

FORTHCOMING EVENTS

Seminar on Emerging Trends and Practices in Recruitment:
30 August 2014

Conference on Leadership and Organizational Effectiveness:
6 December 2014



4th Conference on Management Practices & Research

EVENTS

4th Conference on Management Practices & Research

ASM organized 4th Conference on Management Practices & Research on 25 July 2014. Research scholars and faculty members from various institutions across the country presented their papers in two technical sessions of the conference.

Dr Alok Saklani, Director, ASM, welcomed the guests and shared the importance of sharing research insights in knowledge economy. He observed that such forums are essential for promoting knowledge and bringing closer interface between academics and industries so that researches find its way into application in the corporate world.



Prof Ashok Ogra, Director, Apeejay Institute of Mass Communication, observed that conferences should be creatively used to pose new ideas and challenge traditional views on management practices. He mentioned that corporate rivals have joined hands to forge unique collaboration of competitors. Hence, it is time to explore innovative ways of creating new markets in the emerging scenario. Prof Ogra shared a desire that the researchers should take clue from the contemporary business practices to develop new models of management practices.

Mr Anupam Kaul, Principal Counsellor, Confederation of Indian Industries, delivered inaugural address at the conference. He shared his views on "India's Business Environment: challenges and Way Forward". Mr Kaul observed that skill gaps, industrial relations issues and outsourcing are the key concerns that occupy the minds of corporate leaders these days. He said that India can become globally competitive by adopting quality mind-set and fostering integrity in all business transactions. Indian companies are already breaking barriers despite all odds, Mr Kaul added.

Prof B. B. Bhattacharya, former Vice Chancellor, Jawaharlal Nehru University, New Delhi, delivered plenary lecture on "Evolution of Business and Wealth Formation in the Twenty First Century". He emphasised the need of creating a culture of trust and efficiency for prosperity of all. Prof Bhattacharya mentioned that society pays the price for inefficiencies and greed. Hence, it is imperative that the industry leaders should display highest degree of integrity and pursuit of excellence so as that business enterprises are looked up with respect rather than traditional disdain.

Prof R K Mittal, former Vice Chancellor, Tirthankar Mahaveer University and currently Professor at University School of Management Studies, Guru Gobind Singh Indraprastha University, New Dewlhi, delivered key-note address. Prof Mittal highlighted the emergent need for developing and promoting indigenous technology and management practices in his speech.

Technical sessions were chaired by Prof Kamal Kishore, Dr Etinder Pal Singh, Prof Amit Sareen and Dr Srirang Jha. Prof Kamal Kishore proposed a vote of thanks.

The conference was facilitated by Prof Kamal Kishore, Dr Srirang Jha, Dr Amiya Kuamr Mohapatra, Dr Shalini Vermani and Prof Anchal Gupta.

International Seminar on 'Sustainable Business Practices'



ASM organized an International Seminar on 'Sustainable Business Practices' on 9 July 2014 at the Conference Hall. Prof Etinder Pal Singh introduced the resource person Prof Rajeev Sawhney of Western Illinois University, USA. Prof Sawhney delved on nurturing sustainable business practices by enhancing trust, adopting socially responsive behaviour and ethical practices. Mr Nikhil Pal Singh (PGDM 2014-16) proposed a vote of thanks. Dr Srirang Jha presented a memento to Prof Sawhney. The event was facilitated by Dr Shweta Jha.

International Lectures on 'Value Creation in Corporate Restructuring' and 'Capital Adequacy and Basle Norms in Banks'

Prof D. K. Malhotra of University of Philadelphia delivered two seminar lectures on 'Value Creation in Corporate Restructuring' and 'Capital Adequacy and Basle Norms in Banks' on 10 July 2014. Prof Kamal Kishore, Dean, ASM, introduced the theme and moderated the interactive session. PGDM students specializing in Finance attended the sessions.



International Seminar on 'Why Some Nations Fail While Others Succeed'



ASM organized an International Seminar on 'Why Some Nations Fail While Others Succeed' on 11 July 2014. Professor D. K. Malhotra of Philadelphia University, U.S.A. anchored the interactive session as resource person. Jaffy Gill (PGDM 2014-16) proposed a vote of thanks. The seminar was attended by students and faculty members. The event was facilitated by Dr. Shweta Jha

Workshop on Making Balance Scorecard

A Workshop on 'Making of Balance Scorecard' was organized on 26 July 2014 for PGDM students specializing in HR. Col Mamtani, CEO, Grand Consulting and Career Transition Centre and Ms. Gaurika Tandon anchored the workshop as resource persons.

Ms. Gaurika Tandon explained the history, four core components (Customer, Financial, Learning and Development, Business Process) and process of making Balance Scorecard. As a part of workshop, an experiential learning activity was conducted to aid the application understanding of the concept. The students were divided into small groups and on the spot presentations were conducted on a hypothetical situation. The activity resulted in an improved and enhanced understanding of the concept of Balance Scorecard among the students.



The core purpose of the workshop was to give an insight and understanding on the concept of Balance Scorecard, a niche performance appraisal method. Many MNC, AT & T, Coca cola, ABB, British Airways & Electrolux to name a few have adopted a balance scorecard method which takes a holistic view of performance measurement.

The workshop was facilitated by Prof. Ishita Adhikari.

International Visitors



Mr. Tim Moruzzi is a Senior Faculty at University of Ulster (U.K). He visited the campus on 7th July 2014 to discuss avenues of academic collaboration with Apeejay School Of Management

Prof. D. K. Malhotra of Philadelphia University, Philadelphia and Prof. Rashmi Mahlotra of St. Joseph's University, Philadelphia visited the campus on 21 July 2014 to interact with faculty members and explore possibility of joint research projects in Finance, Information Technology and interdisciplinary issues.



Faculty Accomplishments

Papers Published in Peer-reviewed Journals

Dr Jyoti Doval and Dr Etinder Pal Singh published a paper titled 'Factors Affecting Success of Viral Marketing Campaigns in India' in PIMT Journal of Research, Vol. 6, No. 2, (Jan- June 2014)



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