**FORTHCOMING EVENTS**

8th International Conference on Management Practices & Research (ICMPR-2018): 20th July 2018, in collaboration with the University of Toledo, USA.

---

**EVENTS**

**Conference of Marketing Scholars & Practitioners**

ASM organized its 4th Conference of Marketing Scholars & Practitioners (CMSP-2018) on 11th May, 2018. The theme of the conference was “Trends in Contemporary Marketing Issues”. The conference served as an interactive forum to discuss contemporary issues and recent trends in marketing. Delegates from various business schools attended the conference and presented their research papers.

Prof. Amit Sareen, officiating Director ASM, welcomed the guests and wished all the participants a great experience in the conference. The Key Note address was delivered by Dr. Sumati Verma, Associate Professor, Sri Aurobindo College, University of Delhi. She highlighted the role of globalization and emergence of new opportunities because of trade disputes between USA and China. Mr. Saurabh K Bhutani, North and East Sales Head, Sky Industries described the importance of identifying the true needs of customers and cater to them as marketers. He also talked about the contemporary issues and challenges, marketers are facing currently. A conference proceeding in book form bearing an ISBN number was also released on this occasion.

**MDP on 'Communicating to Lead'**

ASM conducted an MDP on the topic ‘Communicating to Lead’ for the executives of Bravura Solutions India LLP at their Gurgaon Office on 17th May, 2018. The full day MDP was aimed at enhancing leadership quotient by becoming a prolific communicator. The program was attended by 22 participants from
different functional areas. The training program was facilitated by Dr. Etinder Pal Singh.

Meeting of Academic Council

ASM organized the meeting of the Academic Council on May 22, 2018. Dr. Amit Sareen, Officiating Director, chaired the meeting. Dr. D P Goyal, Professor, Management Development Institute, Dr. Madhu Vij, Professor, Faculty of Management Studies, Delhi University, Prof. Ashok Ogra, Director, Apeejay Institute of Mass Communication, and Prof. Kamal Kishore, Dean, ASM participated in the meeting. Area Heads and convener of QA Cell also attended the meeting as special invitees.

The Council reviewed the course structure of PGDM Program and decided changes therein to keep in contemporary and in line with recent developments in industry. QA initiatives, progress in intellectual capital and efforts aimed at strengthening international linkages were also discussed in the meeting.

Meeting of Board of Studies

A meeting of the Board of Studies was held on May 21, 2018. Dr. Amit Sareen, Officiating Director, presided over the meeting. The Board reviewed the course structure and detailed course content of various courses. Introduction of a new course on Sustainability and Corporate Social Responsibility was highly appreciated by the Board.