FORTHCOMING EVENTS

7th National Conference on Business Innovations: October 16, 2015

EVENTS

Orientation Program Batch 2015-17

Apeejay School of Management welcomed the students of its 23rd Batch of PGDM (2015-17), on 9th June, 2015. Mr Arvind Singhal, Chairman and Managing Director of Technopak, speaking as Chief Guest of the day, discussed the impending future changes and challenges that are going to impact business as well as socio-economic condition in meeting these challenges. He stressed on the importance of management education and its need. He also emphasized on developing the ethical conduct, curiosity, thinking, application skills, observation skills, team work and leadership skills.

The orientation program of the students continued up to 30th June 2015. During this period, the students underwent a number of bridge courses on relevant subjects like Economics, Quantitative Technique, Principles of Management and Financial Accounting, besides, a number of sessions by corporate experts. The students were also familiarized with different rules, procedures and systems of the institute i.e attendance, discipline, communication, pedagogy, assessment systems, soft skills etc.
3rd Conference of Marketing Scholars and Practitioners (CMSP 2015)

Apeejay School of Management, Dwarka, New Delhi organized the 3rd Conference of Marketing Scholars and Practitioners (CMSP 2015) on 26th June 2015. The theme of the conference was ‘Emerging trends, Opportunities and Challenges’ and academicians, researchers and scholars from across the county participated in the conference. The conference served as an interactive forum to discuss contemporary issues and recent trends in management practices and research in changing global scenario. There were multiple tracks for discussion which enabled academicians, researchers and practicing managers to share their research findings, issues, concerns, doubts and perspectives for the future scholars from across specific domains of knowledge and practice. The keynote address was given by Mr Alok Bhargava, Advisor and Board member Voltamp, Oman and the guest of honor was Dr Rajeev Kumra, Professor-Marketing, IIM Lucknow, Noida Campus.

Academic Writing Workshop

Dr Srirang Jha conducted Academic Writing Workshop on 4 June 2015. He shared his views on developing intellectual profile. Dr Jha also provided practical tips to leverage Social Science Research Network and Google Scholar in order to build a covetous intellectual profile.

Tribute to Dr. Stya Paul, Founder Chairman on his Punya Tithi

The fifth Punya Tithi of Dr. Stya Paul, the Founder Chairman of Apeejay Education Society, was observed at Apeejay School of Management on June 6th 2015. All the faculty and staff members paid their tribute in the prayer meeting organized to remember his vision, contribution, love and compassion towards everyone.

Shramdaan for Water-Body

A campaign called ‘Shramdaan for Water-Body by Eco-Warriors’ for saving water bodies of Dwarka was organized on 6th June, 2015. The campaign was organised by some noted NGO's such as Eco-Warriors, Radio Dwarka, Dwarka Parichay, Pahal, etc. Dr. Alok Saklani (Apeejay School of Management), Prof. P. Bhattacharya, School of Environment Management, Dr. V.B. Singh (DCAC, DU), Mr. Mukesh Sinha, etc were present on the occasion.
International Yoga Day

Apeejay institute celebrated the International Yoga day on 21 June 2015, wherein a session on Yoga was taken by the Yoga expert Dr Anil Mudgal, and was attended by the students, faculty and staff members, pledging a healthier way of life for themselves and their loved ones.

Faculty Accomplishments

**Dr Etinder Pal Singh** presented a paper on on Economic and gender differences in the relationship between advertising priming and food choices among young children, in the 3rd Conference of Marketing Scholars and Practitioners (CMSP 2015) organized by ASM.

**Prof Preeti Suryawanshi** presented a paper on the Role of films in promoting tourism in India-Bollywood weds Tourism, in the 3rd Conference of Marketing Scholars and Practitioners (CMSP 2015)organized by ASM.

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