9th National Conference on Contemporary Management Research, Global trends in Management, Media and Information Technology- Orientation Program

The 9th National Conference on Contemporary Management Research, Global trends in Management, Media and Information Technology NACCMAR 2018 was organized on 2nd February 2018 at ASM. In this conference, papers from diverse areas have been contributed by the delegates from academia and corporate. The guests of honor for the conference were Dr. Mukesh Chaturvedi, Visiting Prof. At XLRI Jamshedpur, MDI Gurgaon, BITS Pilani, and IMT Ghaziabad, Colonel Inderjeet Singh, Chief Information Officer (CIO) at BCL CybSecure (Part of Kanoria Foundation) and Ms. Pavneet Virk Deputy Vice President, SBI Mutual funds. The conference was also graced by the presence of Prof. Ashok Ogra Director AIMC, Prof. Amit Sareen officiating Director ASM and faculty members of various Institutes.

This event saw academicians, researchers, practicing managers and students coming together to share their ideas and research, discuss contemporary issues and challenges in business and industry. The papers were contributed by faculty & scholars of well-known institutions such as IBS Hyderabad, Doon University Dehradun, UPES Dehradun, Punjab University Patiala, Jamia Millia Islamia New Delhi to name a few. Some of the interesting contributions were in the areas of Competitive Intelligence, Leadership Style in service sector, Mobile Governance, Consumer Engagement, Sustainable employment, Health, Augmented Reality and their applications in diverse areas. The conference was convened by Prof. Etinder Pal Singh and the co-conveners included Prof. Shweta Jha, Prof. Parul
Workshop on Prevention of Sexual Harassment against Women at Workplace (POSH)

ASM, Dwarka conducted a MDP on Prevention of Sexual Harassment against Women at Workplace (POSH) for executives of Valedra Pvt. Ltd. at their Gurugram office on 1st Feb, 2018. The workshop was attended by 23 participants from across functions like Sales, Operations, HR and Finance.

The 4 hour workshop, was a sensitization cum awareness intervention for the participants. The program covered various aspects like Concept of Sexual Harassment, Employers Obligations and Redressal Mechanism under the Law. This was followed by interactive sessions on Indian cases and Role of HR in ensuring the implementation of the POSH guidelines. The Program, delivered by Professor Kamal Kishore and Professor Ishita Adhikari, was highly appreciated by all the participants.

Management Development Program on Project Management

The full day MDP was aimed at creating awareness among the participants about the relevance and application of project management in their respective domains. The program covered various aspects like Introduction to project management, DMRC Case Study, Project Management - Tools & Techniques (CPM / PERT/Gantt Chart) and Hands-On Project Libre. Resource persons for the program were Dr Monika Arora, Dr Shalini Vermani and Prof. Anchal Gupta. The program was highly appreciated by all the participants.

Best Out Of Waste Competition at JIMS Kalkaji

Jagannath International Management School, Kalkaji, New Delhi, organized its Annual Marketing fest "Markathon 2k18" on 2nd February 2018. A team of PGDM students of Apeejay School of Management, Dwarka won second prize in "Best Out Of Waste" Competition. Many Colleges of Delhi,NCR such as SRCC, JIMS Rohini, Venkateshwar, Ramjas, Delhi College of Arts and Commerce, Khalsa, Ramanujam, Jamia Milia Islamia, Maharaja Agresen, GL Bajaj, Asean Business School, etc also participated. The team comprised of Akshay Agarwal, Babli Kumari, Mukul Mehta and Shilpa Adlakha. The winning team was awarded certificates and a cash prize worth Rs. 2000 and gift vouchers worth Rs. 3000.

Corporate Interface

Mr. Mohan Krishnan, Consultant & Free Lancer, IMRB, delivered a lecture on Market Research: Application in Industry, on 1st February 2018.

Mr. Dharm Sood, Consultant Foreign Trade, Ozone Overseas P. Ltd., delivered a lecture on Global Marketing Management, on 3rd February 2018.

Ms. Sumati Verma, Associate Professor, Sri Aurobindo College, delivered a lecture on Global Environmental Analysis for Business, on 3rd February 2018.

Mr. Umesh Rishi, Senior Manager -Market Intelligence, Perfetti Van Melle, delivered a lecture on Role of Business
Dr. Monika Bansal, HOD Management, DDU College, delivered a lecture on HR Selection Process, on 5th February 2018.

Mr. Vineet Sharma, Proprietor, VA Consultancy, delivered a lecture on Applications of Quality Management in Industry, on 7th February 2018.

Mr. Partha Sarthi Bagchi, SCM & Planning Head, Shri Ram Rings & Pistons Ltd., delivered a lecture on Applications of OM in Industry, on 8th February 2018.

Ms. Deepti Suri, Branch Manager, Standard Chartered Bank, delivered a lecture on How to amortize loan payments, on 24th February 2018.