

### FORTHCOMING EVENTS

3rd International Conference on  
Management Practices &  
Research:  
26 July 2013



ASM Students are back from Normandee

### EVENTS

#### 2nd Conference of Marketing Scholars and Practitioners: Emerging Trends, Opportunities and Challenges

The institute organized Conference of Marketing Scholars and Practitioners (CMSP-2013) on 10 May 2013. The conference theme revolved around Emerging Trends, Opportunities and Challenges. Prof. Alok Saklani, Director, ASM, welcomed the delegates and guests. Prof. Ashok Ogra, Director, Apeejay Institute of Mass Communication, introduced the theme and set the perspective for discussion in the technical sessions.



Mr. Praphul Misra, CEO NetCarrots Loyalty Services, delivered keynote address. Mr Mishra emphasized importance of the strong linkages between scholars and practitioners. Dr Mukesh Chaturvedi, Professor, BIMTECH, talked about how a marketer should have a knack for spotting trends and be able to convert those into opportunities while delivering the plenary address.

The inaugural function was followed by two technical sessions in which marketing scholars and practitioners exchanged and discussed their valuable insights. Dr Suresh K Bedi, Dean, ASM proposed a vote of thanks. The

conference brought together more than forty five marketing professionals, scholars and students from various parts of India in a collaborative environment to present and discuss issues relating to Marketing. The event concluded on a positive note along with bringing out some important solutions to the problems of the contemporary marketing practices. The conference was facilitated by Dr Etinder Pal Singh, Dr Manisha Bachheti and Ms Preeti Suryavanshi.

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## Conference on HR Challenges in Changing Global Scenario

The institute organized a Conference on HR Challenges in Changing Global Scenario on 17 May 2013. This interdisciplinary forum was attended by industry leaders, academics and research scholars from various streams. The speakers shared their recent researches on employee engagement, employer branding, knowledge management, capacity building issues, and sustainable HR practices.

Prof Ashok Ogra, Director, Apeejay Institute of Mass Communication, welcomed the delegates and guests. Prof Ogra observed that unpredictability often throws a lot of challenges which in turn create opportunities for innovation and creative problem solving. Globalization, environmental concerns and technological advancements have made employment issues all the more challenging, he added. Prof Ogra urged the HR professionals and academics to explore opportunities in uncertain times.

Dr Suresh K Bedi, Dean, Apeejay School of Management, provided a holistic overview of HR challenges in globalized world in his opening remarks. Dr Bedi emphasized the need for an interdisciplinary approach to study HR issues in contemporary organizations.

Mr Vijay Rai, President and CEO, PowerCon Knowledge Services, urged the scholarly community to produce 'actionable knowledge' which can benefit the industry, practicing managers as well as the students while delivering inaugural address at the conference. He emphasized the need for integration of theory and practice so that HR as an academic discipline remains relevant for long time.



Mr Pronoy Dutt, Director, Research & Consultancy, Umbrio Consulting, shared his views on augmenting employee engagement and developing leadership across all levels in organizations while delivering key-note address at the conference. Mr Dutt emphasized the need for understanding the employees and designing customised reward and compensation programmes to ensure superior performance and higher degree of discretionary efforts on the part of the employees towards accomplishing organizational mission and strategic goals.

Dr Srirang Jha, Coordinator, HR Area, Apeejay School of Management, proposed a vote of thanks to all the delegates and speakers. Inaugural session was followed by two technical sessions. Dr Suresh K Bedi, Prof Amit Sareen, Prof Kamal Kishore and Prof Akshey Kumar chaired the technical sessions. The conference was facilitated by Dr Srirang Jha, Dr Shweta Jha, Ms Manupriya Bali and Ms Ishita Adhikari.



Mr Faraz Nasir, an alumnus of 2005-07 batch, leads finance function at Riyadh Cables Group of Companies. Earlier he has worked as Assistant Manager at ICICI Bank. Here we present edited excerpts from an e-mail based interview with Mr Nasir:

**How do you recall your stay at ASM?**

My stay at ASM was wonderful. We had a unique academic environment conducive for great fun and learning. All the faculty members were quite supportive. They passionately contributed to our holistic development.

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

My placement at ICICI Bank after several rounds of selection process was a great moment for me. True, the institute played a very important role in shaping my professional career.

**How ASM contributed to your overall professional development personal life?**

My stay at the institute has been really amazing and unforgettable. I wish, I could re-live those two years all over again. The institute has been instrumental in my professional success and accomplishments.

## Faculty Accomplishments

### Papers published in Conference

**Dr. Amiya K Mohapatra** presented a research paper titled 'Understanding the Dynamics and Determinants of Reverse Migration In India : A Critical Review' at the 5h International Conference on Excellence in Research and Education,CERE-2013 held at Indian Institute of Management, Indore during 9-12May, 2013.

**Dr Alok Saklani** presented a research paper titled 'Temporal Effects on Product Performance Perceptions: Do Assimilation/Contrast Behaviors Change Over Time?at Conference of Marketing Scholars and Practitioners held on 10 May 2013 at Apeejay School of Management.

**Dr Etinder Pal Singh** presented two research papers titled 'Exploring Repurchase Intent:A Consequence of Customer Satisfaction' and 'Impact of Advertising on Obesity in Child' at Conference of Marketing Scholars and Practitioners held on 10 May 2013 at Apeejay School of Management.

**Dr Manisha Bachheti** presented two research papers titled 'My Pocket My Choice: A Study to Identify the Priority of Spending Pocket Money among Indian Teenagers' and 'Impact of Perceived Service Quality on Customer Satisfaction: Airtel Rebranding Case' at Conference of Marketing Scholars and Practitioners held on 10 May 2013 at Apeejay School of Management.

**Dr Shalini Vermani** presented a research paper titled 'E-Voting: A Success or Failure' at Conference of Marketing Scholars and Practitioners held on 10 May 2013 at Apeejay School of Management.

**Ms Jyoti Doval** presented a research paper titled 'Connecting Virally: Effectiveness of Viral Marketing Campaigns in India' at Conference of Marketing Scholars and Practitioners held on 10 May 2013 at Apeejay School of Management.

**Ms Preeti Suryavanshi** presented two research papers titled 'Film Marketing in India: A Paradigm Shift' and 'Study on the Children's Understanding of Advertisers Persuasive Tactics' at Conference of Marketing Scholars and Practitioners held on 10 May 2013 and another paper titled 'Happiness Quotient at Work: A Special Reference to Faculty in Higher Education' at Conference on HR Challenges in Changing Global Scenario held on 17 May 2013 at

Apeejay School of Management.

**Ms Monika Arora** presented a paper titled 'Implementation of Recommender Systems in Intelligent Retrieval' at Conference of Marketing Scholars and Practitioners held on 10 May 2013 and another paper titled 'Knowledge Management in Business -A Review of Techniques and Tools' at Conference on HR Challenges in Changing Global Scenario held on 17 May 2013 at Apeejay School of Management.

**Ms Chhaya Wadhwa** presented a research paper titled 'Business Students Perceptions of a Preferred Employer: Effect of Employer Branding on Recruitment Communication Media' at Conference of Marketing Scholars and Practitioners held on 10 May 2013 another paper titled 'Impact of Personality Traits on the Work Life Balance of Working Women Managers' at Conference on HR Challenges in Changing Global Scenario held at Apeejay School of Management on 17 May 2013.

**Dr Etinder Pal Singh** & Jyoti Doval presented two research papers titled 'Using Gamification as a Tool for Employee Engagement' and 'Understanding Needs and Expectations of Indian Working Women' at Conference on HR Challenges in Changing Global Scenario held at Apeejay School of Management on 17 May 2013.

**Prof Amit Sareen** presented a paper titled 'Fostering Innovation and Creativity at Workplace' at Conference on HR Challenges in Changing Global Scenario held at Apeejay School of Management on 17 May 2013.

**Dr Shweta Jha** presented a paper titled 'Developing Capabilities of the B-School Faculty in India: Issues & Challenges' at Conference on HR Challenges in Changing Global Scenario held at Apeejay School of Management on 17 May 2013.

**Ms Manupriya Bali** presented a paper titled 'Application of Instrumental-symbolic Framework to Conceptualize Key Predictors of Employer Attractiveness' at Conference on HR Challenges in Changing Global Scenario held at Apeejay School of Management on 17 May 2013.

**Prof Kamal Kishore** presented a paper titled 'A Target Based Objective Performance Appraisal System' at Conference on HR Challenges in Changing Global Scenario held at Apeejay School of Management on 17 May 2013.

**Prof Akshey Kumar** presented a paper titled 'Strategic Industrial Relations and Intelligence' at Conference on HR Challenges in Changing Global Scenario held at Apeejay School of Management on 17 May 2013.

**Ms Ishita Adhikari** presented a research paper titled 'Art and Science of Mentoring' at Conference on HR Challenges in Changing Global Scenario held at Apeejay School of Management on 17 May 2013.

**Chhaya Wadhwa** presented a paper titled 'Impact of Personality Traits on the Work Life Balance of Working Women Managers' at Conference on HR Challenges in Changing Global Scenario held at Apeejay School of Management on 17 May 2013.

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