

### FORTHCOMING EVENTS

2nd Conference of Marketing  
Scholars and Practitioners:  
Emerging Trends,  
Opportunities and Challenges  
10 May 2013

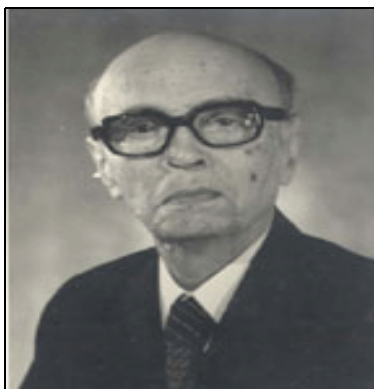
National Conference on HR  
Strategies in Changing Global  
Scenario  
17 May 2013

International Conference on  
Management Practices &  
Research  
26 July 2013



Quality Research Center setup at ASM

### EVENTS



#### DL Shah Quality Research Center established at ASM

D L Shah Quality Research Centre, a collaborative initiative of ASM, Quality Council of India (QCI) and D L Shah Trust was established on 8 March 2013. A memorandum of understanding was signed by the three parties to set up the Centre in order to foster research revolving around quality issues.

Dr Alok Saklani, Director Apeejay School of Management (ASM) and Mr. K. C. Mehra, Chairman, NBQP signed a memorandum of understanding announcing the establishment of D L Shah Quality Research Centre at ASM during the 8th National Quality Conclave held at Hotel Le-Meridien, New Delhi on March 8-9, 2013. Gen H.Lal (Retd.) will spearhead this initiative. Speaking on the occasion Gen. Lal emphasized the need of research on

Quality issues. Mr Arun Maira, Chairman, Quality Council of India & Member, Planning Commission and Mr. Hari Taneja, Trustee, D.L. Shah Trust were also present on the occasion.

## Students' Visit to Yakult Danone, Sonapat: March 11, 12 & 14

PGDM and PGDM (IB) students visited manufacturing facility of Yakult Danone at Sonapat on 11, 12 & 14 March 2013. Yakult Danone India (P) Ltd is a 50:50 JV between Yakult Honsha, Japan and Groupe Danone of France, both of which are global probiotic leaders. The visit was facilitated by Corporate Resource Centre of the institute. Students' industrial visit was led by Dr Etinder Pal Singh, Prof Amit Sareen, Prof Kamal Kishore, Dr Srirang Jha, Dr Neeraj Singhal, Dr Manisha Bachheti, Dr Amiya Mohapatra, Ms Manupriya Bali, Ms Divya Jindal, Ms Chhaya Wadhwa, Mr Rajesh Sinha and Ms Hira Rai.



## Farewell Party for the PGDM and PGDM (IB) classes of 2013

Farewell Party for the PGDM and PGDM (IB) classes was held on 23 March 2013. First year students presented a cultural programme on the occasion and presented mementos to the graduating students who were quite nostalgic about their time spent on the campus. DJ was also arranged. The event was facilitated by Ms Chhaya Wadhwa.

## Corporate Interface

Col Mohan Mamtani, CEO and Ms Anjana Guha, Associate Trainer, Grand Consulting interacted with PGDM and PGDM (IB) students on 1 March 2013. Col Mamtani talked on Recruitment Challenges in Indian Corporate World while Ms Guha talked on Performance Management System. These sessions were facilitated by Ms Ishita Adhikari.



## Alumnus of the Month: Shitiz Gohri



Mr Shitiz Gohri, an alumnus of 2006-2008 batch, is currently working with Radio City. He is a perceptive marketing professional with a focus on advertising. Earlier he has worked with Red FM and Network 18. Here we present excerpts from an e-conversation with Mr Gohri. [show more](#)

## Faculty Accomplishments

### Papers Presented in the Conferences

Ms Shilpa Sharma Bhaskar published a paper titled 'Employee Satisfaction - Customer Satisfaction Link: A Literature Review of Theoretical Explanations' in Interdisciplinary Journal of Contemporary Research In Business, Vol. 4, No. 11. (Co-author: Shikha N Khera, Delhi Technological University, Delhi)



## Seminars/ Workshops attended

Dr Alok Saklani, Dr Deepankar Chakrabarti, Prof Amit Sareen, Dr Etinder Pal Singh and Dr Srirang Jha attended the 8th National Quality Conclave held at Hotel Le-Meridien, New Delhi on March 8-9, 2013. The programme was organized by Quality Council of India, New Delhi.

Editorial Team: Etinder Pal Singh, Srirang Jha, Monika Arora

Apeejay School of Management, Sector VIII, Institutional Area, Dwarka, New Delhi- 110077

Phone: 011-2536 3979/ 80/ 83/ 86/ 88, 2536 4523, Fax: 011- 2536 3985, E-mail: [asm.dwk.del@apeejay.edu](mailto:asm.dwk.del@apeejay.edu)

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