Conference on International Business-Emerging Trends, Opportunities and Challenges

ASM, organized International Conference on International Business-Emerging Trends, Opportunities and Challenges on 28th April 2017. The conference served as an interactive forum to discuss contemporary issues and recent trends in international business. Delegates from various business schools across the country attended the conference and presented their research papers.

The Key Note address was delivered by Mr. Rohit Kumar Sharma, Country Manager, Financial Services Sector, IBM India Private Limited, India and Sweden. He highlighted the role of cross culture in managing global teams in international business. Prof. Anand Nayyar, Professor, KCL Institute of Management and Technology, in his address spoke about the role of internet in managing global businesses.

Prof. Amit Sareen, Director, Apeejay School of Management, welcomed the guests and wished all the participants a great experience in the conference. Prof. Ashok Ogra, Director, Apeejay Institute of Mass Communication, delivered conference perspectives on international business.

A conference proceeding in book form bearing an ISBN number was also released on this occasion. The inaugural session was followed by technical sessions wherein the delegates presented their papers on various aspects of International Business like International Business Ethics, FDI, Foreign Exchange, Branding, IPR, Threats and Challenges to cyber world etc.

International Visits

Prof. Gary S. Insch, Dean, College of Business and Innovation, University of Toledo, USA visited the campus on 19 April 2017 and interacted with faculty members. He shared his insights on teaching learning process at the
University of Toledo, pedagogy, curriculum review, learning outcomes, assessment of learning outcomes, etc. ASM has academic collaboration with College of Business and Innovation, University of Toledo.

Faculty Accomplishments

**Paper Publications**


**Dr. E.P. Singh**, 'Customer Co-Creation: A Value Creation Perspective/

**Prof Ishita Adhikari**, 'Emerging Trends in PMS-A Study of Indian Corporates'

**Prof Ruchi Malik Gorai**, 'Review of Store Image Attributes on Purchase Cycle Behavior'

**Prof Preeti Suryawanshi**, 'Intellectual Property Right in Sports Marketing: Issues and Challenges'

**Dr. Chhaya Wadhwa** 'Impact of Perceived Social Identity in Determining Knowledge Withholding Intentions'

**Prof. Amit Kumar**, 'A Litmus test on Foreign Direct Investment in Indian Higher Education'