

FORTHCOMINGEVENTS

FDP on Developing Research Instruments and Survey Scales 8 May 2012

Faculty Seminar Series



Training Program Team-building game

EVENTS

Training Program on Team-building for non-teaching Staff

An experiential training program on team-building was organized on 19 April 2012 for the non-teaching staff of ASM. Around 25 members attended the training program. The event aimed at fostering team spirit and group cohesiveness under diverse conditions. The learners enthusiastically participated in games and debriefing sessions. The workshop was conducted by Dr Etinder Pal Singh and Ms Jyoti Doval.



Annual Faculty Retreat at Pratapgarh Farms

A faculty retreat at Pratapgarh Farms (Jhajjar, Haryana) was organized on 24 April 2012. The retreat aimed at rejuvenating the faculty members and developing camaraderie. The faculty members participated in a number of individual and group activities such as river-crossing, archery, shooting, camel-ride, pottery-making, badminton, carom board, table-tennis, trampolining, cotton spinning, etc. The program was facilitated by Ms Jyoti Doval and Ms Shweta Jha. The participants had great time at the Farm where they re-lived their childhood days and tried to overcome their inhibitions.

Faculty Seminar Series

Faculty Seminar Series is an annual program held during April-June to provide intellectual forum for sharing knowledge, exchanging ideas and peer-learning. The topics in the seminars are not limited to one's areas of expertise. Rather, the faculty members are encouraged to take up themes of their choice outside their academic pursuits. The program is being coordinated by Ms Preeti Suryavanshi and Ms Anshu Rai.



This year, the program was launched on 16 April 2012 with the screening of the Oscar nominated and Golden Globe winning movie "The Descendants" directed by Alexander Payne. The movie is about a land baron, played exquisitely by George Clooney, who tries to re-connect with his two daughters after his wife is seriously injured in a boating accident and is in a comatose state. George Clooney fully engulfs himself into the character of Matt King, and his emotional range sways from moments of pure pleasure to those of betrayal and discomfort. The film screening was followed by an informal discussion on the story-line and art of film-making.

Talk on "Critical Tools for Managers in MS Excel" by Dr. Pankaj Varshney

Dr. Pankaj Varshney gave a hands-on demonstration of some of the important Excel tools which facilitate management decisions and analysis on 18 April 2012. He provided practical insight into tools such as Pivot Table, H Look Up, V Look Up, Data Tables, Uses of Sorting and Printing large data.

Talk on "Insights on FACEBOOK" by Prof. Monika Arora

Prof. Monika Arora discussed the role of Facebook in enhancing effectiveness of individuals and institutions in her talk held on 21 April 2012. She shared some of the key features of the social networking site Facebook that enrich online experiences of the users.

Talk on "India-Pakistan Trade Ties: Opportunities & Challenges" by Prof Amit Sareen

Prof Amit Sareen delivered an interesting talk on India-Pakistan Trade Ties on 23 April 2012. He emphasized the need for greater collaboration between the two nations to foster trade and bilateral relations for a better socio-political and economic environment in South Asia.

Talk on "Indian Monetary & Fiscal Policies" by Dr. Amrender Sahoo

Dr Amrender Sahoo, an eminent economist and secretary general, Apparel Export Promotion Council, discussed the nuances of Indian monetary and fiscal policies in the emerging scenario on 27 April 2012. Dr Sahoo has earlier worked with Reserve Bank of India. His talk elicited a thought-provoking discussion on the issues revolving around monetary and fiscal policies of the country.

Talk on "House Equity" by Prof Kamal Kishore

Prof Kamal Kishore discussed the issues revolving around reverse mortgage in his talk on 30 April 2012. He debunked several myths on reverse mortgage and highlighted the significance of house equity in providing income security to old people.



Students' Accomplishments

PGDM and PGDM (IB) students participated in a number of cultural events and festivals organized by other B-schools and institutions and brought laurels for the college. They received first or second prizes in inter-college events during March 2012, informed Ms Shweta Jha, faculty coordinator, outreach and external programs.

Case Study

Team of Yashvardhan Aggarwal, Aparna Khanna and Khushboo Pathak won second prize in Inter College Case Study Competition organized by Guru Nanak Institute of Management, New Delhi on 23 March 2012.

Paper Presentation

Yashvardhan Aggarwal won second prize in National Research Paper presentation Competition 2012 organized by Bharti Vidyapeeth Institute of Management Research, New Delhi on 17 March 2012.

Team of Yashvardhan Aggarwal, Aparna Khanna and Khushboo Pathak won second prize in Paper Presentation organized by Guru Nanak Institute of Management, New Delhi on 23 March 2012.

Miscellaneous

Team of Shikha Chopra, Ratika Dhawan and Ambika Antil won third prize in Antakshari organized by JIMS New Delhi on 22 March 2012.

[Mr Ajay Ahluwalia](#) is Regional Head –North with Development Credit Bank. He is an astute finance professional with diverse expertise and experiences in various functions of banking and finance. He is an alumnus of ASM batch (1993-1995). Here we present excerpts from a conversation with Mr Ahluwalia



How do you recall your life at ASM?

Two years at ASM were filled with fun and learning. In fact, my experience was quite enlightening. I developed a holistic perspective on the Global scenario which covered the financial markets and the economical developments. Apart from all this, I got to learn a lot about human behaviour which has helped me in becoming a good team player and a leader. I must admit, the faculty members were the "best" of the lot.

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

Two years went away in a jiffy. I enjoyed each moment thoroughly while imbibing professionalism, leadership and forward-looking world-view.

What is your opinion regarding the contribution of a professional degree in your career?

A professional degree surely helps one to garner an insight as to what is in waiting when you actually get into the professional arena. It helps you to prepare for facing the challenges that the world has to offer.

How ASM has contributed to your professional development?

ASM has a decent standing amongst the Business Schools and I feel that most of us who passed out from this school have made it to decent levels in our respective professional fields.

What role did the institute play in your life in general?

To me the college life was very much similar to the School Life. Same amount of discipline, time bound assignments and quarterly tests and the race to be amongst the front runners. Despite all academic rigors, my overall experience at ASM was very pleasant.



International Visitors

Maureen Bestes from Harvard Business School Publishing interacted with the faculty members to discuss case utilization scenarios on 9 April 2012.

Lee Simpson from Ivey Publishing interacted with the faculty members on 23 April 2012 to promote usage of Ivey cases.

CORPORATE RESOURCE CENTRE UPDATE

Ms Manupriya Bali, Convener Corporate Resource Centre informed that over 55 companies have taken ASM students for the summer internship projects. Besides, twelve companies have made 21 job offers to graduating students during April 2012. More than 100 companies have participated in the recruitment process and made multiple job offers to the class of 2012.

ASM students have undertaken summer internship projects at leading companies with diverse profiles such as banking

training opportunities to ASM students include CII, ITC Ltd., Kingdom of Dreams, Coca-Cola, Reliance Retail, Educomp, GlaxoSmithKline, ITC-Sheraton, Cargill India, IFCI Financial Services, Aditya Birla Money, Matrix Cellular, Oberoi Hotels, Times Group, HDFC Life, Business Standard, Adecco India and Samsung India among others.

Companies that offered final placement to the graduating students during April 2012 include Sparrow Interactive, Cargill, Ameriprise BOP, Mogae Media, Aspiring Minds, Colt, Navdeep Publications, Fidelity, BlackRock, Rupee Times and Finalytics Consultancy.

FACULTY ACCOMPLISHMENTS

Workshop attended

[Ms Shweta Jha](#) attended 11th National Case Writing Workshop organized by Prestige Institute of Management, Gwalior during 20-22 April 2012.



Papers published

[Ms Ruchi Malik](#) published a paper titled "To build a model for the determination of factors that results in the success of organized retail sector in India and analyzing their relative importance (with reference to Fast Food Chains and Grocery and Vegetable outlets)" in Indian Journal of Marketing Vol. 42, No. 2.



[Prof Monika Arora](#) published a paper titled, 'The Product Purchase Intentions in Facebook using Analytical Hierarchical Process' in Journal of Radix International Educational and Research Consortium. The paper was co-authored by PGDM student Varun Yadav.



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