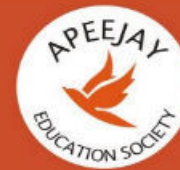


APEEJAY SCHOOL OF MANAGEMENT



e Newsletter

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FORTHCOMING EVENTS

End-term Examination:
18-22 March 2013

Farewell:
23 March 2013

International Conference:
26 July 2013



Students of ASM at Collage-making Competitions

EVENTS

My Story Session: Interaction with Entrepreneurs



Medha Bankhwal and Shoury Gupta of Turntable Productions shared their start-up experiences with the students during My Story Session: Interaction with Entrepreneurs program on 7 January 2013. The event was organized by Entrepreneurship Cell of the institute in collaboration with National Entrepreneurship Network. Incidentally the Turntable Productions has been promoted by Medha Bankhwal and Shoury Gupta who are final year students of Bachelor of Commerce program at Shri Ram College of Commerce, New Delhi. Their production house is engaged in converting mundane urban life-scape into contemporary theatre marvel. This event was facilitated by Dr Shweta Jha and Ms Anchal Gupta.

Seminar on Academic Civic Engagement

Dr Sanjay Mehta of Sam Houston State University, Texas, delivered a lecture on Academic Civic Engagement on 8 January 2013. He shared experiences of Sam Houston State University in enhancing learning outcomes of students by way of academic civic engagement. Dr Mehta observed that academic civic engagement can be an integral part of course delivery. Dr Alok Saklani, Dr Etinder Pal Singh and Dr Srirang Jha shared experiences regarding academic civic engagement projects undertaken by Apeejay School of Management. Faculty members participated in the interaction session that followed the lecture by Dr Mehta.





Seminar on Entrepreneurship: Entrepreneurial Journey of an Academic

Dr Sanjay Mehta of Sam Houston State University, Texas, shared his experiences as an entrepreneur with PGDM and PGDM (IB) students in an interactive session on 8 January 2013. He narrated stories of his failures and successes in a number of entrepreneurial ventures. He also provided a blueprint of starting up a venture based on lessons learnt from his own ventures. This event was facilitated by Dr Etinder Pal Singh.

Seminar on Social Media for Students

Dr Ruby Roy Dholakia & Dr Nikhil Dholakia of University of Rhode Island delivered a lecture on Social Media on 15 January 2013. They unfolded the nuances of social media and emphasized its indomitable influence on contemporary society. The speakers also presented the flipside of social media and cautioned the students of marketing against getting swayed by number of likes on facebook while ignoring ground realities. Students raised a number of questions during audience interaction and response.



Workshop on Publishing in International Journals for Faculty Members

Dr Ruby Roy Dholakia & Dr Nikhil Dholakia of University of Rhode Island conducted a workshop on Publishing in International Journals on 15 January 2013. They outspread the intellectual process of developing a manuscript for international peer-reviewed journals. Both the speakers answered queries of the faculty members on peer-review process, revisions, acceptance rate, and dealing with rejections.

Seminar on Leadership Challenges in Knowledge Economy

Seminar on Leadership Challenges in Knowledge Economy was organized on 18 January 2013. Mr Charudutta Panigrahi of FIDR Dr Etinder Pal Singh and Dr Srirang Jha of ASM presented their views on different aspects of leadership challenges in knowledge economy. Mr Panigrahi discussed the challenges of developing knowledge communities in India while Dr Singh and Dr Jha focused on organizational and individual challenges respectively. Prof Akshey Kumar and Mr Joseph Effiong shared their views during audience interaction and response.



Students Accomplishments

Inter-class Collage-making Competitions

ASM organized inter-class collage-making competition on community outreach program and vision-mission and academic civic engagement on 16 January 2013 and 25 January 2013 respectively. Students of first year PGDM Section A won the first prize in collage making on community outreach program while PGDM Section C came second.

In the collage-making competition held on 25 January 2013, students of first year PGDM Section C won the first prize while PGDM Section A came second. Students of first year PGDM Section C won the inter-class collage making competition held on 1 February 2013 while PGDM Section D bagged second prize. Certificates of appreciation were awarded to the winning classes. The



Participation in Workshop on Understanding Business Opportunities

Mr. Aneet Singh & Mr. Prashant Shekhawat, first year students of PGDM program, participated in a workshop on 'Understanding Business Opportunities' organized by National Entrepreneurship Network on 23 January 2013 at Jaipuria Institute of Management, Noida.

Alumnus of the Month: Ankit Khosla



Mr Ankit Khosla, an alumnus of 2007-2009 batch, is currently working as Manager, CRM and Advisory with Forexserve Risk Management Consultants. He is involved in managing foreign exchange risk for clients by providing prompt advisory. He is a proficient manager with a flair for risk analysis and advisory services. Here we present excerpts from a candid chat with Mr Khosla:

How do you recall your life at ASM?

ASM does not work like other institutes which vie for mere commercial gains. Efforts are made by the institute to impart the best education. Curriculum is updated to meet industry requirements. There are so many activities ranging from seminars and conferences to annual festival, community outreach programs, etc. for the students to learn and have fun in equal measure.

Will you like to share some good memories/times you had at the campus?

I had one of the best times in my entire academic period. I bonded really well with the faculty members. Also I got a chance to showcase my talent which was appreciated by everyone, giving me an identity out of the batch of 120. I had a great time with friends and had one of the best groups in the college.

How ASM contributed to your overall professional development personal life?

ASM has made me a different person altogether. Before joining ASM, I was shy and introvert. So being involved in discussions, giving presentations, performing role plays, have helped me break out of that shell. Academically, it has given me an edge over students of other tier 2 institutes.

I wish to give due credit to ASM for shaping me as an astute management professional. The institute has a unique teaching-learning process imbued with a fair mix of practice and theories. This has helped me develop analytical and problem-solving skills. Indeed, I graduated from ASM with a bag full of experiences shared by faculty members as well as my peers. I learnt the lessons of life during my stay at ASM.

Faculty Accomplishments

Papers Presented in the Conferences

[Ms Divya Jindal](#) and [Ms Priya Gupta](#) presented paper titled 'A Study of the Effect of Anchor Investor on IPO Returns' in India Finance Conference jointly organized by IIM Calcutta, IIM Bangalore and IIM Ahmedabad at IIM Calcutta on 19-21 December 19-21, 2012.



[Ms Shilpa Bhaskar](#) presented a paper titled 'Advancing Internal Marketing Adoption Theory via Thought Experiments' at the 10th AIMS International Conference on Managing Services in Competitive Environment organized by AIMS International (The Association of Indian Management Scholars International) and Indian Institute of Management Bangalore(IIM-B) at IIM-B on 6-9 January 2013



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