

FORTHCOMING EVENTS

Workshop on Academic
Community Engagement:
8 January 2013

Workshop on Publishing
Research in International
Journals: 15 January 2013

Seminar on Leadership
Challenges in Knowledge
Economy: 19 January 2013

ACBSP Site Visit: 11-13
February 2013

ACBSP Conference & Training:
12-14 February 2013



Students of ASM with senior citizens at Godhuli

EVENTS

CII Felicitated Mrs Sushma Berlia

The Confederation of Indian Industries (CII) felicitated Mrs. Sushma Berlia, President Apeejay Stya & Svan Group, President, Apeejay Education Society & Chancellor, Apeejay Stya University, for her outstanding contribution to academia and industry at the AICTE-CII University-Industry Congress 2012 & 4th Global Higher Education Summit held in New Delhi on 8 November 2012.



It is for the first time that CII has felicitated and recognized the contribution of an industrialist to the development of education services in India. Acknowledging the honor presented to her by CII and emphasizing the need of structural reforms in the higher education system of the country, Mrs. Sushma Berlia said, 'Higher education system in India needs equal support and contribution from government and private institutions to make quality higher education accessible to the youth. Despite a fast growth momentum, education sector still requires some critical changes at the grass-root level to ensure democratization of quality education. We will continue to work towards this cause and strive to provide value-based holistic education to all'.

Attributing her achievements to her father and mentor Dr. Stya Paul, eminent industrialist, educationist and philanthropist, Mrs. Sushma Berlia revealed that Apeejay Education Society was established by Dr. Paul over four and half decades back as a way of giving back to society. Contributing to society, particularly through education, is something that has now become an engrained passion in her life. She also said, 'There is a natural bridge between industry and education. My involvement in Education (earlier as the Vice President of the Apeejay Education Society,

and now as President, AES & Chancellor, Apeejay Stya University), and in Industry (as President of the Apeejay Stya & Svrn Group comprising diverse verticals like Life Science, Chemicals, Real Estate & Development, International Trading & Distribution, etc.) have given me a first-hand insight into the problems facing the education sector, right from K-12 to higher & professional education'.

International Accreditation

ASM has joined the league of select Indian b-schools which are eyeing global accreditation. The institute is in advanced stage of the accreditation process of Accreditation Council for Business Schools & Programs (ACBSP).



ACBSP is a leading specialized accreditation association for business education supporting, celebrating, and rewarding teaching excellence. The association embraces the virtues of teaching excellence. ACBSP acknowledges the importance of scholarly research and inquiry and believes that such activities facilitate improved teaching. Institutions are strongly encouraged to pursue a reasonable mutually beneficial balance between teaching and research. ACBSP encourages faculty involvement within the contemporary business world to enhance the quality of classroom instruction and to contribute to student learning.



Faculty Development Program on Incubation

ASM & National Entrepreneurship Network (NEN) organized a Faculty Development Program on Setting-up an Incubation Centre on 21 November 2012. Faculty members from different colleges in National Capital Region Delhi attended the program. Vasanti Venugopal, Educator NEN and Asgar Ahmed, Area Manager, NEN served as resource persons. The program helped the delegates understand nuances of setting up incubation centres on b-school and engineering college campuses. This program was facilitated by Dr Shweta Jha, Coordinator, E-Cell, ASM.

Visit to Godhuli -Home for the Aged

Students of ASM visited Godhuli - Home for the Aged on 22 November 2012 and enthusiastically interacted with the inmates there. The students presented a cultural program during their visit. The visit was facilitated by Dr Shweta Jha, Ms Shilpa Bhaskar and Ms Preeti Suryavanshi as part of the Community Outreach Program of ASM.



Seminar on Leveraging HR for Competitiveness

Seminar on Leveraging HR for Competitiveness was organized on 24 November 2012. Dr Alok Saklani, Director, ASM, welcomed the guests and introduced the theme of the seminar. Mr Sanddep Tyagi, Lead Trainer & Partner, BareFacts India, Mr Amarendra Sahu, Partner, Iris Global, Ms Ishita Adhikari and Dr Srirang Jha presented their views on the occasion.

Mr Sandeep Tyagi emphasized the importance of emotional intelligence in leveraging HR for competitiveness. He observed that emotional maturity of the business unit leaders influences the quantum of discretionary efforts on the part of the employees which in turn determine the competitiveness of a particular firm. Mr Amarendra Sahu talked about the role of strategic hiring in leveraging HR for competitiveness. Ms Ishita Adhikari shared her views of emerging trends in leadership and how these currents are shaping contemporary work organizations.

Dr Srirang Jha, Head, HR Area, ASM, wrapped up the discussion and presented a comprehensive concluding remarks. Dr Jha observed: 'Intellectual capital has emerged as a significant determinant of organizational effectiveness and corporate success in the 21st century - popularly characterized as knowledge era. Competitiveness of organizations now depend on how much value the employees add to the services/products and what kind of experiences do they generate at the user-end. Thanks to globalization, most of the companies have equal access to capital, technology and other resources. However, the organizations can remain competitive only by leveraging human resources".

Corporate Interface

Mr Shashank Maheshwari, Senior MIS Executive, Head Office Backend Operations (Noida) at DCM Shriram Consolidated Ltd., delivered a talk on 'Business Analysis using Excel' on 24 November 2012. Mr Maheshwari provided a hands-on exposure to the students on business analysis. This interactive session was facilitated by Ms Monika Arora.



Ms Neha Chopra of O & M interacted with Marketing students on 30 November 2012. She shared her views on contemporary trends in marketing and advertising.



International Visitors

Mr Alain Ouvrieu, Director International Development, Ecole de Management de Normandie, visited ASM campus on 23 November 2012. Ecole de Management de Normandie is a premier B-school in France. Mr Ouvrieu discussed issues of mutual interest such as students' exchange program, faculty exchange program and research collaboration with the Director and senior faculty members of ASM. Interestingly, first group of ASM students will be going to Ecole de Management de Normandie in January 2013 as part of the students' exchange program.

Alumnus of the Month: Shailabh Sharma



Mr Shailabh Sharma is Marketing & Communications Manager with ECS Group. Earlier, he has worked with One Advertising & Communication Services, Kotak Mahindra and Fabrit Fashion Wear. An alumnus of 2005-2007 batch, Mr Sharma is a proactive manager and planner with expertise in strategic planning, market plan execution, account management, competitor and market analysis. Here we present excerpts from a conversation with Mr Sharma revolving around his association with ASM:

How do you recall your life at ASM?

ASM often makes me nostalgic. I joined PGDM program of ASM as it had great learning environment conducive for holistic professional development. I thoroughly enjoyed my stint as a student at ASM. We had fun while studying. Discipline was important but we had enough breathing space for engaging in creative dialogue and other co-curricular and extra-curricular activities.

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

My two years at ASM are indeed unforgettable. We enjoyed a lot, studied a lot, made friends for lifetime, actively participated in all major fests and events. ASM offered much more than a professional academic program.

How ASM contributed to your overall professional development personal life?

ASM is very much closer to my heart. I still love hearing its name, or receiving mail etc. It has surely played a major

role in my professional as well as personal life, which could not be described in words. Education at ASM made me confident and helped me develop a pragmatic approach towards life both in professional and personal domains.

Faculty Accomplishments

Papers Presented in the Conferences

[Ms Manupriya Bali](#) presented a paper titled 'Designing Training Evaluation using the Kirkpatrick Model: A Case study of a Not-for-Profit Organization' at the National Conference on Managing Generation Y @ Workplace: Issues & Challenges organized by University School of Management Studies, Guru Gobind Singh Indraprastha University on 8 November 2012. The paper has been published as a chapter in book titled Managing Generation Y @ Workplace - Issues and Challenges brought out by Bloomsbury Publishing India Pvt. Limited.



[Ms Monika Arora](#) published a paper titled 'Ethical Hacking and Social Security' in RADIX INTERNATIONAL JOURNAL OF RESERCH IN SOCIAL SCIENCE Volume 1, Issue 11, November 2012. The paper was co-authored by Akanksha Bansal

[Ms Monika Arora](#) published a paper titled 'Social Persuasion: Move People To Action' in the proceedings of National Conference on Emerging Trends in Information Technology,IMS Gaziabad held on 24 November 2012. The paper was co-authored by Kshitz Deepak.



[Ms Monika Arora](#) published a paper titled 'Project Management For Construction Industry: Theory And Practices in the proceedings of National Conference on Emerging Trends in Information Technology,IMS Gaziabad held on 24 November 2012. The paper was co-authored by Harshita Singh

[Ms Monika Arora](#) published a paper titled 'A Study Of Organizational Culture In Hotel Industry' in the proceedings of National Conference on Emerging Trends in Information Technology,IMS Gaziabad held on 24 November 2012. The paper was co-authored by Priyanks Mishra

New Members of ASM Community

[Dr Amiya Kumar Mohapatra](#) & [Ms Ishita Adhikari](#) have joined ASM as Assistant Professors in General Management Area and HR Area respectively. Dr Mohapatra is an academic with interest in socio-economic issues, public policy and strategic management. Ms Adhikari comes with a significant corporate experience in HR. She is pursuing Ph D at Apeejay Styta University.

Ms Hira Roy has joined as Senior Manager, Corporate Resource Centre.

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