

FORTHCOMING EVENTS

Seminar on Reorientation of Education on Quality Management 5 June 2012

Induction Program for 2012-14 batches of PGDM & PGDM (IB) 11-22 June 2012

Hands on workshop on Advanced Data Analysis 27 June 2012

Case Writing Workshop 30 June 2012



Student Interaction: Georgia College and State University (USA) visited Apeejay School of Management (ASM)

EVENTS

Students and faculty of Georgia College and State University visited Apeejay School of Management

A team of management students and faculty members from Georgia College and State University (USA) visited Apeejay School of Management (ASM) and interacted with the faculty and students of the institute on 18 May 2012. Students of Georgia College shared their experiences in India. .

Dr Deepankar Chakrabarti, Dean, ASM, shared an illustrated presentation on the Indian growth story starting from Indus Valley Civilization to the onward march towards a knowledge society in the 21st century. Visiting students interacted with senior corporate executives as well. The event was hosted by the institute as ongoing endeavor to foster international alliance and expand opportunities for global exchange of ideas.



Faculty Development Program on "Developing Research Instruments and Survey Scales"

Apeejay School of Management organized Faculty Development Program on "Developing Research Instruments and Survey Scales" on 8 May 2012. This workshop is second in the series of research capacity-building initiative of the institute aimed at nurturing young faculty members of undergraduate colleges affiliated to University of Delhi, Guru Gobind Singh Indraprastha University and many others.



Dr Alok Saklani and Dr Manisha Bachheti facilitated the workshop. The program was attended by around thirty faculty members of the various undergraduate colleges of Delhi NCR such as Amity Institute of Engineering & Technology, Ansal Institute of Technology, Bharti Vidyapeeth Institute of Management

Seminar on "Experiences in Operations & Supply Chain"

Mr. Satish Kocchar, formerly Chief Operating Officer, Air Liquide Pvt. Ltd. delivered a talk on "Experiences in Operations & Supply Chain" on 4 May 2012. He shared his experiences in operations and supply chain while providing valuable insights into workings of the management culture and operational excellence style of a French organization.



Seminar on "Achieving Excellence in B-Schools"

[Mr. Premchand Palety](#), CEO, Centre for Forecasting & Research (C-Fore) delivered a talk on "Achieving Excellence in B Schools" on 7 May 2012. He shared the best practices in B-schools both in India and rest of the world. He emphasized the need to developing intellectual capital by generous incentive plans for conducting research and publishing papers. Mr Palety observed that Indian B-schools may achieve excellence through innovations in governance, pedagogy and appropriate support mechanism for research activities relevant for the industry.

Seminar on "Impact of Operational Excellence on Supply Chain: Some insights into TQA"

Mr. Partha Bagchi, Head, Commercial & Marketing Division, Sriram Pistons & Rings Ltd. delivered a talk on "Impact of Operational Excellence on Supply Chain: Some Insights into TQA" on 10 May 2012. He shared one of his initial turnaround stories where he prevented closure of a chemical manufacturing unit by using Six Sigma, 5 S and other TQA strategies and tools. He observed that the organizations can accomplish excellence by following principles of total quality assurance.



Workshop on Case Writing

A workshop on "Case Writing" was organized on 21 May 2012 as part of internal faculty development program. The workshop was led by [Dr. Deepankar Chakrabarti](#) and [Ms Shweta Jha](#). They provided a framework for developing case studies for use in teaching-learning process. They also encouraged the faculty members to get involved in the case writing process.

Faculty Seminar Series

Eight seminars by faculty members were organized during May 2012 in the ongoing Faculty Seminar Series, an annual program held during April-June to provide intellectual forum for sharing knowledge, exchanging ideas and peer-learning. The program is being coordinated by Ms Preeti Suryavanshi and Ms Anshu Rai.



Talk on "Case Writing Scenario in India" by Ms Shweta Jha

Ms Shweta Jha delivered a talk on "Case Writing Scenario in India" on 1 May 2012. She revealed that even the premier institutions of India are lagging behind the top global B-Schools in terms of developing business cases. She discussed various issues and challenges in developing business cases in the country.

Talk on "Environment Sustainability Initiatives in Indian Business Schools" by Dr. Neeraj Singhal

Dr Neeraj Singhal delivered a talk on "Environment Sustainability Initiatives in Indian Business Schools" on 2 May

that a number of B-schools have incorporated core and elective courses on issues revolving around sustainability.

Talk on "What is the business of business?" by Mr Rajesh Sinha

Mr Rajesh Sinha delivered a talk on "What is the business of business?" on 11 May 2012. He observed that entrepreneurship training inputs in Indian B-schools are inadequate. As a result, number of entrepreneurs from B-schools is remarkably less than that from the engineering schools.

Talk on "Attributes of Good Research Papers" by Dr. Srirang Jha

Dr Srirang Jha delivered a talk on "Attributes of Good Research Papers" on 16 May 2012. He presented editors' point of view on the qualities of good research papers. Dr Jha also discussed the factors which contributed selection or rejection of research papers in top journals.

Talk on "Demographic Transition Model" by Dr. Alok Saklani

Dr Alok Saklani delivered a talk on "Demographic Transition Model" on 17 May 2012. He elaborated various stages of demographic transition and shared the reasons and implications of changes in the demographic profiles of various countries.

Case Study on "Parable of the Sadhu" by Dr Etinder Pal Singh

Dr Etinder Pal Singh conducted a case study titled "Parable of the Sadhu" on 24 May 2012. Faculty members participated in the case discussion quite enthusiastically. The case revolved around ethical and moral dilemma of people when choices are limited to helping others at the cost of one's own goals and personal accomplishments.

Case Study on "United Breaks Guitar" by Dr. Manisha Bachheti

Dr Manisha Bachheti conducted a case study titled "United Breaks Guitar" on 25 May 2012. The case revolved around role of social media in the wake of mishandling customer complaints. In the case, there was worldwide hue and cry on the manner in which the United Airlines ignored a customer's complaints once the victim uploaded a video on the YouTube narrating his woes through a musical number. The case discussion witnessed greater engagement of the participants.

Case Study on "ITC e-Chaupal" by Ms. Anchal Gupta

Ms Anchal Gupta conducted a case study titled "ITC e-Chaupal" on 30 May 2012. The case revolved around innovations in supply-chain management that empowered the agrarian communities and ensured steady supply of agricultural products to the company.

ALUMNI OF THE MONTH : RAJESH PARIKH

Rajesh Parikh is Regional Financing Manager with Oracle at Gurgaon. He is a seasoned finance professional having varied proficiency and experiences in banking and corporate finance. Earlier, Mr Parikh worked in leadership positions such as Associate Vice President, Srei Infrastructure Finance Ltd., Regional Manager (North), Kotak Mahindra Bank, Area Manager, Escorts JCB Ltd. and Manager, GE. He is an alumnus of 1995-97 batch of ASM. Here we present excerpts from a conversation with Mr Parikh.



How do you recall your life at ASM?

My academic stopover at Apeejay was filled with fun and learning. I had a great opportunity to mingle with a diverse group of students. Professors from industries enriched the overall quality of management education. I think the concept of working on industry projects while studying was a great learning experience as I was able to relate to the actual corporate environment later in my career.

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

A large number of students of our batch had to attend extra classes for covering up for attendance. It was during this time that I developed bonding with some of the batch-mates (of course, over cricket in common area!) And we had fun. The placement time was also quite a fun, with people fighting for the jobs. Also, seeing people all decked up for placement was quite amazing!

How ASM contributed to your overall professional development?

The course in Entrepreneurship was really practical and important. It enabled me to take risks, add value to the

develop a holistic perspective and a divergent thinking. Apeejay School of Management organized Faculty Development Program on "Developing Research Instruments and Survey Scales" on 8 May 2012. This workshop is second in the series of research capacity-building initiative of the institute aimed at nurturing young faculty members of undergraduate colleges affiliated to University of Delhi, Guru Gobind Singh Indraprastha University and many others.

FACULTY ACCOMPLISHMENT



Publications

[Prof Akshey Kumar](#) published a research paper titled "Public Policy Imperatives for Curbing Honour Killings in India" in Journal of Politics & Governance, Vol. 1, No. 1. (Jan-March 2012).

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