International Conference

ASM organized the 6th International Conference on Management Practices & Research (ICMPR-2016) on 22nd July 2016. The theme of the conference was ‘Global Business Trends and Innovations’. The conference served as an interactive platform for discussion on contemporary issues, and innovations in the constantly evolving global business environment. The conference brought together more than 50 delegates from various national and international institutes who shared their views and experiences through paper presentations and discussions.

In the inaugural session, Prof. Alok Saklani, Director, ASM welcomed the guests and wished all the participants a great learning experience in the conference. Conference Perspectives were shared by Prof. Ashok Ogra, Director, AIMC. He dwelt on MNCs and Global brands and spoke of Michael Porters reference to globalization as three phases of business. In the inaugural conference address, Dr. M.M. Pant, former Pro-Vice-Chancellor, IGNOU and a reputed management and technology expert highlighted the various nuances of advent of technology in various aspects of human life as well as business organizations. Dr. Rashmi Malhotra, Professor of Decision and System Sciences at Saint Joseph's University, Philadelphia, USA delivered the keynote address. She presented her views on the power of business intelligence and Big Data.
The inaugural session was followed by parallel technical sessions with multiple tracks on Human Resource Management, Marketing, Finance, International Business, General Management, Information Technology and Operations Management wherein academicians, researchers and practicing managers and other scholars presented their research findings and perspectives for the future vis-à-vis specific domains of knowledge and practice. A conference preceding containing research papers presented in the conference, bearing an International Standard Book Number (ISBN) was also released on the occasion.

Re-orientation Program

ASM organised a re-orientation program for its second year students of PGDM Batch 2015-17, on 7th July, 2016. Prof. Kamal Kishore delivered the welcome address to students. It was followed by Prof. Amit Sareen's session on the importance of MSCB course for the placement readiness. He emphasized that the students need to attend the course. Ms Hira Roy also shared her viewpoint on the role of students as placement seeks and Corporate Resource Center (CRC) in placement process at ASM.

International Seminar

ASM organized International Seminar on Creating Value through Number on 27 July 2016. Dr D K Malhotra, Professor, Philadelphia University, Philadelphia, shared his views and practical insights on the theme. Ms Alokita Verma introduced the guest speaker. Presentation on the theme was followed by an interactive session.

Workshop On “Ill Effects Of Tobacco And Hazards Of Second-Hand Smoking”

ASM in collaborating with District tobacco control cell, Govt. of Delhi organized a workshop on “ill effects of Tobacco and hazards of second-hand smoking” on 27th July, 2016. The resource person representing DGHS were Dr. S. K. Arora, Addl. Director State Tobacco Control Cell, Dr. Vimal Kaushal, Nodal Officer, District Tobacco Cell, Dr. Moti Sagar, Link Officer, District Tobacco Cell and Mr. Ramesh Sharma Enforcement Officer, District Tobacco Cell.

The team apprised the student regarding the ill effects of smoking on self-health, environment, economy and society. They spoke about statistics regarding the number of people addicted to the habit and emphasized on the need to quit the same to ensure a health and safe environment.

Fresher's Party 2016

The students of ASM, PGDM Batch 2015-17, welcomed their juniors with a fresher's party on July 30, 2016. The event was marked with zeal, enthusiasm and many splendid performances by students of PGDM 2015-17 batch, including a band performance, singing performances, and solo and group dances, followed by lunch.

Excited and charged up, students of the new batch participated in Mr. & Ms. Fresher Competition. From ASM Mr Deepak Kumar won the title of Mr.
Fresher 2016 and Ms Sanyukta Chaudhary was declared Ms. Fresher 2016.
Mr Shourya Aggarwal won the title of Mr. Personality 2016 and Ms Vartika Kundu was declared Ms. Personality.

Mr Srijan won the title of Mr. Fresher 2016 and Ms Astha Sardana was declared Ms. Fresher 2016, from AIMC. Mr Sourabh Nayyar won the title of Mr. Personality 2016 and Ms Tiasa Bhoval was declared Ms. Personality 2016. The winners were felicitated by Prof. Alok Saklani and Prof. Ashok Ogra, joined by the winners of PGDM batch 2015-17. The eventful day came to an end with the students grooving to the beats of latest songs as they enjoyed their DJ party.

International Visits and Collaborations

Prof Alok Saklani, the Director, ASM visited UK and held meetings with the senior Professors of the Sheffield Business School, (Sheffield Hallam University, SHU) as well as, Sheffield University Management School (Sheffield University, SU), Sheffield, to discuss various issues including teaching-learning process, program delivery, International Accreditation, etc.

At SHU, he held meetings with Prof Paul Johnson, (Head Marketing), Prof Melanie Bull (MBA Program Head), and Prof David Laughton (AACSB Champion) Sheffield University Management School.

At SU, he met Dr. Vasilios Theoharakis, the Director of MBA Programmes, Sheffield University Management School, Sheffield, UK, for discussions regarding their executive programs.

Later, Prof Saklani had discussions at the University of London with Dr Lewis McKinnon, Regional Business Development Manager, South and Central Asia, Global Engagement, to explore possible collaborative programs with Apeejay. Prof Saklani also met and discussed the ACCA programs with Mr. Toby Moseley, Head of Partnerships – Emerging Markets, ACCA in his visit to London.

Corporate Interface

**Mr Anurag Gupta** addressed the second year students and gave a lecture on New Trends in banking.

**Ms Runa Maitra**, HR Head, Mera Job India, interacted with PGDM students specializing in HR on 19 July 2016. She discussed nuances of managing change in organizations.

**Ms. Richa Bhayana**, Insight Director, IMRB, on gave a lecture on Consumer Research for Promotions.

**Mr. Sameer Mahajan**, Senior Manager, Yes Bank, shared his views with the second year students on Corporate Sales Practices.

**Mr. Balraj Anand**, Senior Advocate, High Court, gave a lecture on The Contract Act.

Faculty Accomplishments


Prof Geetika, ‘Segmenting the Indian States on the basis of Performance Indicators of National Agriculture Insurance Scheme’.

Dr. Shalini Vermani , ‘A Study on Influence of Social Media in Building Brand Image of Sports Companies’.

Dr. Shalini Vermani , ‘Innovations in Telecommunication Industry in India using Mobile Virtual Network Operator (MVNO)’.

Dr. Shweta Jha , ‘Decoding Nuances of Effective Leadership Behaviour’.

Dr. Divya Jindal , ‘Growth And Development Of IPO Market In India’.

Dr. Monika Arora , ‘Quality Assessment in Information Retrieval Documents’.

Dr. Chhaya Wadhwa and Prof. Manupriya Bali, ‘Big-Five Personality Traits and Role of Perceived Identity on Knowledge Sharing Intentions’.
Dr. Etinder Pal Singh, ‘Food Packaging and Its Impact on Consumption’.