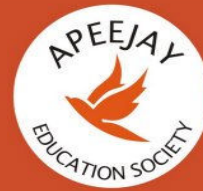


APEEJAY SCHOOL OF MANAGEMENT



e Newsletter

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FORTHCOMING EVENTS

ACBSP Site Visit: 11-13
February 2013

ACBSP Conference & Training:
12-14 February 2013

Entrepreneurship Week
Celebration:
14-15 February 2013



Happy New Year 2013

EVENTS

Student Exchange Program

Roopak Chadha, Nitin Dhingra and Ashita Garg of Apeejay School of Management have joined Ecole de Management de Normandie, France for a semester under Student Exchange Program. They will stay at the French university campus during January-April 2013.



Corporate Interface

Ms Neha Chopra of O&M interacted with PGDM and PGDM (International Business) programs on 5 December 2012.



Mr Rahul Kashyap, Sr Consultant, Ernst & Young, delivered a talk on Business Process Re-engineering and Managing Change on 8 December 2012. Mr Kashyap shared his views on operational dimensions of business process re-engineering and managing change with the PGDM & PGDM (IB) students specializing in Human Resource Management. This interactive session was facilitated by Dr Srirang Jha.

Mr Ashish Bhardwaj of Lowe Lintas interacted with PGDM and PGDM (International Business) programs on 11 December 2012. Mr Bhardwaj shared his views on latest trends in advertising and how marketing scenario is changing in India.

Mr Sachin Phartiyal of Whirlpool India interacted with PGDM and PGDM (International Business) programs on 13 December 2012. Mr Phartiyal shared his views on latest marketing trends, issues and challenges in FMCG sector.



International Visit

[Prof. Bijoy Sahoo](#), formerly Dean, School of Business, North Carolina Central University, USA visited the campus on 7 December 2012. Prof Sahoo interacted with the leadership team and faculty members involved in the international accreditation process.

Alumnus of the Month: Hemant Bathla



Mr Hemant Bathla, an alumnus of 1999-2001 batch, is currently working as Team Leader (Market Research) with at Unisys Global Services, Bengaluru. He is a seasoned business analyst and has authored a number of white papers for the industry. Here we present excerpts from an e-mail based conversation with Mr Bathla:

How do you recall your life at ASM?

Education at ASM is that of high-standard. I especially appreciate the deep-dive knowledge the faculty provided me. The faculty members, I must say, are proficient in their respective fields. None of my doubts in the class or outside ever went unanswered.

Will you like to share some good memories/times you had at the campus? br>I topped in the Finance major class in 2001. This was a great accomplishment that I will cherish throughout my life.

How ASM contributed to your overall professional development personal life?

ASM provided a transitional shift in my life and career. I learnt to learn and take challenges. I got the confidence of making decisions on my own as a result of my education and training at ASM.

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 Divya Jindal](#) presented a paper titled 'Effect of the Indian Stock Market Crash of 2008 on the Quality of Bookbuilt IPOs' at the 6th International Conference on Contemporary Business 2012 organized by Indian Institute of Technology Delhi in collaboration with Curtin Business School, Curtin University, Australia on 18-19 October 2012.



[Dr Deepankar Chakrabarti](#) and [Ms Monika Arora](#) presented two papers viz. 'Evaluating Knowledge Quality in Knowledge Management Systems' and 'A Multi Criteria Decision Making Approach to Forecasting Successful Knowledge Management' at the International Conference on Optimization Modelling and Applications organized by Department of Operational Research, University of Delhi on 29 November- 1 December 2012.



[Ms Shilpa Bhaskar](#) presented a paper titled 'Impact of organization strategic orientation on satisfaction and business performance: A conceptual framework' at the Conference on Global Strategies for an Emergent India organized by Indian Institute of Management Kozhikode on 27-28 December, 2012.



Papers Published in Journals

[Ms Garima Mittal](#) published a paper titled 'Expected Value Multiobjective Portfolio Rebalancing Model with Fuzzy Parameters' in Insurance: Mathematics & Economics, 52 (2013). (Impact Factor: 1.288).



[Ms Garima Mittal](#) published a paper titled 'Multiobjective Credibilistic Portfolio Selection Model with Fuzzy Chance-constraints' in Information Science, 229 (2013). (Impact Factor: 2.833)

[Dr Shalini Vermani](#) published a paper titled 'Innovative Way of Internet Voting: Secure Online Vote' in International Journal of Computer Science Issues, Vol. 9, Issue 6, No. 3, November 2012.



[Prof Akshey Kumar](#) published a paper titled 'Human Rights Violations by Companies in India' in Chartered Secretary, Vol. XLII, No. 12, December 2012.



[Dr Srirang Jha](#) published a paper titled 'A Critique of Right to Development' in Journal of Politics & Governance, Vol.1, No. 4, December 2012.



Seminars/Workshops/FDPs attended

[Dr Srirang Jha](#), [Dr Shweta Jha](#) & [Ms Ishita Adhikari](#) attended the '2nd National Summit on Academia-Corporate Interface for Up-skilling the Leaders of Tomorrow' on 12 December 2012. The seminar was organized by PHD Chamber of Commerce & Industries, New Delhi.

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