covid-19 pandemic.

Dr. Etinder Pal Singh, Director, ASM, presented his perspective on the conference, and observed that over the years, the National Conference on Contemporary Management Research has emerged as an effective forum for academicians as well as practicing managers to discuss the issues, challenges and opportunities in contemporary management research. He talked about the current crisis in the country and shared his views on the way forward, and emphasized the importance of meaningful and impactful research with policy implications.

Mr. Somasundharam Muthupalani, Managing Partner, Moments Group India, delivered the plenary address and pointed out that the interdisciplinary nature of this conference will enable the presenters to look at the management issues from a holistic viewpoint. Dr. P. K. Suri, Professor, Delhi Technological University, the guest of honor, presented the keynote address on the governance issues in the management research and shared his valuable inputs on the theme of the conference.

Dr. Sanjay Dhingra, Professor, GGSIPU and Dr. Akshita Arora, Assistant Professor, ASM; Dr. Shalini Vermani, Associate Professor, ASM and Dr. Anchal Gupta, Assistant Professor, ASM chaired two parallel technical sessions and facilitated healthy discussion. The conference concluded with the vote of thanks from conveners- Dr. Shalini Vermani, Dr. Anchal Gupta and Dr. Akshita Arora.
ASM conducted an open online workshop on Mind Mapping using Xmind on 8th May, 2021 via Zoom. The workshop was attended by participants from corporate, academia and the students.

The workshop started with familiarization of the topic followed by learning about brain function and integrating mind mapping technique. The sessions were embedded with quizzes and activities to engage the participants. The participants showed keen interest in learning the new concept and its application in various fields. The last session was dedicated to learning the software for Mind Mapping “Xmind” which gave the participants a hands-on experience of drawing mind maps which was highly appreciated by the participants.

The workshop delivered by Dr. Preeti Suryawanshi was successful and received positive feedback from the participants.

ASM conducted a one-day Workshop on ‘Analytics and Business Modelling using Excel’, on 11th June 2021. Dr. Shalini Vermaani, and Dr. Anchal Gupta, faculty ASM, were the resource persons for the Workshop. Participants from Government organizations, Universities, various Academic Institutions and Corporates like Ministry of Statistics, Maharaja Sayajirao University Baroda, Amity University, Noida, Manav Rachna International Institute of Research and Studies, Faridabad, Apeejay College of Fine Arts, Jalandhar, IIHMR, Delhi and Fusion Equipment Pvt. Ltd., attended the workshop.

It was a hands-on workshop that covered topics like Data Exploration, Data Visualization, Dashboard, Statistical Analysis Tools, Forecasting, Descriptive, Prescriptive Analytics and Data Optimization using Solver. The program was highly appreciated by all the participants.

ASM conducted a one-day Workshop on ‘Stress Management and Happiness through Mindfulness’, on 19th June 2021. Dr. Chhaya Wadhwa, and Dr. Preeti Suryawanshi, faculty at ASM were the resource persons for the Workshop. The workshop was attended by participants from corporate, students and academicians from institutions like Banaras Hindu University, Apeejay School of Management, Guru Nanak Khalsa College.

The workshop started with discussion on common causes for stressors in everyday life, then the participants were asked to take some stress and mindfulness tests to evaluate their stress levels and mindfulness score. Dr. Chhaya talked about the meaning of these scores and further dwelled on means to become mindful in everyday life. Dr. Preeti spoke about the reasons for unhappiness and how to achieve happiness in daily life. She further gave tips to practice mindfulness using audio visual presentation.
MDP on Digital Resources: A sustainable tool for SMEs/Entrepreneurs and Researchers

On 25th June, 2021, ASM organized a Management Development Program on the topic Digital Resources: A sustainable tool for SMEs/Entrepreneurs and Researchers. Mr. Anuj Kumar (Assistant Professor, ASM Dwarka) was the main speaker of the program. The MDP included participants from corporates working in Ernst and Young, HCL, Export Houses, and SMEs segment, and many academicians from reputed institutes like Bharati Vidyapeeth, JIMS, MIT World Peace University, Amity University, Mulund College of Commerce, and All India Management Association, etc. The key discussions involved the problems and challenges for SMEs segment, how technology can provide a solution to SMEs, the collaboration between business professionals and academicians, Online marketing tools and research opportunities.

Workshop on Marketing Analytics

An online workshop on Marketing Analytics was conducted on 24th June, 2021. The resource person was Ms. Ruchi Malik Goral. The participants of the workshop included students as well as faculty. The topics such as introduction to Marketing Analytics, sales modelling using excel, warranty analytics, conjoint analysis were covered in the workshop. It was a highly engaging and interactive session.
Online Symposium on Public Health System in India

ASM organised an online symposium on ‘Public Health System in India’ on 31 May 2021. Students from Kalindi College (Delhi University) were invited as panelists comprising Ms. Purvi Gupta, Ms. Hina Chahar & Ms. Tannu.

The panelists discussed the current state of health care system in India and how this can be improved so that it reaches the marginalised sections of the society. Even though the three-tier health care system of India is a robust one, it requires to be properly managed and supervised so that it does not crack under the pandemics like Covid-19.

In his closing remarks Mr. O.P. Khanduja, Executive Director, Apeejay School of Management, emphasized the role of community in ensuring healthcare to all. He mentioned that healthcare should be a collective responsibility of people, community, private sector and the state.

The discussion was jointly moderated by Dr. Shweta Jha, ASM and Dr. Monika Kulshreshtha, IINTM.

Session on Psychometric Testing

Dr. Shweta Jha conducted a session on Psychometric Testing for the students of Banarasidas Chandwala Institute of Professional Studies on 3 June 2021. With the help of different worksheets, Dr. Jha explained to the students the concept of psychometric tests. She also gave students a hands-on on attempting psychometric tests administered during various selection processes.

Workshop on Career Path in Analytics

ASM organized a Webinar for the undergraduate students on ‘Career Path in Analytics’ on 11th June 2021. The session included the introduction and understanding of basics of data, data analysis, data analytics, types of analytics, skills required for analytics and career path in the field of Analytics. This also included the career opportunity provided by ASM to help them as a whole. This session was attended by the undergraduate students of various colleges across India. It was an interactive session & was highly appreciated by the students.

"IT Seminar on Innovative Computing Trends" at IITM

Dr Monika Arora was invited as a Chief Guest in the "IT Seminar on Innovative Computing Trends" organised by Institute of Innovation in Technology & Management on June 18, 2021. Dr Arora delivered a session on "Latest Trends in Information Technology". She covered topics such as Machine Learning, Artificial Intelligence, Cloud Computing, Virtual Reality, Internet of things etc. Dr. Arora also discussed the application of Intelligent Automated Transportation Systems, Demand Aviation, Driverless Car, Social Engineering etc.
OUTREACH ACTIVITIES

Session on Writing Literature Review at Central University of Jammu

Dr. Shweta Jha, Associate Professor, ASM conducted a session on Writing Literature Review in the National Workshop on Research Methodology organized by Central University of Jammu, on 16 June 2021. More than 120 delegates, from all over the country, participated in the event. The delegates were provided hands-on training on writing literature review.

Open Mic Competition

ASM, organized an Open Mic Competition for the undergraduate students over Zoom, on 30 June 2021. Students from eighteen different colleges of India, Uniglobe College, Kathmandu and Namuna College of Fashion Designing, Kathmandu participated in the competition.

Mr. Aditya Anand Jha, from the P.J.M. College of Dairy Technology, Jharkhand bagged the first prize, Ms. Karuna Pandey, student - Uniglobe College, Kathmandu & Ms. Neha Katiyar, from Deshbandhu College bagged the second prize, while Ms. Mansi Sahi, of JIMS Vasant Kunj won the third prize in Group A. Mr. Shivansh Khetan, student of Hansraj College won the first prize, while Mr. Robin Sharma, from Trinity Institute of Professional Studies and Ms. Saniya, from Bharati College won the second and third prize respectively in Group B.

Dr. Etinder Pal Singh, Director ASM, welcomed the students. In his address he spoke about the importance and various means to enhance leadership and managerial skills in the students. Prof. Kamal Kishore, Dean ASM, gave his concluding remarks.

The competition was judged by Dr. Monkia Arora, ASM, Dr. Monika Kulshretha, IINTM, Dr. Monika Bansal, Deendayal Upadhaya College, & Dr. Preeti Suryawanshi, ASM.

Ms. Palak Bawaja & Ms. Muskan Manchanda, students PGDM (2020-22) were Masters of Ceremony. This event was organised by Dr. Shweta Jha.

Webinar on Insight of Analysing Value Buying

ASM organised an online webinar on the "Insight of Analysing Value Buying", on 18th July 2021, delivered by Dr. Sudhi Sharma, faculty ASM. The participants included students, faculty and corporate professionals. In the session she discussed various valuations pointers to analyse value stocks in FMCG sector with the help of screener and NSE website.
ALUMNI SPEAK

Session on Building Career in Sales by Ms. Geetika Batra

Ms. Geetika Batra, Director Account Planning at Car Dekho and an alumna (2000-2002) of ASM took an insightful session on how to build a career in sales, via the zoom platform on 5th June 2021. She with her rich experience of 19 years in B2B Sales and Sales Strategy gave practical examples from her own journey to explain the sales process, challenges and career progression in sales career. She also guided on do’s and don’ts during their PGDM journey. Ms. Geetika recollected the lessons at ASM and her interactions with her faculty and how it helped her get her campus placement from ASM at Naukri.com where she served for 13 years. The session was well received by the students and they asked a number of questions. The panellists for the session were Dr. Etinder Pal Singh, Prof. Kamal Kishore, Dr. Preeti Suryawanshi, Ms. Ruchi Malik, Dr. Ishita Adhikari, Dr. Monika Arora and Ms. Neha Gupta.

Session on “Blockchain and Cryptocurrency”

Mr. Munish Batra, Freelancer- Fintech Consultant and an alumnus (1994-1996) of Apeejay School of Management took an insightful session on blockchain and cryptocurrency. He has 20 Plus years of experience in sales planning, international business development and team management in multiple environments. He has worked with various companies such as Vardhman Group, Earth Infrastructure Limited, Aegon Limited, Max Bupa Health Insurance and Birla Sunlife Insurance.

Mr. Batra started the session with a basic understanding of cryptocurrency and block chain, its types and its value. He also deliberated the use of cryptocurrency in industries/companies like travel, medical, pharma, ecommerce etc. The session was well appreciated by the students and they asked a number of questions. The panellists for the session were Dr. Etinder Pal Singh, Dr. Monika Arora, Dr. Preeti Suryawanshi and Dr. Anchal Gupta.
CURRICULUM REVIEW MEETINGS

Members

Academic Council and Board of Studies

Academic Council and Board of Studies are two important forums in ASM which provide guidance to academic matters including curriculum design, assessment systems, Program objectives etc. Reputed experts from industry and academia are represented on these bodies. Meetings of Academic Council was held on 29th June, 2021 and that of Board of Studies on 3rd June, 2021. The meetings generated very valuable suggestions for improvements in course curriculum in the light of current business developments particularly covid impact. An important decision taken was regarding start of a new course, in PGDM program, on Community Service aimed at enabling the students to develop social sensitivity, team work and leadership skills in a meaningful way by contributing their mite to social development by working with a community based organisation.
CURRICULUM REVIEW MEETINGS

Members
Academic Council and Board of Studies

Mr. Kapil Sharma
Director
Nippon Oil Pumps (Japan)

Ms. Runa Maity
Director
People Talent International

Ms. Rhythm Dhangra
VP- Relationship Leader
Yes Bank

Mr. Aseem Soni
CEO
SwitzGroup- India

Dr. Ram Singh
Professor
Indian Institute of Foreign Trade

Mr. Atanu Ganguly
Business Head
Eveready Industries India Ltd.

Ms. Kavita Sharma
Professor
Department of Commerce
DSE, Delhi University

Dr. Etinder Pal Singh
Director
ASM, Dwarka

Ms. Runa Maitra
Director
People Talent International

Mr. Rajiv Shrivastava
Professor
International Management Institute

Mr. Md. A. Mateen
Sr. VP (F&A)
Berger Paints India Ltd.

Dr. D.P. Goyal
Director
IIM, Shillong
Ex Professor MDI

Dr. Amit Mookerjee
Professor
Delhi Technical University

Dr. Vijay Kumar Shrotriya
Prof. Department of Commerce
GSD, Delhi University

Mr. Md. A. Mateen
Sr. VP (F&A)
Berger Paints India Ltd.

Dr. P. Goyal
Director
WI, Shillong, Ex Professor MDI

APEEJAY SCHOOL OF MANAGEMENT
4 of our PGDM 2019-21 students have bagged placement with renowned organization in Marketing domain.

Manish Sharma Dumrakoti
Sales Trainee

Saumya Singh
Associate Account Manager

Vaibhav Singh
Management Trainee - Sales

Ambrish Dubey
Marketing Manager

6 of PGDM 2019-21 students have bagged placement with renowned Companies in Operation domain.

Ishita Bansal
Pratik Roy
Vishesh Gupta
Tanvi Yasmin
Prishu Purva
Manish Sati

6 Students of PGDM 2019-21 Batch have bagged placement in Edu-Tech Industry.

Shivani Verma
Mgmt. Trainee - Customer Growth

Dinkar Handa
Business Development Counsellor

Shreyansh Jain
Mgmt. Trainee - Financial Analyst

G. Indrani
Mgmt. Trainee - Customer Growth

Asheesh Tripathi
Business Development Associate

Muskan Agarwal
Business Development Counsellor
Corporate Resource Centre (ASM), Dwarka organized a series of webinars on “Journey from Campus to Corporate” on 20th May, 29th May and 12th June 2021, for the students of PGDM batches 2019-21 and 2020-22, wherein students from batch 2019-21, who were placed, were invited to share their insights about the experience and journey in the Institute to guide the students who will be facing placement season.

The students shared their experiences in reference to their college life pre & post pandemic, and the challenges they faced during placement sessions. They also shared tips and mantras with the students and their perspective on how to become placement-ready.
DR. AKSHITA ARORA

Assessing Financial Distress and Predicting Stock Prices of Automotive Sector: Robustness of Altman Z Score, Vision (Scopus)

Innovation in Knowledge Intensive Business Services: Does It Vary by Firm Age and Type, The Empirical Economic Letters (ABDC-C)

DR. AMIT SAREEN

Effect of Board Gender Diversity on Financial Performance – A Study of Public Sector Banks in India, Journal of Asia Entrepreneurship and Sustainability (ABDC-C)

Relationship of Capital Adequacy ratio with ROA and ROE: A Panel Data Analysis of Indian Banks, The Empirical Economic Letters (ABDC-C)

PROF. KAMAL KISHORE

Composition of Loans and Investments in Indian Bank: An Empirical Study, Theoretical and Applied Economics (EBSCO)

Empirical Evidence on Optimal Board Size, International Journal of Corporate Governance (ABDC-B)

Gender Diversity in Boardroom and its impact on Firm Performance, Journal of Management & Governance (Scopus)

DR. AKSHITA ARORA

Financing Mix and Corporate Governance Structure in India, The Empirical Economic Letters (ABDC-C)

DR. PREETI SURYAWANSHI

Identifying Factors and Probability of Potential Impulse Buyer – A Predictive Model based on Logistics Regression, The Empirical Economic Letters (ABDC-C)
Study of sustainability issues in an Indian logistics service provider: SAP-LAP approach, Qualitative Research in Organizations and Management (Scopus, ABDC-B)

Evaluation of logistics providers for sustainable service quality: Analytics based decision making framework, Annals of Operations Research (Scopus, ABDC-A)

Developing human resource for the digitization of logistics operations: Readiness index framework, International Journal of Manpower (Scopus, ABDC-A)

A Viewpoint on Digital Marketing and Usage of Social Media Tools during Covid-19 Pandemic, Academy of Marketing Studies Journal (ABDC-B)

Usage and Adoption of artificial intelligence in SMEs, Materials Today Proceedings (Scopus)

Role of Emotional Intelligence and Strategic Human Resource Management During COVID-19, Academy of Strategic Management Journal (Scopus)

Traversing ‘work-life equilibrium’ with ‘mindfulness’, International Journal of Technology and Globalization (Scopus)

DR. MONIKA ARORA
- Comparative Analysis of Banks in Terms Of Service Quality, Springer Proceedings (Scopus)
- Cache Memory: An Analysis on Performance Issues, INDIACOM 2021 Springer Proceedings (Scopus)
- Parameters for Evaluation of Smart Cab Services using Multi criteria Decision Making: An Indian Perspective, The Empirical Economic Letters (ABDC-C)
- Digitization and Data Analytics in Healthcare, Springer Proceedings (Scopus)
- COVID 19 and Risk to Supply Chain Management, Empirical Economics Letters, Accepted (ABDC-C)

DR. SHALINI VERMANI
- Application of Artificial Intelligence in New Product Development: Innovative Cases of Crowdsourcing, Lecture Notes in Networks and Systems (Scopus)
- Cyber Security in the Age of the Internet of Things: An Assessment of the Users' Privacy and Data Security, Lecture Notes in Networks and Systems (Scopus)
- Economic and Social Index of Slum Dwellers of the Temple City of Odisha, India, The Empirical Economic Letters (ABDC-C)

DR. SHWETA JHA
- Data Privacy and Security Issues in HR Analytics: Challenges and the Road Ahead, Lecture Notes in Networks and Systems (Scopus)

DR. SRIRANG K. JHA
- Comparative Analysis of Banks in Terms Of Service Quality, Springer Proceedings (Scopus)
- Cache Memory: An Analysis on Performance Issues, INDIACOM 2021 Springer Proceedings (Scopus)
- Parameters for Evaluation of Smart Cab Services using Multi criteria Decision Making: An Indian Perspective, The Empirical Economic Letters (ABDC-C)
Does Lower Foreign Flows and Higher Domestic Flows Reduce Equity Market Volatility? Vision (Scopus)

Optimum Investor Portfolio Allocation in New Age Digital Assets International Journal of Innovation Science (Scopus)

Comparison of Linear and Non-Linear GARCH Models for Forecasting Volatility of Select Emerging Countries Journal of Advances in Management Research (Scopus)

Robustness of Sharpe Single Index Model in Indian Market: A Unique Approach to Identify Gems, International Journal of Public Sector Performance Management (Scopus)

Impact of COVID-19 Outbreak on Currency Exchanges of selected Countries, International Journal of Sociotechnology and Knowledge Development (Scopus)

Assessing Financial Distress and Predicting Stock Prices of Automotive Sector: Robustness of Altman Z Score, Vision (Scopus)

Comparison of Linear and Non-Linear GARCH Models for Forecasting Volatility of Select Emerging Countries, Journal of Advances in Management Research (Scopus)

Determinates Affecting Stock Prices of Banking Sector with Reference to Private Sector Banks, Annals of Economic Series (ABDC-C)

Analyzing the robustness of ARIMA and neural networks as a predictive model of crude oil prices, Theoretical and Applied Economics (ABDC-C)

Do Accounting and Regulatory Variables Affect Stock Prices of Banks- An Empirical Study of Indian Banks in Panel Data Modelling, Asian Journal of Accounting Research (ABDC-C)

Identifying Factors and Probability of Potential Impulse Buyer – A Predictive Model based on Logistics Regression, The Empirical Economic Letters (ABDC-C)
For Placements : Ms. Neha Gupta  
E-mail: placements.asm@apeejay.edu  
Mobile No.: +91-9205-317-548  
Tel No: +91-11-2536-4524

For Admissions Helpline Number:  
+91-9560-222-999, +91-9971-300-658  
E-mail: admissions.asm@apeejay.edu