

### FORTHCOMING EVENTS

Mini-Marathon:  
23 February 2014

Seminar on Women in  
Management:  
8 March 2014

Seminar on Business and  
Sustainability:  
14 March 2014

4th International Conference on  
Management Practices &  
Research, ICMPR 2014:  
25 July 2014



Conference on Innovative Financial Practices and Developments

### EVENTS

#### Conference on Innovative Financial Practices and Developments

ASM organized Conference on Innovative Financial Practices and Developments on 20 December 2013. Theme of the conference was 'Emerging Financial Paradigms'. Dr Alok Saklani, Director, Apeejay School of Management welcomed the guests and spoke about evolving financial innovations and their importance for development of the society. Prof Ashok Ogra, Director, Apeejay Institute of Mass Communication dwelt on the growth of banking and some important nuances about the banking system.



Dr. Madhu Vij, Professor at Faculty of Management Studies, University of Delhi, delivered inaugural address at the conference. She deliberated on various aspects of financial crisis, role of credit rating agencies, sustainable development, banking innovations and micro finance. Prof N K Jain, formerly Professor at Gautam Buddha University, Noida, delivered key-note address. Dr Jain related to various key areas in modern day banking, derivative products and innovations required for sustainable banking in times to come.



Delegates drawn from various institutions from across the country presented their papers on various aspects of finance like volatility in stock prices, IPO returns, micro finance, corporate governance, financial inclusion, priority sector credit etc. at the technical sessions of the conference. Prof Kamal Kishore, Conference Convener and Head, Finance Area, ASM, proposed a vote of thanks.

## Faculty Development Program on Panel Data Regression Modeling



ASM organized a Faculty Development Program on Panel Data Regression Modeling on 27-28 December 2013. The workshop was hands-on and various topics like introduction to Panel Data Regression Modeling, Multiple Regression Modeling, Significance of Dummy in Regression Modeling, ANOVA and ANCOVA Modeling, Dummy Interaction Effects and Designing Fixed Effect Model, F test, LSDV Model, Within Group Effect etc. were covered at the workshop.

Dr Ajay Kumar Chauhan, Faculty, Institute of Management Technology, Ghaziabad conducted the workshop. Faculty members and research scholars from institutions such as PGDAV College Delhi University; GGS Khalsa College, Punjab; Sri Aurobindo College Ludhiana; CSIR-IHBT, Palampur (HP); BVIMR Delhi; FMS Delhi, and Delhi School of Management, DTU participated in the event.

Faculty Development Program was facilitated by Dr Chhaya Wadhwa and Prof Priya Gupta.

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### Tread Million Challenge

Radio Mirchi organized Tread Million Challenge at ASM campus on 2 December 2013. This initiative is aimed at raising funds for the benefit of under-privileged children. A good number of students participated in the tread-mill run on the occasion.

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### MTV Talent Hunt

MTV organized a Talent Hunt at ASM campus on 11 December 2013. Students participated in the event with great enthusiasm. This event was facilitated by Dr Chhaya Wadhwa.

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### Corporate Interface

**Mr. Sandeep Goel**, General Manager, Dainik Bhaskar, interacted with PGDM students on 13 December 2013. Mr Goel shared his views on 'Careers in Sports Marketing.' This interactive session was facilitated by Prof Preeti Suryavanshi.

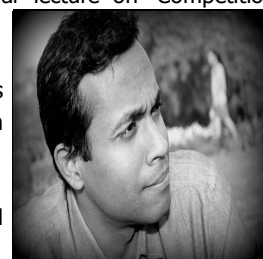


**Mr. Prabhu Tandon**, Manager, Legal, Indus Tour, interacted with PGDM students on 14 December 2013. Mr Tandon delivered a seminar lecture on 'Intellectual Property Rights, Trademarks, Copyright' as part of the Entrepreneurship and Family Business Management course. This interactive session was facilitated by Prof Amit Sareen.

**Mr. Santanu Ghatak**, Group Manager Brand, DDB Mudra Group, interacted with PGDM students on 14 December 2013. Mr Ghatak, an alumnus of ASM, delivered a seminar lecture on 'Competition Analysis'. This interactive session was facilitated by Prof Shilpa Bhaskar.

**Premjeet Sodhi**, Chief Executive Officer, Lintas Media, interacted with PGDM students specializing in Marketing on 14 December 2013. Mr Sodhi delivered a seminar lecture on 'Media Applications in Branding'. This interactive session was facilitated by Dr Jyoti Doval.

**Mr. Partha Bagchi**, Manager, Shri Ram Pistons & Eings Ltd. interacted with PGDM



students on 14 December 2013. Mr Bagchi delivered a seminar lecture on 'Innovation in Supply Chain'. This interactive session was facilitated by Prof Anchal Gupta.

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## International Visitors



A Chinese delegation comprising research scholars and business people visited ASM campus on 21 December 2013 to exchange ideas on trade and culture between India and China. Chinese delegation was led by Dr Chin-Yin Tseng, Eastern Studies Workshop, School of Foreign Languages, Peking University, Beijing. Other members of the delegation included Prof Lin Shuxiang and Prof Zeng Qiang.

## Alumnus of the Month: Gaurav Thakur (2006-08 batch)



Mr Gaurav Thakur (2006-08 batch) is currently working as Marketing Manager with IILM, New Delhi. Here we present edited excerpts from e-mail conversation with Mr Thakur:

### **How do you recall your stay at ASM?**

ASM has talented and very knowledgeable faculty that not only provide the basic education to the students but also mentor them for overall development as a professional manager and leader. If I say that it is one the best rocking experience of my life in ASM, you should take it on face value. I really mean it.

### **Will you like to share your fond memories of the institute?**

The entire memories still makes us smile, whenever I meet my friends from ASM. In short I will say extra curricular activities created bond not only among the students but also between faculty and students. The faculty also pushed us hard to take part in such activities so as to make us more confident and fearless.

### **How did ASM help you in your personal as well as professional life?**

ASM provided a great blend of lectures as well as learning and experiences outside the class. This helped me overcome my inhibitions and embark on a successful professional journey. Had I not joined ASM, I would have been an underdog in some non-descript small organization. ASM has taken out my shyness from me and made me more confident and communicative.

## Faculty Accomplishments

## Papers published in Peer-reviewed journals

**Prof Kamal Kishore** published a research paper titled 'Analysis of components of capital for capital adequacy ratio in Indian Banks' in Journal of Practicing Managers, Vol. 3, No.2, December 2013.



**Prof Monika Arora** published a research paper titled 'The Design and Implementation of an Intelligent Online Recommender System' in International Journal of Business Analytics and Intelligence, Vol. 1, No. 2, December 2013.

**Prof Monika Arora** published a research paper titled 'Trust Measure in Social Networking Advertising using AHP' in DCAS Journal of Management and IT Applications, Vol. 3, No. 2, December 2013



**Dr Jyoti Doval** and **Dr Etinder Pal Singh** published a research paper titled 'Green Buzz of Luxury Brands' in Review of Management, Vol. 3, No. 3/4, December 2013.



**Amiya Kumar Mohapatra** published a research paper titled 'Role of HUDCO in Addressing the Housing Needs in India: An Empirical Analysis' in International Economics & Finance Journal (IEFJ), Vol. 8, No. 2, December 2013.



## Papers presented in Conferences



**Prof Kamal Kishore** presented a research paper titled 'Corporate Social Responsibility: Financial Perspectives' at Conference on Innovative Financial Practices and Developments, Organized by Apeejay School of Management on 20 December 2013.



**Dr Srirang Jha** presented a research paper titled 'Role of Micro-financing in Poverty Alleviation' at Conference on Innovative Financial Practices and Developments, Organized by Apeejay School of Management on 20 December 2013.



**Dr Sangram Keshari Jena** presented a research paper titled 'Foreign Currency Exposure and Hedging: An Empirical Analysis' at Conference on Innovative Financial Practices and Developments, Organized by Apeejay School of Management on 20 December 2013.



**Prof Priya Gupta** presented a research paper titled 'Determinants of FDI in BRIC Nations: A Review of Existing Literature' at Conference on Innovative Financial Practices and Developments, Organized by Apeejay School of Management on 20 December 2013.

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