

FORTHCOMING EVENTS

Conference on International
Business 28 April 2017



8th National Conference on Innovations for Sustainable Business

EVENTS

8th National Conference on Innovations for Sustainable Business (NCISB 2017)

ASM organized 8th National Conference on 3rd February, 2017. The theme of the conference was "Innovations for Sustainable Business". The conference served as an interactive forum to discuss contemporary issues and recent trends in business innovations and its role in dynamic global scenario. Delegates from across India i.e. Delhi, National Capital Region (N.C.R.), Haryana, Punjab, Gujarat, Uttarakhand, Rajasthan, U.P., Karnataka, and Tamil Nadu attended the conference and presented their research papers.

Prof. Alok Saklani, Director ASM, welcomed the guests and wished all the participants a great experience in the conference. Prof. Ashok Ogra, Director AIMC, delivered conference perspectives, and emphasized how innovation is synonymous to change and added that it was not the idea but the challenge itself was the key driver of innovation.

Delivering the inaugural address, Professor Amit Mookerjee, Dean IIM - Lucknow (Noida Campus) challenged the current corporate practices to deal with sustainability issues and hoped that scenario would improve in future if they reoriented their intentions to deal with environmental issues.

The key note address of the conference was delivered by Mr V.K. Mishra, Director, Lakshmi Energy and Foods Limited. He delved on the challenges



and innovations faced by his own company and how at times they innovated and how at times they were thrust on them. He took lot of real life examples to drive home the need of sustainable innovations. Mr Nanditesh Nilay, founder TraNc, emphasized the need of understanding the community in order to bring in innovations.

Conference proceeding in book form bearing an ISBN number was also released on this occasion. Dr Etinder Pal Singh, Conference Convener, gave the vote of thanks. The inaugural session was followed by technical sessions wherein the delegates presented their papers on various aspects of Innovation and Sustainability.



Breast Cancer Awareness Talk

Mrs. Neeti Leekha, founder of Yes to Life NGO, delivered a Breast Cancer Awareness Talk for all the female students, staff and faculty members of ASM on Thursday, 2nd February 2017. She discussed the signs & symptoms of breast cancer, risk factors such as stress and unhealthy diet, screening and early detection. Mrs. Leekha explained how the risk factors may be reduced through diet, lifestyle changes and stress management. The talk was well appreciated.

Story-telling Competition

Rotaract Club of ASM organized Story-telling Competition on 8 February 2017. Justin Tom won the first prize while Megha Batra and Mansi Sharma were adjudged first and second runners-up respectively. Dr Alok Saklani, Director, ASM gave away cash prizes and certificates to the winners. Jury comprised of Aashima Mahajan, Khushal Khirwadkar, Uttakarsh Agnihotri, Vanshika Trehan, Lovey Sharma and Yojna Singh. Sixteen students participated in the event and shared their life-changing experiences and exciting inspirational stories.

Certificates of appreciation for Collage and Poster Making Competition were also awarded to the winners by Prof Kamal Kishore, Dean, ASM and Amit Sareen, Head, IB and General Management on the occasion. Anmol Kalra, Deepankar Khare, Jyoti Solanki, Naman Mittal, Nikhil Nagpal, Prateek Chhabra and Yatin Kalra got the first prize in Collage and Poster Making Competition while team of Diksha, Tarun Batra, Kavya Gupta, Anjali Gupta and Amrita Srivastava got second prize. Manish Shokeen, PGDM 1st year student has won Airtel's Big Idea Challenge. His out of the box idea on what should be the value proposition and go to market strategy to bring Airtel Payment Bank to small and medium enterprises got him the coveted prize of Rs 5000/-. The online event was organized by Airtel.



The event was coordinated by Deepak Mohan, Saif Abbas, Ashima Jaswal, Jyoti Solanki, Yatin Kalra and Rahul Tanwar under overall guidance of Dr Srirang Jha, Faculty Advisor, Rotaract Club, ASM.

Workshop on Gateway to Operations Excellence



IT/OM Department organized a Workshop on Gateway to Operations Excellence on 17 February, 2017 for PGDM First Year students. Mr. Partha Bagchi, Commercial Planning and Supply Chain Head, Shriram Rings and Pistons Ltd, conducted an interactive workshop for students through management games based on Toyota Production System. He delivered a session on overall operations of any organization along with giving more emphasis on total quality concepts. Management game based activity was also conducted in which students were required to conceptualize a product based on given specifications and sell the product keeping in mind the consumer expectations. This interactive session was facilitated by Dr. Monika Arora, Dr. Shalini Vermani and Prof. Anchal Gupta.

Seminar on Emerging Technology for Young Managers

ASM organized a seminar on "Emerging Technology for Young Managers" on 22 February 2017 for the PGDM I Year students. The panel of two speakers interacted with students by creating awareness about digital marketing and emphasizing on readiness to face future challenges by young managers. Prof. M. M Pant, former Ex- Pro VC, IGNOU was the first speaker, discussed about the 4th generation industrial revolution. He provided his insights on need of mega trends of IT and also, readiness of young managers to face upcoming future challenges in 4th generation industrial revolution. Second speaker, Dr. Mandeep Singh Bachher, Founding Director of MindScan Education Pvt Ltd, highlighted the importance of digital marketing for young managers and emphasized on the increasing role of digitization in businesses and everyday life.



Airtel's Big Idea Challenge

Manish Shokeen, PGDM 1st year student has won Airtel's Big Idea Challenge. His out of the box idea on what should be the value proposition and go to market strategy to bring Airtel Payment Bank to small and medium enterprises got him the coveted prize of Rs 5000/-. The online event was organized by Airtel.

Corporate Interface

Mr. Anish Gambhir, Senior GM, Vikram Solar Ltd. delivered a lecture on Applications of operations in different sectors, on 1st February 2017.

Mr. Satbir Singh Dahiya, Plant Head GR Infraprojects Ltd. delivered a lecture on Practical Insights of Operators of Various Sectors, on 8th February 2017.

Dr. Arijit Das, Sr. Fellow, India Development Organization gave a lecture on Research Method, on 28th February 2017.

Dr. Nishant Chadha, Fellow, India Dev. Foundation delivered a lecture on Data Collection, on 28th February 2017.

Ms. Geetika Batra, VP Sales, Rare Media Co. delivered a lecture on Global Accounts Management, on 27th February 2017.

Ms. Swati Verma, Manager BD, Sriram Foods delivered a lecture on Global Marketing Channel Management, on 27th February 2017.

Faculty Accomplishments

Paper Publications

>**Dr. Divya Jindal**, Vartika and Simran Jain presented a paper in the National Conference on "Managing Indian Economy - Challenges for future" on 11 January, 2017. The seminar was organized by Department of Management Studies, Deen Dayal Upadhyaya College, University of Delhi.



Dr Monika Arora and .Mr Pranav Kumar, presented a paper titled "Evaluation of Paramaters: An Airline Case study" at International Conference ICON 2017 based on theme "Dream, Build & Grow: Unleashing the Entrepreneurial Potential" on 9th and 10th February 2017 at GD Goenka, Sohna Road, Gurgaon.

Dr.Monika Arora and **Prof Anchal Gupta** published a paper on "Parameters for Evaluation of E-governance Portals: An Indian Perspective" in the International Journal of Engineering Technology, Management and Applied Sciences, 2016, Volume 4, Issue 11, ISSN 2349-4476



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.del@apeejay.edu

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