

FORTHCOMING EVENTS

Alumni Meet on 9 April 2016

Conference on Information
Technology and Operations
Management: 6 May 2016

6th International Conference
on Management Practices &
Research: 22nd July, 2016



E-Week: Quiz Competition

EVENTS

E-week 2016

Entrepreneurship Cell at ASM organized E-Week 2016 from 22 February - 26 February 2016. A number of activities and competitions were held for the PGDM students. E-Week started with Rs.100 Venture held on 22 Feb 2016. Ten teams participated in the event. The participants got a great opportunity to showcase their selling skills and creativity by investing maximum Rs 100 and presented innovative business ideas such as Waffles, Paan Shots, etc. The team earning the maximum profit was declared as the winner. Certificates were given to the First and Second position holders.



Second day of E-Week had Business Quiz for the PGDM students held on 24 Feb 2016. Seven teams had participated in the quiz competition. There were four Rounds in the quiz -Visuals, Rapid Fire, Show your Art and Connect it. One team was eliminated after each round. The first two winning teams were awarded with prizes and certificates.

During E-week, Collage Making Competition was also organized on 26th Feb 2016 for the PGDM students. Students prepared the collage on theme "Innovative Ideas for the better world" and the winners were awarded with certificates and prizes.

Workshop on Gateway to Operations Excellence

Mr. Partha Bagchi, Commercial Planning and Supply Chain Head, Shriram Rings and Pistons Ltd. conducted an interactive workshop for students through management games based on Toyota Production System, on 06 February, 2016 for PGDM students.



Workshop on Mobile Security: Threats and Solutions

A Workshop on Mobile Security: Threats and Solutions was organized on 01 February, 2016 for PGDM students. Dr. Anup Girdhar, CEO, Sedulities Group Pvt. Ltd. delivered the session on issues concerned with Mobile security. He shared with students the importance of security concerns ranging from data breaches and cyber-attacks to malware and viruses, unique to devices and mobile platforms. He also discussed about the precautions can be taken for mobile security.

Donation Drive for Family of Disabled

ASM held a donation drive for Family of Disabled (FOD), a noted NGO during the entire month of February 2016. FOD is a registered charitable trust engaged in the service of people with different disabilities since 1992. It has assisted more than 3100 Disabled people to lead a dignified, financially secured and productive life. ASM students, faculty and staff members contributed in their mission by donating generously.

Corporate Interface

Dr. Sumati Varma , Associate Prof., Sri Aurobindo College, delivered a lecture on Global Environment Analysis of Retail Business, on 2nd February 2016

Ms Swati Verma , Manager BM, Gelato Vindo, delivered a lecture on Global Environment Analysis of Retail Business, on 2nd February 2016.

Mr. Mohan Krishnan , Sr. Research Analyst, IMRB , delivered a lecture on the Business Research- Taking insights from Consumer Research, on 2nd February 2016.

Mr Parvesh Aghi , Consultant, delivered a lecture on Cost of Capital for the Finance students on 3rd February 2016.

Mr. Satish Kochhar , Independent Director, Yamuna Power Infrastructures Ltd., delivered a lecture on Applications of Operations Management in Industry, on 4th February 2016.

Mr. Partha Bagchi , Corp. Planning & SCM Head, Shri Ram Pistons & Rings conducted a workshop on Gateway to Operational Excellence, on 6th February 2016.

Mr Anupam Kaul , Principal Counsellor (TQM) at Confederation of Indian Industry delivered the session on "Quality in Business" on 10 February 2016. He shared with students the importance of total quality management with perspective of different stakeholders. He also highlighted the impact of maintaining the quality in any product or service.

Mr Mukul Girdhar , Vice President at Sedulities Solutions & Technologies delivered the session on "MIS: Need of Hour" on 26 February 2016. He shared with students the importance of Management Information Systems in businesses. He also discussed the different Information Systems highlighting a Mc Donalds and Dominos Case Study.

Prof. R.K. Singh , Professor, MDI Gurgaon & Mr. Arun Kumar, Logistic Expert, Consultant, conducted a seminar on Modern Logistics Challenges and Opportunities, on 27th February 2016.

Faculty Accomplishments

Dr Alok Saklani published a paper titled "Customer Complaint Behavior: An Examination of Cultural vs. Situational Factors" in Journal of Consumer Satisfaction/Dissatisfaction & Complaining Behavior, vol. 28 (USA).



Monika Arora published a paper titled "CRM Dashboard for Square Yards: An Application of Business Analytics" on Business and Management Research Journal Vol. 6(2): 1 - 11, February 2016, ISSN: 2026-6804.



Editorial Team: Shalini Vermani, Chhaya Wadhwa

Apeejay School of Management, Sector VIII, Institutional Area, Dwarka, New Delhi- 110077

Phone: 011-2536 3979/ 80/ 83/ 86/ 88, 2536 4523, Fax: 011- 2536 3985, E-mail: asm.dwk.del@apeejay.edu

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