

FORTHCOMING EVENTS

7th International Conference on Management Practices & Research (ICMPR-2017) in association with College of Business and Innovation- The University of Toledo, USA on July 21, 2017



EVENTS

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 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

Papers presented and published in Conference on International Business-Emerging Trends, Opportunities and Challenge- 28 April, 2007, ISBN No. 978-93-84562-08-3

Dr. E.P. Singh, 'Cusomer Co-Creation: A Vakue Creation Perspective/'



Prof Ishita Adhikari, 'Emerging Treands 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 Wadhwai 'Impact of Perceived Social Identity in Determining Knowlwdge - Withholding Intentions'



Prof. Amit Kumar, 'A Litmis test on Foreign Direct Investmeny in Indian Higher Education' i

Editorial Team: Shalini Vermani, Chhaya Wadhwa

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.dai@apeejay.edu

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