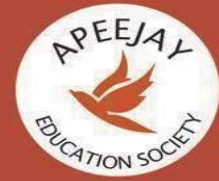


APEEJAY SCHOOL OF MANAGEMENT



20 YEARS OF
EXCELLENCE IN
MANAGEMENT EDUCATION Estd. 1993

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FORTHCOMING EVENTS

Marathon: 16th November

Annual Fest Synergy: 28th & 29th November



6th National Conference

EVENTS

Founders Day Celebrations

Apeejay, Dwarka celebrated its Founders Day on 4th October 2014 in its auditorium which was attended by students, faculty and staff. Dr. Stya Paul Award for Human Values, comprising a citation and a cash prize was given to Mr Varun Thakur of Apeejay School of Management and two students of Apeejay Institute of Mass Communication - Ms K.V Chandra Kumar and Ms Anjali Ladhania.

The students, faculty and staff of ASM also celebrated the 94th birth anniversary of Late Dr Stya Paul at Sirifort Auditorium on 10 October 2014. The function was graced by Mrs. Sushma Berlia, Co-Promoter & President Apeejay Stya and Svrán Group and Co-Founder and Chancellor, Apeejay Stya University and other members of the Apeejay family. The evening became an exceptional one with the enticing and inspiring performance by the well know theatre artist, Mr. Shekhar Sen, who paid his tribute to Dr. Stya Paul by his spellbound monodrama on Swami Vivekananda; and a dance performance by Virju Maharaj, well-known exponent of Kathak; recipient of Sangeet Natak Academy Award, Padma Vibhushan, Kalidas Samman, Soviet Land Nehru Award, SNA Award, Saga Kala Award.





Business Plan Workshop

Workshop on Business Plan for Undergraduate students was organized at Apeejay School of Management on 14 October 2014. Teams from various undergraduate colleges of NCR Delhi participated in the workshop. Dr. AlokSaklaniinaugurated the workshop. The sessions were taken by Prof. Kamal Kishore, Prof. Amit Sareen, Dr. Rajneesh Mahajan, & Prof. Priya Gupta.

Business Plan Competition

Business Plan Competition was organized for Undergraduate students on 30 October 2014 at Apeejay School of Management. Eleven teams, comprising of three members each, from several undergraduate colleges in NCR Delhi participated in the event. The following teams won the first, second and third prize respectively:

I NamanTrikala and Agrim Aggarwal from Maharaja Surajmal Institute, Janakpuri, won the first prize.

II Raghvendra Singh, Rahul Pandey, & Bhupendra Singh from Bhaskaracharya College of Applied Sciences, Dwarka, won second prize,

III VarunRajak, VineetVerma, & PrashantDubey from Bhaskaracharya College of Applied Sciences, Dwarka, won third prize.



The competition was judged by Ms. Kalpana Sinha (consultant) from Startup Coach and Entrepreneurship Consultant, Mr. Vivek (entrepreneur) from Indosiam Textiles, and Mr. Mohit Raj (Social entrepreneur) from TYCIA. 10:52 AM 12/29/2014



Swachh Bharat Abhiyaan

The students, staff and faculty of Apeejay took the Swachhta Pledge as a part of Swachh Bharat Abhiyaan of Government.

6th National Conference

Apeejay School of Management organized its 6th National Conference on Contemporary Management and Research on 17th October, 2014, wherein 23 research papers were presented by participants across India. The welcome address was delivered by Prof. AlokSaklani, Director, Apeejay School of Management and Prof. Ashok Ogra, Director, Apeejay Institute of Mass Communication introduced the theme of conference. Inaugural address was delivered by Mr. KrishanSachdev, Managing Director, Carrier Midea India Pvt. Ltd, while Mr. Sunil Pant, Former Chief General Manager, SBI, focussed on the various challenges as well as opportunities present in the banking and financial industry. Dr. C. P Gupta, Head, Department of



Financial Studies, South Campus Delhi University, New Delhi focused on setting the research agenda while emphasizing that research is an intellectual pursuit. Vote of thanks was delivered by Prof. Etinder Pal Singh.

Corporate Interface

Ms. Madhulika Bajpai, Associate Prof. Bhaskaracharya College of Applied Science delivered a lecture on Stress Management.

Dr. B.B. Bhattacharya, Former VC, JNU conducted a session on Academic Environment in Global Perspective

Mr Parveen Kumar, Director, Sales and Mktg., Grand Hyatt, Kuala Lumpur delivered a lecture on Influencing Factors

Ms. Sohini Sengupta, Associate VP gave a lecture on Conflict Management Styles

Ms Bhawna Sharma, Sr. Business Analyst, TCS Bangalore took a session on Responsibility Accounting

Mr Akshat Bhargava, Mgr. Pers. STC, delivered a lecture on Trends & Practices in Compensation Management

Mr Lohit Datwani, Sr. Associate, Black Rock addressed the students and discussed 'Careers in Finance'.

Club Activities

Seminar on Online Trading of Stocks by ICFL

The Finance Club organized a seminar on 29th October 2014 on Online Trading in Stocks by Mr. Govind Kumar, Sr. Manager - Knowledge Management, and Mr. Siddhant Dua, Business Development Manager, ICICI Direct Centre for Financial Learning (ICFL), ICICI Securities Ltd. The seminar focused on the benefits and nuances of investing in equity. Mr. Govind Kumar demonstrated the stepwise process of online trading in equity stocks. He emphasized the need to diversify and to remain invested for a long term.



Faculty Accomplishments

Papers Presented and published in 6th National Conference on Contemporary Management and Research at Apeejay School of Management, 17 October 2014

Dr Chhaya Wadhwa presented a paper on “Analyzing the role of perceived organizational support in the work life balance of women managers”.



Ms Priya Gupta presented a paper on “Impact of FDI on Economic Growth: A Literature Review”.



Dr Amiya Kumar Mohapatra presented a paper on “National Food Security Act (NFSA): Developments And Deficiencies”.



Prof Monika Arora presented a paper on “Web Mining For Agents In Information Retrieval”.



Prof Divya Jindal presented a paper on “An Empirical Analysis Of The Relationship Between IPO Grading And Initial Returns”.



Prof Manupriya Bali presented a paper on “Role Of Culture In Mergers And Acquisitions”.



Dr Etinder Pal Singh & Dr Jyoti Doval presented a paper on “Investigating Relationship Marketing Practices And Its Impact On Customer Satisfaction” .





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