

FORTHCOMING EVENTS

Mumbai Dabbawala: A Live
Case Study : 8 August 2012

Freshers Party for 2012 Batch:
9 August 2012

Seminar on Learning
Approaches & Techniques:
18 August 2012

National Conference 2012 :
19 October 2012



XIV Convocation for Batch 2012

EVENTS

XIV Convocation held on 28 July 2012

XIV Convocation for 2010-12 batches of PGDM and PGDM (International Business) was held on 28 July 2012. Altogether 115 students received diploma for PGDM while 27 students received diploma for PGDM (International Business). Pragya Sahajpal was awarded gold medal for being overall topper in PGDM program. Ankit Rastogi received silver medal for being overall second topper in PGDM program. Manpreet Singh Marwah, Apporva Pandey and Pragya Sahajpal received silver medals for being subject toppers in Marketing, HRM and Finance respectively. Mehak Vasal received gold medal for being overall topper in PGDM (International Business) while Ekta Chauhan received silver medal for being overall second topper in the area.



Convocation began with ceremonial procession led by Prof Akshey Kumar. Dr Alok Saklani, Director, welcomed the guests and presented a report on the institution. Mr Adarsh Kishore, Chairman, Axis Bank, delivered convocation address as Chief Guest on the occasion. Mr Kishore encouraged the graduating students to contribute their mite in resolving socio-economic issues plaguing the country by taking up leadership roles in business, community, politics and governance.

Mrs Sushma Berlia, President of the Board of Governors, Apeejay School of Management, conferred diplomas on the graduating students and administered oath of ethical conduct. She urged the graduating students to commit themselves to holistic pursuit of excellence by adopting an innovative, creative and positive outlook in solving problems of businesses and societies. Mrs Berlia advised the students to embark on a life-long continuous learning in order to remain relevant in highly competitive world.



International Seminar on European Debt Crisis

International Seminar on European Debit Crisis was organized on 25 July 2010. Prof. D.K. Malhotra of Philadelphia University delivered a talk on the conference theme. He expounded the roots of the crisis and explained how the scenario unfolded while the European leaders ignored the warning signals. Talk of Prof Malhotra was followed by an interactive session. The event was coordinated by Ms Shweta Jha.

Visit to Tihar Jail under Academic Civic Engagement Program

A group of PGDM students visited Tihar Jail on 20 July 2012 to study and develop an appropriate marketing plan for TJ products made by jail inmates under the Academic Civic Engagement Program. The visit was facilitated by Dr Etinder Pal Singh and Ms Shilpa Bhaskar.



Workshop on Case Writing

A workshop on Case Writing was organized on 3 July 2012. Prof. Rajeev Sawhney of Western Illinois University conducted the workshop. He unfolded the practical aspects of writing a business case during the workshop. Prof Sawhney provided a conceptual framework as well as hands-on for developing business cases. The event was coordinated by Ms Shweta Jha.

International Visitors

Dr Bijoy Sahoo, Professor & Formerly Dean, North Carolina Central University, visited ASM campus on 18 July 2012 and interacted with senior faculty members involved in ACBSP accreditation process.

Dr D K Malhotra, Professor of Finance, Philadelphia University, visited ASM campus on 24-25 July 2012. He took a capstone course on banking for PGDM students. He also delivered a talk at the International Seminar on European Debt Crisis during his visit.



Alumnus of the Month : Sachin Phartiyal



Sachin Phartiyal, an alumnus of 1995-97 batch, is currently working as General Manager (Organized Retail) at Whirlpool of India. Earlier, he has worked with organizations like Mirc Electronics, Godrej and Whirlpool Corporation. Sachin has been very successful in turning around enterprises and building businesses from scratch. No wonder, he received the Pinnacle Award (highest honors in Whirlpool Corporation) twice during last five years. He is deeply interested in community service, music, reading and travelling. Here we present excerpts from a conversation with Sachin.

How do you recall your life at ASM?

Hard work mixed with fun defined life at ASM. Learning environment was conducive for holistic development. Live industry projects helped us develop perspectives and provided hands on experience of working in diverse teams. We had good infrastructure. Versatile faculty members played a significant role in shaping up the personality of students.

I fondly remember freshers' day and farewell parties. However, most memorable is synergy - annual festival of the institute. We had gala time filled with dance, music, and fashion show.

What is the role of Management education in professional development?

A professional degree creates foundation for building up your career and future training. It is just like the basic script of any language and I also believe that it is the most crucial time investment for any student. However, one needs to upgrade skills and knowledge continuously even after receiving formal education in Management.

How ASM contributed to your overall professional development?

My education at ASM equipped me with confidence and perseverance to face the corporate world. It also worked as a building block for future.

How ASM contributed to your overall development as a successful person?

The biggest learning is confidence, teamwork and surviving in ambiguous environment.

Whenever I am in doubt, I refer back to the basics learnt during my college life and that is my source of rejuvenation and survival.

Faculty Accomplishments

Papers Published

[Ms Monika Arora](#) published a paper titled 'Challenges and Prospects of Knowledge Management Practices in Higher Education Institution' in Radix International Journal of Economics & Business Management, Vol. 1, No. 8. The paper was co-authored by Parul Sinha and Narendra Mohan Mishra.



[Ms Ruchi Mali](#) published a paper titled 'Millennial Generation in Urban India: How marketers can tap them?' in Asian Journal of Research in Business Economics & Management, Vol. 2, No. 8.



[Dr Srirang Jha](#) published a paper titled 'Developing Knowledge Society in India: Issues & Challenges' in Review of Knowledge Management, Vol. 2, No. 1.



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