

FORTHCOMING EVENTS

Founder's Day:
4 October 2013

Conference on Innovative
Financial Practices &
Developments: Emerging
Financial Paradigms:
20 December 2013



3rd International Conference on Management Practices & Research

EVENTS

3rd International Conference on Management Practices & Research

Apeejay School of Management organized 3rd International Conference on Management Practices & Research on 26 July 2013. Faculty members from various universities and institutions in USA, Europe, UAE and India shared their research findings and thoughts on conference theme --'Socially Responsive Business Strategies'.



Dr M M Pant, eminent educationist and formerly pro vice-chancellor, IGNOU, delivered inaugural address. He emphasized the value of Anuvrata (small ethical pledges), Aste (not to take anything that does not belong to self) and Aparigraha (not to accumulate things beyond what one requires) so as to make corporate leaders socially responsive and integrate this philosophy in their business strategies. Dr D K Malhotra, Professor, Philadelphia University, USA, delivered key-note address. He shared his views on role of corporate governance in value creation for all the stakeholders. He observed that constitution and function of the board of directors were critical for effective corporate governance and protection of societal interests.

Dr Alok Saklani, Director, Apeejay School of Management, welcomed the delegates. In his brief welcome address Dr Saklani shared grave concern on fast emerging trend of marketization of society at the cost of basic human values and rights and urged the academia to come up with new paradigms for developing capabilities of the profit and

non-profit organizations towards responding to societal needs in a proactive manner. Prof Ashok Ogra, Director, Apeejay Institute of Mass Communication, introduced the conference theme and shared his views on changing management practices around the world that overlooked basic needs of the people and focused on short-term gains, profitability and share-holder value creation.

In the plenary session, Dr Rajeev Sawhney (Western Illinois University, USA) presented a paper on 'Role of Business in Human Development', Dr Birud Sindhav (University of Nebraska at Omaha, USA) shared his views on 'Place of Business in Society', Dr Mukesh Chaturvedi (BIMTECH) presented a paper titled 'Corporate Social Responsibility' and Dr Rashmi Malhotra (St. Joseph's University, USA) shared her views on 'Technology -A Source of Innovation for the Modern Digital Firm'. Prof Babita Gupta (California State University, USA) and Dr Suresh K Bedi (Apeejay School of Management) chaired the plenary session.

Delegates presented papers around the conference theme during two technical sessions which were chaired by Dr Sunil Maheshwari (Marshall University, USA), Dr Etinder Pal Singh, Prof Amit Sareen and Prof Akshey Kumar (Apeejay School of Management).

The conference was facilitated by Prof Kamal Kishore, Dr Sriang Jha, Dr Amiya Mohapatra, Prof Monika Arora, Ms Anchal Gupta and Dr Sangram K Jena.



International Seminar on Value Creation and Financial Management on 23 July 2013

International Seminar on Value Creation and Financial Management was organized by ASM on 23 July 2013. Prof D. K. Malhotra, Philadelphia University delivered a lecture on the theme. Prof Malhotra emphasized the importance of value creation for customers for sustenance and growth of any organization. Presentation was followed by question-answer session. The event was facilitated by Dr Shweta Jha.

ASM Students Participated in Panel Discussion on Justice J. S. Verma Committee Report: Implications and Way Forward

Students from 1st Year PGDM participated in the 'Panel Discussion on Justice J S Verma Committee Report' on 22 July 2013 at PHD Chamber of Commerce & Industries. Archie Sharma, Prachi Sharma, Arushi, Barkha, Shweta Dixit, Ishita Babbar, Mridula, Udit Paliwal, Varun Thakur and Gurpreet Singh participated in the event and interacted with Dr. Kiran Bedi and other distinguished panel members at the event. Students' participation was coordinated by Dr Shweta Jha.



Play Enacted by ASM Students at 3rd Women's Conference 2013

A vibrant group of 1st Year PGDM students of ASM enacted a play titled 'Adishakti' at the 3rd Women's Conference held at India Habitat Centre, New Delhi on 25 July 2013. The students who participated in the play included Akanksha tiwari, Aditya Pratap Om, Shivangi Goyal, Mohit Makkhija Udit Bhagchandani, Ankit Saroha, Neha Singh, Gopal Singh, Chetan Yadav, Akshay Chugh, Nakul, Chetan Sehgal, Niharika Chugh, Arunesh Karol, Savi Charaya, Aaradhana Karanjgaonkar and Ankit Yadav.



The conference was organized by National HRD Network. The play was appreciated by the audience. The play staged by the ASM students was facilitated by Prof Chhaya Wadhwa. Some of the 2nd Year PGDM students specializing in HR who attended the conference included Anshul Sharma, Arushi Gulati, Mahima Singh, Monika Singh, Niharika Agarwal, Nikita Nigam, Poonam Singh, Ruchika Singh, Vaishali and Vidhu Gupta.

Corporate Interface

Mr Ram A Chopra, formerly Chief Financial Officer, SBI Cards & Payment Services, interacted with 2nd Year PGDM students on 19 July 2013. Mr Chopra shared his views on issues and challenges in augmenting bank deposits. This event was facilitated by Prof Kamal Kishore as part of Corporate Guest Lecture Series.

Mr Roopak Gupta, Senior Associate, Ernst & Young LLP, interacted with 2nd Year PGDM students on 20 July 2013. Mr Gupta shared his views on emerging issues in stock market. He also discussed market indices and their determination, fund-raising avenues for companies, initial public offering and ways of investing in stock market. This interactive session was facilitated by Prof Priya Gupta as part of Corporate Guest Lecture Series.

Mr Anup Girdhar, Founder and Chief Executive Officer, Sedulity Solutions & Technologies, delivered a lecture on 'Risk Management' on 25 July 2013. He shared his views on importance of risk management and discussed the lifecycle of risk. This interactive session was facilitated by Prof Monika Arora as part of Corporate Guest Lecture Series.



Mr Charudutta Panigrahi, President, FIDR, delivered a lecture on 'Environment Scanning' on 31 July 2013. He interacted with 2nd Year PGDM students. Mr Panigrahi shared his views on changing social, economic, technological and regulatory landscape affecting business enterprises in India. This interactive session was facilitated by Dr Srirang Jha as part of Corporate Guest Lecture Series.

International Visitors



Prof D. K. Malhotra, Philadelphia University, USA, interacted with session 2nd Year PGDM & PGDM (IB) students specializing in finance on 23 July 2013. Prof Malhotra shared his views on 'Corporate Restructuring'. This interactive session was facilitated by Dr Shweta Jha.

Prof Rajeev Sawhney, Western Illinois University, USA, interacted with 1st Year students of PGDM on 26 July 2013. Prof Sawhney shared his views on 'Total Quality Management'. This interactive session was facilitated by Dr Shweta Jha.

Alumnus of the Month: Manish Nakra



Mr Manish Nakra, an alumnus of 2003-05 batch, is currently working as head of Project Management for Global Services at Lumata Digital Innovation India (P) Ltd. He has significant experience in handling projects in telecom industry. Mr Nakra has worked for important telecom projects in more than 25 countries in Europe, Middle East, Africa and South Asia. Here we present edited excerpts from an e-mail based conversation with Mr Nakra:

How do you recall your stay at ASM?

Those two years were full of fun and learning. Faculty members were quite supportive and accessible all the time. This added tremendous value to our dynamic learning environment. I made life-time friends at the campus.

Will you like to share some of your fond memories at the campus?

I remember the amazing time we used to have while delivering summer training presentations in auditorium. It really gave me the exposure to face larger audience. At the same time it was fun confronting questions from the audience.

What is your opinion regarding the contribution of a professional degree in your career?

Just like how pre-calculus is a prerequisite to calculus, so is a college degree to a job. A college degree is something that will act as a pillar to keep people standing. Since ups and downs in the corporate world are unavoidable, there are times when people will need a backup to get through troubled times.

I honestly feel that professional education is essential for a fulfilling career. When I joined ASM, I had no idea about corporate world as I was in the business school straight after completing my engineering. PGDM program at ASM prepared me to face challenges of the corporate world with a lot of confidence. Indeed, professional course is not just about mastering a specialized course like Marketing, finance etc. but also about management, strategies and being a leader.

How ASM has contributed to your professional success?

ASM has definitely played an instrumental role in my career development. In just a couple of years, I moved to a senior position in the organization started my career and currently I am leading a functional department with large team. While pursuing this professional course I got the flavour of all the functional departments.

Faculty Accomplishments

Papers published in peer-reviewed journals

Dr Manisha Bachheti and **Dr Alok Saklani** presented a paper titled 'What Affects Customer Loyalty: Trust, Rewards, or Relationship Management?' at Academy of Marketing Conference hosted by University of South Wales at Royal Welsh College of Music and Drama, Cardiff (UK) during 8-11 July 2013.



Dr Etinder Pal Singh and **Dr Jyoti Doval** presented a paper titled 'Green Luxury: Case of Select Luxury Brands' at the 3rd International Conference on Management Practices & Research organized by Apeejay School of Management on 26 July 2013.



Prof Kamal Kishore presented a paper titled 'Corporate Social Responsibility - Mandatory Perspective in India' at the 3rd International Conference on Management Practices & Research organized by Apeejay School of Management on 26 July 2013.



Dr Amiya Kumar Mohapatra and **Prof Akshey Kumar** presented a paper titled 'Direct Cash Transfer in India: Review and Relevance' at the 3rd International Conference on Management Practices & Research organized by Apeejay School of Management on 26 July 2013.



Prof Anchal Gupta presented a paper titled 'Issues in E-governance in India' at the 3rd International Conference on Management Practices & Research organized by Apeejay School of Management on 26 July 2013.



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