

# FORE prints

Volume No. 7 Issue No. 2

July 2018 [www.fsm.ac.in](http://www.fsm.ac.in)



## Message from Director



The Union HRD Ministry had, some months ago, announced that it planned to scrap the University Grants Commission (UGC), the All-India Council for Technical Education (AICTE), and various other higher education regulators and replace them with a single new body named Higher Education Empowerment Regulation Agency (HEERA), which would regulate both technical and non-technical institutions. Recently, however, it announced that instead of HEERA, it is now bringing in Higher Education Commission of India (HECI) by repealing the UGC Act. This initiative appears to address the reform that the Ministry hopes to bring about that will be of critical significance for higher education in India. Word on other regulators is still awaited.

Multiple regulatory controls by numerous statutory bodies with their labyrinthine mechanisms have challenged all institutions, preventing an innovative and creative environment from taking root in higher education institutions. To illustrate, to set up a greenfield university one may have to seek various permissions from over sixteen different government departments. Also, regulators prescribing areas in an institution that must be used for toilets shows the level and extent of such micro-regulation. Such 'deep regulation' reflects a flaw in the entire oversight system.

Indian institutions/ universities hold dismal ranking in the academic world. Currently, the best we have is IIT Delhi, at 172 in the QS World University Rankings 2018. Next is IIT Bombay at 179 and IISc Bangalore at 190. China including Hongkong, for example, has 9 universities in this list of top 100 rank! In the Engineering and Technology sub-list, however, IIT Delhi ranks 64 and IIT Bombay is at 68. With major financial support and almost full autonomy without having any external regulator, this is the best international ranking these government institutions have attained in the 60-odd years of their existence. It is interesting to know that reportedly India filed just about 45000 patents last year while China filed over a million patents. Further, Chinese, who do not speak English, institutions' publications in refereed journals is about four times that of the number of publications from Indian institutions in European or North American refereed journals. It is reported that about 80% of Chinese students studying abroad return back to China and this figure for India stands at about 20%. This can be construed to reflect a poor academic and research environment in India. The reform must aim to achieve at least what China has achieved.

Based on income levels of academics and research funds available in the high ranking institution countries and considering what China has done for its academics, it is easy to say that India needs a sound financial model that addresses the compensation level of academics and funding to institutions for research. Quality in teaching and research must be built through a "pull mechanism" as by merely providing funds as a "push mechanism" cannot ensure quality. Thus, it would be very critical for the education system to foster an ecosystem that builds a "pull" to enforce quality in teaching and research. As a quick recommendation it can be said that there be full autonomy to all

## Editor's Desk



FIFA's football carnival is ON in Russia in full swing sidelining every other sporting event, be it the Wimbledon or the India-England Cricket Series. The sporting event of the year is not only entertaining everyone but is also giving some great lessons to be learnt for the keen observers (like me). The most important observation is that none of the favourite heroes of the world cup be it Cristiano Ronaldo, Neymar

Jr., Luis Suarez and Manuel Neuer or Lionel Messi could secure a place for their countries in the semi-finals of the world cup. Not that these footballers lacked the necessary skills or talent or for that matter, the intention to win but the truth is that they could not fit into the team or the other players couldn't give the necessary support. Same analogy is applicable in business management too.

Team Spirit is the soul of a successful business. A good Team can take a business to great heights. Easier said than done! Undoubtedly, the key to success is the ability to be a great player and more so, a Greater Team Player. Just as the aim in football should not be to score a goal for himself but to give a key pass whenever necessary, it is important to identify and acknowledge the other team players at strategic positions. The overwhelming Star Status of a team member (football player) can lead to many negative consequences. First, the competitors (rival team) know that the best way to win is to control the star player and the team will fall. Second, many other team members may feel overshadowed and may underperform. Third, the star player himself may feel the pressure of role overload eventually leading to failure. Moreover, there is intra-personal conflict where it is not clear whether one ought to perform as a team player or as an individual.

Today, it is being written that Messi has failed. But has he? Or has his team failed? Students, it is very important that a team leader works towards maintaining team cohesiveness to ensure optimal results. Research by McKinsey and Company has uncovered ten principles of "team driven companies" such as 'Organise around processes rather than task', Flatten the hierarchy by grouping sub processes' etc.

Let's remember that it is not Hazard vs Lloris or Kane vs Modric but IT IS Belgium vs France and England vs Croatia. It's hard to say who will win and will lift the trophy, but one can confidently say that 'It shall be the best team that will emerge as the winner!'

"Be a Star Team Player!"

**Dr. Hitesh Arora**

## Student Editor



Carrying on the legacy of FOREprints, I got the immense pleasure in working on this edition which incorporates the journey of transcending lives during International Immersion Program and the exchange program. Many interesting insights have been shared in this edition. These experiences shall

act as our mantle for our academics and corporate lives in the future. I also take this opportunity to welcome the new batch of 2018-20 and wish them all the best as they embark on their journey to garnering knowledge for a better tomorrow.

**Naman Taneja**

on revenue generation and the compensations given to academics. Further, the research funding be vested with independent apex peer driven academic councils only and not with a government body.

If the issues holding back such a major shift in policy are not addressed appropriately, the new regulatory environment would reflect a lackadaisical and half-hearted reform and may become yet another case where the problem simply has changed hands.

**Dr. Jitendra K. Das**

## Inaugural Day Function 2018



Lighting of the Lamp by the luminaries to formally begin the inaugural day function'18

On June 22, 2018 Virajam auditorium witnessed an event - induction ceremony of new batch, one which brings with it new expectations, new hope and new spirits. The new batch of students -PGDM (FMG 27), PGDM-IB (IMG 12) and PGDM-FM (FM 01) were sitting waiting for the welcome program to start. All of the faces lit up with confidence eager to learn, ready to face the challenges of the professional world.

At FORE it is important to keep on growing, and bring under its wings as many management aspirants as they can. In the spirit of the effort this year the batch strength was increased from 300 to 360 students. During the welcome program 240 of those students were seated in the Virajam Auditorium, while rest of the students were seated in the lecture halls where the event was live streamed for them. The event began at 3 PM, when all the dignitaries arrived and took their seat on the stage. The chief guest for the ceremony was Mr. Gaurav Joshi, Director Asia Pacific at Bacardi Global Travel Retail, who was joined by our Director Dr. Jitendra. K. Das, President, Mr. R. C. Sharma and Dr. Subir Verma, Chair, Post Graduate Programmes.

The Programme began with the customary lighting of the lamp amidst the rendition of Saraswati Vandana by Gargi Parihar of IMG 11 and the traditional welcoming of the Chief Guest by the Director. Then Dr. Subir Verma welcomed the new batch by saying that in this VUCA world, only those organizations and managers who have the capability to reconfigure themselves in



Dr. Sriparna Basu proposing vote of thanks at the inaugural ceremony



Dr. Subir Verma, Mr. R. C. Sharma, Mr. Gaurav Joshi and Dr. Jitendra. K. Das gracing the inaugural ceremony

tune with their changing eco system have the potential to succeed and excel. He talked about how the new Programme in Financial Management, changes in the Programme structure and the offering of new and contemporaneous electives by FORE stand testimony to FORE's commitment to quality and continuous improvement. He ratiocinated that FORE is an intelligent organization and the purpose of its various programmes is to create an Intelligent Manager, that is, a manager who has the capabilities to understand technology, embrace vulnerability, collaborate, lead by example and above all, has character.

Director Dr. Jitendra K. Das in his inspirational speech exhorted the students that their task is to do better and become better all the time. He mentioned how students react when they receive bad grades and talked about how the students try to blame others for their unfortunate result. He emphasized that we must assume responsibility and take ownership for whatever we do and their outcome. He dwelt upon the various academic challenges that students were surely going to encounter and gave them invaluable tips as to how prevent such situations to occur and if they do occur, how to deal with them. He also encouraged the students by telling them a beautiful story from his past, showing them how to tackle their fears and move past it into the arms of success. Towards the end, he told the students about the institute they were about to join, and how they all



Dr. Jitendra K. Das presenting a memento to the chief guest - Mr. Gaurav Joshi



Dhruv Dan and Nidhi Vohra welcoming the dignitaries and the new batch were expected to behave throughout their stay, and stay disciplined. He concluded by stating that the success of the student defines the success of the institute and that FORE holds pride in its pupils. He then administered the Induction oath of the institute to the students.

After this, the President Mr. R. C. Sharma spoke about Dreams and how important are they in the life of the people in general and students in particular. But much more than just having a dream, he emphasized that communication and more especially communication of those Dreams and Goals were more important. This makes students live their goals. It becomes the fulcrum around which others collaborate. And all, this eventually would lead to the realization of one's dream. After him the chief guest, Mr. Gaurav Joshi was invited to talk with the students and share his experience. Being an Alumnus of Batch 2000-2002, he knew FORE from its initial days. Mr. Joshi emphasised on the need of developing soft skills in today's world and how it is necessary to bring these skills to use in order to navigate the road to success. But, as he put it, another element which was important for achieving success was removal of self-doubt. He summed up: Confidence is the key.

The programme ended with Prof. Sriparna Basu, proposing the vote of thanks and the playing of the National Anthem.

The ceremony was hosted by Dhruv Dan, and Nidhi Vohra from the FMG 26 and IMG 11 batch respectively.

FORE welcomes, Batch 2018-2020.



Audience listening in rapt attention

## Emerging Trends in Higher education Creating Industry Academia Linkages



Dr. Jitendra K. Das addressing at inaugural session of the summit "Emerging Trends in Higher Education - Creating Industry Academia Linkages"

FORE School of Management in association with Indian Chambers of Commerce (ICC) has organized the event on "Emerging Trends in Higher Education - Creating Industry Academia Linkages" on April 20, 2018, Hotel BNR Chanakya, Ranchi. In this Summit, more than 150 delegates from Corporate, Academia and Entrepreneurs participated.

Dr. Jitendra K. Das, Director, FORE School of Management was invited to address the inaugural Session in this summit. He was accompanied by the following prominent co-panelists:

- Mr. Shailesh Verma, Chairman ICC Jharkhand Council & Chief Resident Executive Ranchi, Tata Steel
- Mr. Prakash Singh, Chief Capability development, Tata Steel, Jamshedpur
- Dr. R. K. Jha, Vice-Chancellor, Amity University, Jharkhand
- Kunwar Shekhar Vijendra, Co-Founder and Chancellor, Shobhit University
- Mr. Ajay Abu Imran, IAS, Director, Higher, Technical Education & Skill Development, Govt. of Jharkhand

The other eminent dignitaries who had attended the summit are Prof. O R S Rao, Vice - Chancellor, ICFAI University, Jharkhand; Mr. Praveen Sinha, Chief HRM, Tata Steel, West Bokaro; Dr. Prasad D Khandekar, Associate Dean Engineering & Director MIT World Peace University Industry Partnerships; Dr. Binod Kumar, Retired Professor of Behavioral Sciences and Chairman Education Management Center and Dr. Rohit Kumar, Associate Professor-Strategic Management, IIM, Ranchi.

"Great things in business are never done by one person. They're done by a team of people." -- Steve Jobs

"The first step to solving any problem is to accept one's own accountability for creating it." -- Stan Slap

## International Immersion Program 2018



Faculty along with FMG Batch pursuing the course “Disruptive Technologies and Business Transformation” conducted at NTU, Singapore during IIP18

International Immersion Program is a part of the full time course curriculum after Term-III for students to have an exposure of international business scenario. All the full time students at FORE attend one week course at any one of our international partner institutions, including industrial and corporate visits at foreign location. International Immersion Program for the academic year 2017-18 was conducted from April 01-07, 2018 to at Nanyang Business School, Singapore. Five highly specialized and cutting- edge courses were conducted by NBS, Singapore faculty for our students.

A course on International Trade and Logistics was conducted by Prof. K. Ravi Kumar Shaw Chair Professor and Director of the Nanyang Business School Centre for Business of Culture at the Nanyang Technological University, Singapore. This course was

designed specifically for the International Business group students to enlighten them with the current needs and challenges in logistics faced by international companies.

Disruption is everywhere and that can be seen in the use of the term across industries and geographies. It is synonymous with change, thinking out of the box, being different, and more. Disruption is actually much more, it is a strategy, a way of thinking. A cutting edge course on Disruptive Technologies was conducted by Prof. Vijay Sethi, Professor - Department of Information Technology and Operations Management, Nanyang Business School, NTU. This module covers disruption in a comprehensive and holistic way to outline how successful companies have leveraged this strategy for transforming their own, adjoining, and even unrelated industries.



Faculty along with FMG Batch students attending the course “Digital Marketing” conducted at NTU, Singapore during IIP18



Faculty along with FMG Batch pursuing the course "FINTECH" conducted at NTU, Singapore during IIP'18

A course on Finance & Technology (FINTECH) was conducted by Associate Prof. Low Buen Sin, Associate Dean (China Programme and Executive Programme) and Associate Professor of Banking and Finance at Nanyang Business School, NTU. This course explains and evaluates various emerging technologies that are transforming current financial industry. The course had a good coverage about the concepts of Bitcoin and Blockchain, Digital currency and its implications, The Rise of Ant Financial Services, Initial Coin Offerings, and International payment transformation.

Course of Digital Marketing was offered by Mr. Jonathan BRIGGS, Academic Director, Hyper Island. This course explores digital marketing ecosystem and helps students develop a digital mindset, think about customer needs, tools, channels and touch points and how data is being generated and used to improve the effectiveness of advertising and communication messages and to build new forms of value for businesses.

Prof. Patrick Gibbons, Jefferson Smurfit Professor of Strategic Management at University College Dublin (UCD) conducted a course on International Competitive Strategies for International Business group students. International Competitive Strategy course deals with the challenges managers face in seeking to achieve their organisation's mission in the face of changing, uncertain and ambiguous environmental and competitive conditions, while aligning and deploying their internal assets, capabilities and people to optimal effect.

During the IIP students also visited various companies in Singapore like Grey Orange, Expara, Olam, and DHL as an essential part of their academic program. Technology group students also had first hand experience of 3-D Printing at 3-D Printing Lab of NTU. It was fully residential program and throughout the immersion program our students stayed at excellent residential facility of Nanyang Executive Centre, part of NTU, Singapore.



Faculty along with IMG Batch undergoing the course "International Competitive Strategies" conducted at NTU, Singapore during IIP'18



Faculty along with IMG Batch undergoing the course "International Trade Logistics" conducted at NTU, Singapore during IIP'18

**IIP Singapore - Expression of Students**

International Immersion Program - 2018 was a very thought provoking experience. We had the chance to be taught by a great veteran of Digital Marketing, Jonathon Briggs. He made us learn in class and motivated to observe the business dynamics at play in Singapore. This helped us to align the classroom learnings with observations of the real world and get back the next day with interesting findings. This course enabled us to integrate our knowledge of marketing and contemplate them for developing a digital solution.

-Shanika Choudhary

IIP 2018 was a once in a lifetime opportunity where I got the chance to learn from one of the best faculty in the area of Finance and Technology. From bitcoins to initial coin offering, from the role of China and their superpowers Alibaba and Tencent and their role in India and Singapore. I would like to say that now through this course I am able to connect with the world of Fintech better.

-Shubham Gupta

A cherry on the cake was the course that I had undertaken, Disruptive Technologies, being taught by one of the world's best business professors, Prof. Vijay Sethi at Nanyang Business School. I took away a lot of memories, knowledge and a determination to work harder for more such opportunities in future.

-Vikas Khurana

Amidst a plethora of group selfies and immigration checks, I bottled in my bubbling excitement of being privileged to attend one of the most esteemed universities of the world, the Nanyang University of Singapore with my batch mates. We switched between the roles of diligent students, attending lectures of world's best business professor - Prof Vijay Sethi - in the morning, and then raking in the country's attraction like awed

tourists by the evening. We just had a week in our hand, but it was enough for us to make memories for a lifetime.

-Falguni Dutta

**Students Council (2018 – 2019)**

President	Raman Nagpal	
Vice-President	Bishnupriya Sen	
Committee	Coordinator	Co-Coordinator
<b>ANTAR</b>	Saloni	Megha Bhola
<b>CED</b>	Anushka Agarwal	Abhishek Bansal
<b>CID</b>	Deergha Aggarwal	Aishwarya Nambiar
<b>FAN</b>	Utkarsh Vidyarthi	Vikas Khurana
<b>FCD</b>	Gagandeep Singh	Sachin Kamath and Shrey Mittal
<b>FEFF</b>	Yash Jain	Khushboo Chandoke
<b>FORE CONNECT</b>	Apoorv Mittal	Nikita Shekhawat
<b>FORE TECH</b>	Shefali	Shubham Sharda
<b>FOREWORD</b>	Naman Taneja	Misha Raheja
<b>FOSTRA</b>	Abhay Bansal	Rishabh Sharma
<b>FSCD</b>	Akansha Gupta	Shubham Gulati
<b>IBF</b>	Piyush Puri	Taranpreet Singh
<b>NEXUS</b>	Zaki Zamrood A.N.	Sakshi Ahuja
<b>PEC</b>	Priya Jain	Prashanth Kanan
<b>SIG HR</b>	Mitali Arora	Jayant Bose
<b>SIG MA</b>	Ajooni Singh	Akarsh Jain
<b>THINK TANK</b>	Nidhi Bansal	Rohan Rawat

## Faculty Focus

### Prof. A. K. Puri

Dr. A. K Puri chaired a session in International Conference on 'Dynamics of financial Sector Reforms' held on April 6-7, 2018 at Mittal School of Business, Lovely Professional University.

Wildlife Institute of India, Dehradun, an institution established by Govt of India under management of Wildlife Institute of India Society, has nominated Dr. A. K Puri as a member of Training, Research and Academic Council (TRAC) of the Institute for a period of three years w.e.f. May 10, 2018.

### Prof. Ambrish Gupta

Gupta, Ambrish (2018). *Financial Accounting for Management: An Analytical Perspective* (6<sup>th</sup> Edition-based on International Financial Reporting Standards) Noida: Pearson India Education Services Pvt. Ltd.

Gupta, Ambrish (2018). Comparative Analysis of Financial Performance of Bank of Russia and Reserve Bank of India, *Case Centre USA*, Case Reference no. 118-0033-1.

Gupta, Ambrish (2018). Ind AS 113 Fair Value Measurement: It's Implications for Corporate Financial Reporting. *Working Paper No.2018/18*, FORE School of Management, New Delhi.

### Prof. Anita Tripathy Lal

On May 12, 2018, Prof. Anita Tripathy Lal was the expert in the recruitment panel of faculty members in the communication Area at BIMTECH Greater Noida Campus.

Whereas on June 17, 2018, she was there to mentor the WEE Foundation women entrepreneurs on developing Business Plans at IIT Delhi.

### Prof. Anupam Narula

Narula, Anupam (2018). Challenges of tough point marketing techniques faced by Kimberly Clark in India: A case study of Huggies brand. *Working Paper No.2018/15*, FORE School of Management, New Delhi.

Dr. Anupam Narula was invited as expert member on the panel of Doctoral Research Committee (DRC) meeting of Amity International Business School, Amity University Noida.

Dr. Anupam Narula was invited as an examiner for Ph.D thesis evaluation in Marketing & Viva-voce by IK Gujral Punjab Technical University, Kapurthala, Punjab.

Dr. Anupam Narula was invited as an expert panel member to conduct GD & PI of Bharati Vidyapeeth University Institute of Management & Research, New Delhi.

Dr. Anupam Narula was invited by Army Welfare Education Society (AWES) to be part of the selection board as an expert member for the selection of faculty for their Institutions of Higher Education on May 15, 2018.

Dr. Anupam Narula chaired the session on "Product & Brand Management" at prestigious JAMS Emerging Markets Conference titled "Managing Business and Innovation in Emerging markets" at ISB, Hyderabad from April 26-28, 2018.

### Prof. Asif Zameer

Zameer, Asif (2018). Understanding the evolution in the concepts of organized retailing in India. *Working Paper No.2018/19*, FORE School of Management, New Delhi.

### Prof. Basant Potnuru

Potnuru, Basant (2018). International Migration of Doctors: A Case of Indian Doctors in the UK. *Working Paper No.2018/10*, FORE School of Management, New Delhi.

### Prof. Bishakha Majumdar

Majumdar, Bishakha., Basu, Sriparna., & Jain, Shilpi (2018). Chanderiyaan: Weaving Digital Empowerment in the Indian Handloom Industry (Case Study). Product ID: 1-234-089, *WDI Publishing, USA*.

Majumdar, Bishakha (2018). School principals as leaders: Major research trends and future directions. *Working Paper No.2018/9*, FORE School of Management, New Delhi.

Prof. Bishakha Majumdar was nominated as Associate Editor for the journal South Asian Survey, Sage Publications in June 2018.

### Prof. Faisal Ahmed

Ahmed, Faisal., & Kumar, P. (2018). Toward a national participation index for developing countries in the global value chains: A graph theoretic modelling approach. *Journal of Modelling in Management*, 13(2), 475-494 (An Emerald journal, indexed in ABDC, Scopus and Clarivate).

Faisal Ahmed (June 12, 2018.) A Peace Nobel for President Trump?", *INVCNews*.

Faisal Ahmed (April 14, 2018). Not a trade war, but Trump's style. *The Straits Times* (Singapore's leading newspaper).

Prof. Faisal Ahmed was interviewed by the BBC on India-Vietnam relations and the larger Indo-Pacific region. It was relayed by BBC Hindi on April 27, 2018.

### Prof. Freda Swaminathan

Swaminathan, Freda (2018). Methods for stimulating creativity and innovation in marketing. *Working Paper No.2018/16*, FORE School of Management, New Delhi.

### Prof. Himanshu Joshi

Joshi, Himanshu (2018). Does introduction of stock options impact stock volatility: Empirical evidence from underlying stocks in Indian market. *Theoretical Economic Letters*, 8, (10), 1803-1815. <https://doi.org/10.4236/tel.2018.810118>. (Index-ABDC-B)

Joshi, Himanshu (2018). Disinvestment and firm performance - A comparative analysis of strategic sale vs. public offerings by Indian public sector enterprises. *Abhigyan*, 36 (1), 21-30.

Joshi, Himanshu (2018). Option trading, information asymmetry and firm innovativeness: evidence from India. *Working Paper No.2018/17*, FORE School of Management, New Delhi.

### Prof. Hitesh Arora

Arora, Hitesh (2018). Creating information technology enabled knowledge asset repositories in Indian Public Sector Banks: A framework. *Working Paper No.2018/12*, FORE School of Management, New Delhi.

### Prof. Jitendra K. Das

Das, Jitendra, Kumar (June 10, 2018). The case for autonomy in higher education, *Business Standard*, New Delhi, p. 11.

Das, Jitendra, Kumar (June 04, 2018). True' autonomy can liberate higher education. *The Financial Express*, New Delhi, p. 12.

Das, Jitendra, Kumar (May 27, 2018). Article on liberate higher education, *The Pioneer* (Agenda-Opinion), New Delhi, p. 4.





Dr. Jitendra K. Das along with the dignitaries during the Fourth Higher Education Summit organized by CGER (Centre for Education Growth and Research)

Das, Jitendra, Kumar (April 09, 2018). Need to fast-track higher education reform. *The Financial Express*, New Delhi, p.12.

Video Interview of Dr. Jitendra Kumar Das titled “Rankings of Academic Institutions are not taken very seriously” published @ <http://bweducation.businessworld.in/video/Rankings-of-Academic-Institutions-are-not-taken-very-seriously/21-05-2018-1504/>

Online Interview of Dr. Jitendra Kumar Das titled “Rankings Are Not The Only Thing To Look At To Measure The Performance Of An Institution” published @ <http://bweducation.businessworld.in/article/Rankings-Are-Not-The-Only-Thing-To-Look-At-To-Measure-The-Performance-Of-An-Institution-/21-05-2018-149811/>, (BW Education, Business World, May 21, 2018).

Dr. Jitendra K. Das was invited as a Speaker in the Panel Discussion on “Leveraging Integrity for Excellence in Higher Education” in the Academic and Research Integrity Conclave 2018 organized by Turnit India on May 02, 2018 at Hotel Le Meridien, New Delhi.

Dr. Jitendra K. Das was invited as a Speaker in the Technical Session on “Ways of Creating India as Research Hub” in the Fourth Higher Education Summit organized by Centre for Education Growth and Research (CEGR) on April 18, 2018 at Hotel Le Meridien, New Delhi.

#### **Prof. Payal S. Kapoor**

Presented a paper titled “Can you handle the truth? A study of the Antecedents and post - Behavior Rationalization of Deceptive EWOM at the *Marketing Management Association - Spring Conference* organized by Marketing Management Association, Chicago, USA during April 18 - 20, 2018.

#### **Prof. Piyush Pandey**

Pandey, P., & Sehgal, S. (2018). Dynamic currency linkages and its determinants: An empirical study for East Asian economic community region. *Emerging Markets Finance and Trade*, 7 (54), 1538-1556, (Index-ABDC- B).

Sehgal, S., Pandey, P., & Diesting, F. (2018). Time varying integration amongst the South Asian equity markets: An empirical study. *Cogent Economics & Finance*, 6(1), (Index-ABDC- B).

#### **Prof. Prachi Bhatt**

Bhatt, Prachi (2018). Cultural sensitivity and conflict handling styles in cross-cultural settings. *Working Paper No.2018/14*, FORE School of Management, New Delhi.

#### **Prof. Rakhi Tripathi**

Tripathi, Rakhi (2018). A Paradigm shift from information to transaction: A longitudinal study of HEI Websites in India. *Working Paper No.2018/11*, FORE School of Management, New Delhi.

#### **Prof. Reeta Raina**

Raina, Reeta., & Malgorzata, Marchewka (2018). Has human moment lost its popularity among digital natives: Evidence from India. *Journal of Organizational Culture, Communication and Conflict*, 22(1).

Research Paper titled "Organizational Commitment and Intention to Leave" co authored by Reeta Raina and Mehlika Saarac was presented at 38<sup>th</sup> International Academic Conference , Prague held in June 11-15, 2018 by the co-author.

#### **Prof. Sanghamitra Buddhapriya**

Presented a paper titled “Analysing Gender-Gaps in Leadership Positions: A Study of the Perception of Female and Male Professionals in Corporate India” at the 25<sup>th</sup> *Eurasia Business and Economics Society Conference*, jointly organized with the GLO (The Global Labor Organization) and hosted by FOM University of Applied Sciences, Berlin, May 23-25, 2018.

#### **Prof. Savita Gautam**

Dr. Savita Gautam was invited as the Guest of Honour and as a Member of International Committee for Women Novator 100 women faces on April 30, 2018, Delhi, at the launch COWE "Women Novator: 100 Women Faces". It is an effort to launch and promote 100 inspiring women across India in association with Confederation for Women Entrepreneurship. The Role of the International Committee was to assist entrepreneurs who were planning to go international.

#### **Prof. Shilpi Jain**

Majumdar, Bishakha., Basu, Sriparna., & Jain, Shilpi (2018). Chanderiyaan: Weaving Digital Empowerment in the Indian Handloom Industry (Case Study). Product ID: 1-234-089, *WDI Publishing*, USA.

#### **Prof. Somayya Madakam**

Madakam S., Holmukhe R. M., & Tripathi S. (2018). Rising of Yokohama, Keihanna, Kitakyushu, and Toyota Smart Cities in the Land of the Rising Sun. In: Mahmood Z. (eds) *Smart Cities. Computer Communications and Networks* (pp, 244-262), Switzerland: Springer International Publishing.

Invited as a speaker on topic “Pharmaceutical Educational Research: Qualitative Data Analysis” at the DATADECODE Summit India - 2018 (Leveraging the Power of Data) at Mumbai, Hilton Hotel, on April 26, 2018, organised by BiOTRAiNS (Connect Collaborate Evolve), Mumbai.

Chaired a Technical Session on “Business Research” at the *International Conference on Research in Business (ICRB - 2018)* on May 20, 2018 at India International Centre, New Delhi organised by IndianResearch.org, New Delhi.

#### **Prof. Sriparna Basu**

Majumdar, Bishakha., Basu, Sriparna., & Jain, Shilpi (2018). Chanderiyaan: Weaving Digital Empowerment in the Indian Handloom Industry (Case Study). Product ID: 1-234-089, *WDI Publishing*, USA.

#### **Prof. Subhasis Bera**

Bera, Subhasis (2018). Determinants of Indian economic growth. In Sangit K. Ragi., Sunil Sondhi., & Vidhan Pathak (eds) *Imagining India As Global Power Prospects and Challenges*, pp 237-249, New York: Routledge.

**Prof. Sumeet Kaur**

Kaur, Sumeet (2018). Modelling using progressive Type-II censoring for reciprocal exponential distribution. *Working Paper No.2018/13*, FORE School of Management, New Delhi.

**Prof. Vinay Dutta**

Dutta, Vinay (2018, April 30). Business schools are temples of learning, not placement agencies. *Financial Express*, p.12.

Prof. Vinay Dutta was invited by Allahabad Bank as an external expert in the interview process for promotion from Assistant General Manager to Deputy General Manager, and from Deputy General Manager to General Manager level in April 2018.

**Welcome to FORE Family**

Dr. Sudeep has joined as an Associate Professor in the area of International Business. He has fifteen years of experience in Information Technology & Management training domain. He has more than seven years of experience in teaching post graduate management students and nearly eight years in IT industry.

His IT industry experience included software development, project

management, information systems audit and information security consulting. He holds graduate degree in Physics (B.Sc.) from M.G. University, Kottayam, post graduate degree in Management (Master of International Business) from School of Management Studies, Cochin University of Science & Technology, Cochin and Ph.D in Management from Cochin University of Science & Technology, Cochin.

He is a Certified Information Systems Auditor (CISA), ISACA, US, ISO 27001:2013 Lead Auditor (IQ Management Systems, UK) & Business Professional Programmer (DOEACC "O"-Level). He is a Lead Trainer for IRCA approved ISO 27001:2013 Lead Auditor course offered by IQ Management Systems, UK. He has conducted a number of workshops & training courses on Information Security area for corporates and individuals. His current consulting work area involves design, implementation and auditing of Information Security Management Systems for leading companies.

He has been part of ISMS implementation or auditing projects of some of the major Financial, Software and other sectors companies.

He has published articles on information security related areas in leading journals & has presented papers on National Seminars. He is a member Association for Computing Machinery (ACM, US) & a Gold level member of Information Systems Audit and Control Association (ISACA, US).

He is an active member of ISACA Cochin Chapter and had held many Board positions including the post of Vice President. He was a regular faculty for CISA Review Course conducted by ISACA Cochin Chapter. He was awarded with "Senior Member" grade by ACM, US in August 2009 for his professional & academic achievements in the field of information technology.

**International Congress on Electric Vehicle Market 2018**

Dr. Jitendra K. Das addressing the audience at the International Congress on electrical vehicle market 2018.

FORE School of Management in association with BRICS Chamber of Commerce & Industry (BRICS CCI) has organized the "International Congress on Electric Vehicle Market 2018" on Friday, May 25, 2018 at India International Centre, Max Mueller Marg, New Delhi. More than 200 delegates from various corporate participated in this conference.

Shri Suresh Prabhu, Union Minister for Ministry of Commerce and Industry and Shri Raj Kumar Singh, Minister of State (Independent Charge), Ministry of Power of India were the Guest of Honour in this event. Shri Nitin Gadkari, Union Minister for Ministry of Road Transport, Highways & Shipping of India has graced the event as Chief Guest.

The eminent dignitaries who had attended the summit are Shri Ajay Kumar Bhalla, Secretary, Ministry of Power, Government of India (TBC); Dr. Anoop Kumar Mittal, Chairman-cum-Managing Director-NBCC; Mr. Anil Srivastava, Advisor (Transport) & DG, Demo-NITI Aayog; Mr. Saurav Kumar, Managing Director, Energy Efficiency Services Limited; Mr. Ketsu Zhang, Executive Director, BYD India; Mr. Vinod Aggarwal, Chief Executive Officer, VE Commercial Vehicles Limited; Mr. James Liu, Managing Director-Novelis China and Vice President-Automotive, Novelis Asia; Mr. Prashant Shukla, National Technology Officer, Microsoft India; Mr. Sunil Bhatnagar, Country Head-Micromax Ebenergy Ltd.; Mr. Chetan Maini, Co-Founder, Vice Chairman-Sun Mobility; Mr. Alexis Bossuyt, Trade and Investment Commissioner, Embassy of Belgium; Mr. Sunil Bhatnagar, Country Head -Micromax Energy Limited; Mr. Sohinder Singh Gill, Director-Society of Manufacturers of Electric Vehicles; Mr. Sriram Tirunantawan, Lead-Business Development, Ashok Leyland Limited; Dr. Praphul Chandra, Founder - Koinearth; Dr. B. B. L. Madhukar, Director General-BRICS Chamber of Commerce & Industry and Mr. James Liu, Managing Director-Novelis China and Vice President-Novelis Asia.

Dr. Jitendra K. Das, Director, FORE School of Management was invited as a speaker for the theme titled "Opportunities for Skill Development and Entrepreneurship in EV Sector" in this event.

## Manufacturing Innovation Conclave 2018 “Building Manufacturing, Building India”



Dr. Jitendra K. Das and other luminaries at the Manufacturing Innovation Conclave 2018

FORE School of Management, New Delhi in association with the Confederation of Indian Industry (CII) organized the Manufacturing Innovation Conclave 2018 on “Building Manufacturing, Building India” organized on Friday, June 22, 2018 at Hotel ITC Maurya, New Delhi. More than 200 delegates from the corporate participated in this summit.

The eminent dignitaries who had attended the summit are Mr. Sameer Gupta, Chairman & Managing Director, Jakson Group; Mr. Rajeev Singh, Partner, Deloitte India, Managing Director, Rockwell Automation India; Dr. Raghupati Singhania, Chairman & Managing Director, JK Tyre & Industries Ltd.; Dr. H. Purushotham, Chairman & Managing Director, National Research Development Corporation, Ministry of Science & Technology, Government of India; Mr. Janakiraman Ramakrishnan, Strategy & Business Development Lead, India & South Asia, Rolls-Royce; Mr. Pankaj Soni, Partner, Remfry & Sagar; Mr. Joginder Singh, Associate Partner, LexOrbis; Mr. Ashok Wadhawan, President - Manufacturing Business, Punj Lloyd Group; Mr. Sanjeev Deshpande, Managing Director & CEO, itelligence India; Mr. Sridhar Dharmarajan, Managing Director, Indo-Pacific Region, MSC Software Corporation; Mr. Shree Harsha, Business Consulting Director, Dassault Systemes; Mr. Sudhir Bachloo, Industry Head - Automotive, Rockwell Automation; Mr. Gaurav Angira, Director Consulting, Deloitte India; Dr. Sudhir Kumar Mishra, Director General, DRDO, Ministry of Defence, GoI & CEO & MD, BrahMos Aerospace; Prof. Anil K. Gupta, Founder, Honey Bee Network, SRISTI, GIAN and NIF, Visiting Faculty, IIMA & IITB; Dr. Sudhir Kapur, Managing Director & CEO, Country strategy Business Consultant; Mr. Raj Singh Rathee, Managing Director, KUKA India Pvt. Ltd. and Mr. Biswajit Bhattacharya, Partner & Executive Director, Automotive Industry Leader - India, S/Asia, GBS, IBM India Pvt Limited.

Dr. Jitendra K. Das, Director, FORE School of Management was one of the Session Moderator for the session “Role of Robotics, AI, IoT & Automation to Make in India” in this summit. He was accompanied by the following prominent co-panelists:

- Mr. Harish Mehra, Global Head & Industry Advisor, Industry 4.0, Tata Consultancy Services Ltd.
- Mr. Prabhakar Chaudhary, Managing Director, HAL Robotics
- Mr. Kush Mishra, Chief Technology Officer, SenRa

## Alumni Retrospection



Well, To sum it up in a couple of words (literally), I'd say "IT'S AWESOME".

But, I believe that FORE deserves much more than this 'couple'.

FORE is one of the best colleges for management education in the country, and I am not saying it in a capacity as President - FORE Alumni Association, but because, as a student, the learnings that I imbibed

have been immense. The feeling is awesome when one is in the college one always dreamt of.

The learning over here is different from what used to be in the engineering days. From the rote-learning thing to the practical approach & rational way of learning, things took a U-turn. And learning is not only limited to the classrooms, but right from time management to out-of-the-classroom-academics to co-curricular activities to early morning-to-late night schedule (Yes, a full week spent, with average 10-12 hrs/day), and believe me, it's an incredible feeling when one spends so much time at a stretch but still is not 'tired' at the end of the day, and one still says "Yeh Dil Maange More", as it actually depends upon oneself that what all things you extract from the institute. A perfect balance of studies and extra-curricular activities is what leads to the best thing, for extremities are never appreciated but balanced things/lives are.

Things, however, took a different route when an intern from FMG 26 joined my present employer as an intern. From me being a student to now being a mentor to present students at FORE, it's an altogether different feeling.

It takes time to digest the fact that I am on the other side of the table, while I still reminisce about every single day spent at FORE!

In my capacity of President - FORE Alumni Association, I am in constant touch with Dr. A. K. Puri, Prof in-charge FAN, Utkarsh Vidyarthi and Vikas Khurana. Collaboratively, our objective is to strengthen the alumni association and the network. We expect the seeds of new initiatives to bear sweet fruits, in the near future!

FORE is not just about studies, or for that matter, not just fun, but an amalgamation of both. It certainly depends upon us that how much and what all things can we imbibe from this premier education institute.

I don't know what more to write for FORE, as it's a brand which speaks for itself. With a FORE University coming up in the National Capital Region, it goes without saying that the brand FORE is bound to rise in the near future.

### Mitul Kathuria

PGDM- IMG 7

Senior Manager - Business Development  
Airpay Payment Services

## Student Exchange Programme 2018 - Rendezvous with Rennes



A snapshot from the Exchange Programme at France

Every MBA aspirant aspires to be placed in a good company with a nice stipend well I had both and to add the icing on the cake, that too in the same domain of my mechanical engineering. But to go on for exchange program instead of my summer internship was a big risk I took banking on my work experience in sales of 13 months. The experience of being an exchange student was an enriching one in all dimensions from education to mingling with various cultures. Being an exchange student in ESCE, Paris for more than 5 months was a unique experience because when you live for such a long duration, you live as a citizen of the country and not as a traveler. You learn to be independent in all terms, from managing stay to food to making new connections from zero.

The education at ESCE, Paris was more objective oriented. The projects given in each course were live projects, where we would be required to work with startups on the whole project. The courses were also more focused on being more relevant to real-life scenarios, than being bookish. There were industry experts coming in for special interaction sessions regarding what's latest in the market. Once such memorable experience was interacting with the CEO of Starbucks, France Mr. Olivier de Mendez, where he interacted regarding latest strategies.

In terms of courses, we were offered various courses from the specializations as Marketing, Luxury Marketing, Finance, International businesses, HR and some courses from Strategy as well. The classes were scheduled on different timings which would normally start from 8am to 8pm. The college has various events happening all the time, from Valentine's Day celebration to student elections. There were always a plethora of activities to take part in.

The fun part was working with the colleagues from various countries like China, Taiwan, Colombia, Norway, and Mexico to name a few. The Ability to communicate with various different cultures was major learning. The College also organized various Trips to famous places like Normandy (World War II site), the Champagne village (where original Castellan champagne is

made). These Trips helped us to break the ice and make lots of friends. The Trip to Le Mont Saint-Michel (a medieval village in an Island) was a unique experience too.

Our stay was arranged by ESCE at Cite Universitaire, Paris, which was a centralized hostel for all the universities in Paris. It was one of a kind experience, as it had all the facilities needed for overall development of a student. The facilities such as swimming pools, Theatres, piano room, Dance classes, violin classes, and celebration of all the festivals from all over the world like Holi, EID etc. It was this place where we made many dependable friends and some connections for life.

Overall the experience was very helpful to grow in confidence and learn from an International University. The only thing we felt was improper was the length of the semester. The gap between the classes was too much, which made it boring to stay for so long. But if I look at the experience now, I think the risk of leaving my internship paid off as I got my summer project there in Paris and an experience worth cherishing for a lifetime. It is said that life is useless without stories to tell, well I am happy I have some now, which are worth sharing.

**Alok Sen**

FMG 26

When anyone at FORE would hear about the Student Exchange Programme, all they'd think about would be trips around exquisite locations in Europe, an experience of new cuisines and a carefree time. Well, to be honest, the experience at Rennes was much more than just that. This opportunity did exactly what I had wished for it to do- help me step out of my comfort zone. Surviving away from home is one thing, surviving in a foreign land with every responsibility big and small totally on your shoulders- completely another! With these personal challenges came the academic ones. Adapting to a new system of studying, that too with people hailing from such diverse backgrounds- especially during group work- was extremely overwhelming to start with. I remember feeling lost at first, but yes, with due time I settled into the system, and it was a matter of a little more time



Moments of Joy experienced by the attendees of Exchange Program



Exploring friendship, a cherish moment during the Exchange Program

that I started loving the situation. One reason why I was so eager to go for the programme was the opportunity to live life as a part of a new culture.

This small stint at Rennes helped me delve deeper not only into the French perspective, but I also learnt a lot about people belonging to different cultures- About how they think, process and react. Whenever I am facing a situation now, I will not stick to one known way of approaching it. Having had this experience, I would face the situation with a more broadened perspective, thereby increasing my chance of a successful solution that resounds with people hailing from different backgrounds. All this contributes in adding finesse to the final output of one's work. Now one would ask as to how this experience helps in a management programme.

Well, in today's globalised economy boundaries are mere demarcations on the map. No matter what field one chooses to go in, there is a high chance of interaction with foreign counterparts, and more often than not, such situations lead to chaos due there being communication barriers. Having had the chance to not only know but live through those perspectives would help reduce these communication barriers for me in the coming future. Having the opportunity of stepping into someone else's shoes not only helps in broadening one's perspective, but also helps to adopt some of the good practices that are a part of the different cultures. We are always more comfortable doing things a certain way because we're comfortable with that. But when you're with diverse people, you're left with no option but to tweak your ways a little, and voila!- you step out of your comfort zone to learn a new, and most of the times a better way of going about things.

These three and half months have been way more than just Eiffel Tower and crepes- they have led to some amazing learnings and a lot of memories that I would cherish for the years to come.

**Parul Malik**

IMG 11

Having completed my UG and immediately entering MBA life as a fresher, one of the things that fascinated me the most about

FORE was the Student Exchange Program with Rennes School of Business. From day one, I made extensive enquiries with the senior batch students who completed this program, about their experience in Rennes. I remember one of the seniors telling me, "if I were to get another chance, I would take this opportunity again". Hearing them narrate their amazing experience strengthened my decision to take up this opportunity.

And so, I ended up in the capital city of Bretagne- Rennes. Since day one, the place had cast its spell on us. Even in the freezing cold weather, we could feel the warmth radiating from the people of Rennes. The initial days went by figuring out the daily commuting routes and trying to catch up on some French (which at the end, only some of us did), but mostly soaking in the place and embracing little things like how the city transformed from a bustling Friday night to a dead Sunday afternoon.

The college, Rennes School of Business, is one of the finest institutions in Europe. With a stellar academic record for excellence, it offers not just amazing infrastructure but a vibrant atmosphere conducive to learning, to students from all over the world. Everyone, from the students of the Welcome team to the Student Happiness Officer-Nathaneal and the entire faculty and administrative staff, try to ensure that you don't feel away from home. The campus boasts of diversity with students from China, India, South America and different parts of Europe pursuing different programs. Studying and collaborating with such diverse groups of people helps broaden perspective and enriches one's learning experience. Amidst the team projects, individual assignments, weekend parties and multiple grocery visits, time just zipped past us and the three and a half months were over.

As I returned home and unpacked my suitcases, I realized that I had carried back with me, memories of the places I visited, people I had met and above all, a pertinent lesson that learning does not always come from education; it also comes from your experiences. The experience at Rennes was extraordinary and immensely enriching, to say the least. Now when I look back, I can't help reminiscing all those amazing memories of the time that I spent there. I will never forget the 30-minute walk to college on cold winter mornings, the team meetings before every presentation, working until 1am in the college to meet deadlines, squeezing in travel plans into our hectic schedules and so much more. The place grew on us so much that Rennes is not just a city anymore, it's an emotion.

**Aishwarya Nambiar**

IMG 11

"As a leader, I am tough on myself and I raise the standard for everybody; however, I am very caring because I want people to excel at what they are doing so that they can aspire to be me in the future." --Indra Nooyi

"Effective leadership is not about making speeches or being liked; leadership is defined by results not attributes". --Peter Drucker

## Summer Internship Experience



**Aaron Gracias**  
Interned at Gartner

As an intern, my project revolved around understanding the Gartner's value proposition for clients by working in 3 key areas namely territory white-spacing, effective prospecting through 5-touch campaign and promoting Gartner Summit events.

The one-week induction training program gave me more clarity on Gartner's products and services, its clientele, their business problems

and the value that Gartner provides. I worked in the End User side with clients from the Manufacturing, Retail, BFSI, Logistics and Energy space. I began with case studies pertaining to companies across different verticals and how they have been leveraging technology to bring about positive impact on top-line and bottom-line of their company. I was handling 100 accounts which allowed me to speak directly to the CEO/MD/CIO/CFO.

My work involved doing background research of the industry/company, their current business problems and role of technology in their business context, understanding industry-wide best practices and the vision set by the client for the next 3-5 years. What followed was engaging with the client and explaining them the value that Gartner provides and how it has specifically worked in their industry space.

Gartner is one company that truly believes in letting its employees have a good time. Winners Circle is a 5 day, all expense paid trip for outstanding achievers. We would often have parties at top hotels including the Trident. The intern connect program, allowed us to meet the top bosses as well as interns across other Business Units such as Research, Consulting and Sales.

If you are sure about a career in sales and want to understand business and the upcoming trends first hand, Gartner is a great place to intern at. Interns get to go through the entire sales cycle and understand business across all verticals such as, Manufacturing, BFSI and the likes.



**Ajooni Singh**  
Interned at Nestle

Even in the times when women have reached space, it is said, they can't do Sales. When I was selected to intern at Nestle for an out and out Sales job, I was questioned time and again. Being a fresher, the first two weeks were overwhelming, with so much going on.

As I started being on field, I gained not only confidence, but also practical knowledge. Kotler can teach you a lot in theory, but to put it in

practice is an altogether different feeling. Interacting with clients, identifying and converting new opportunities and directly contributing to such a big company's revenue is unparalleled for.

At times you think you'll be really good at something, but you know what's better? Doing that very thing and realizing you're not only good at it, but you also love what you're doing, even if it's something which is not conventionally a 'women's job'.



**Harshit Madan**  
Interned at Decathlon

I always believe in the saying that "Success isn't given, it is earned - on the track, in the gym and everywhere with blood, sweat and occasional tear". I have always been passionate about sports right from my school days when I used to be the member of the football team. So, when Decathlon came to the campus for summer selection process, I knew that I wanted to be a part of their organization.

I was hired by DECATHLON sports

India Pvt. Ltd. as a sports leader for an internship. Having done B.com (Hons) where I got introduced to Marketing at graduation level and a couple of live projects in marketing during my first year at FORE, I was eager to have hands-on experience in marketing in the corporate world.

DECATHLON's culture is build up in such a way that, be it an intern or an employee, everyone is treated equally. The kind of work that I get to did had a direct impact on the top lines of the organization and it was there that I left my imprints. On many days when there was lesser availability of staff in the layout, I could single-handedly manage and achieve 20%-25% growth in revenue from my sport. Interaction with customers helped me to understand things from their perspective, what all analysis goes in the mind of a customer while buying a product, what factors affect the purchase criteria and how to convince customers and business clients.

Simultaneously, I was also working on a project whereby I was designing the strategies on how my sport, i.e. running, can achieve greater market share. The project involved identifying the segments of customers in our catchment area, developing strategies on how to target the selected segments and how to position the brand. The deliverables included a competitive analysis of the brand, identifying local running clubs/groups in the catchment, reaching out to the clubs, conducting surveys and what not.

I could sense and cherish the freedom that was given to every intern when it came to work. I could manage my own layout, set daily piloting figures, manage in-store inventory to name a few. As rightly said, "With great power comes great responsibility", I was accountable for every minute details of my layout, something as big as deciding the strategy for coming future to as trivial as managing the free flow of customers. This freedom helped me to learn a lot from my mistakes during my internship at DECATHLON.

This period of two months was my first corporate interaction and it turned out to be quite a valuable learning experience for me. It was an enriching journey and I couldn't be any happier. DECATHLON will always be a significant part of my life.

**Isha Aggarwal**

Interned at Ernst &amp; Young

"My dream company, I call it.

I am a fresher, I really need to do my best here': This has been my constant thought from the moment I entered EY.

In a month itself, I have had my moments of "I love this work" - "This is so tiring" - "I need a break" - "It feels great when you contribute".

I worked in the Investment Banking unit of EY, and the work responsibilities are client/project specific. Here, client engagements

are dealt with utmost confidentiality and this was my first lesson here: Being ethical. Based on the requirements of the client, I have to map the sector where it wants to enter and profile potential targets both in buy side and sell side dealings; and do valuations of those target companies. All the information crunched is used in Merger & Acquisition consulting that my team provides to its client.

Interning with one of the Big 4s is going to leave an indelible impression of the corporate life on my mind. It is already transforming me from a carefree college student to someone who is more composed and professional.

The culture here will absorb you smoothly without you even knowing it. Right from the first day, I was never treated as an intern but only as a part of EY team. The environment is lucrative to learn and mentors here provide us with hands-on support at every point and most importantly help us build an understanding of how to think from client perspective which eventually helps us satisfy clients and close deals.

I always thought that professional life will be far easier and less occupying than back to back regular classes, and it will be smooth sailing away from assignments, projects, and presentations but this is where the actual test starts. The corporate world will carry expectations, targets, deadlines and the real success will lie in aligning your hopes, aspiration, and dreams with the vision of the company. Because at the end of the day, you will be expected not only to learn from the company but also contribute in every slightest way possible; only then you will find yourself at the right side of the company's balance sheet as an 'Asset'

To sum up, overall it has been an amazing experience, full of hard work, learnings, and appreciations, and here I am on my way to 'building a better working world'.

**Kritika Tyagi**

Interned at GEP

My two-month internship has given me learnings for a lifetime. My experience at GEP had been exciting and enlightening at the same time. The importance of the projects we were a part of, was reassuring that the company saw us as an important part of the organization. The amenities were same as any employee and the resources were equal to all interns. The only one we had to

compete with was ourselves. They encouraged us to take ownership and provide ideas and suggestions like it was our own business. The support from mentors, buddies and employees has had been the most helpful in developing new skills. The organization is very young. Talking to even a very senior employee, we could relate and open up to them. It has helped realize my full potential by entrusting me with more and more responsibility each day.

**Sakshi Ahuja**

Interned at Philips Lighting

I started my corporate journey with Philips Lighting. Being a fresher, I had mix of feelings and emotions on the day internship started. Although I had the confidence in myself and thanks to the great team and HR, who worked hard to make all the interns get along well.

The internship got Kick started with the Induction Program & a freshers' party.

Entering the corporate space was a big change for me. The style of learning changed, greetings changed, the kind of deliverables changed & most importantly the Routine Changed. Moving away from a well explained curriculum to an open-ended project allowed me to think out of the box (and of the box itself, sometimes) which was quite challenging. I could have never imagined that I would be learning more through market visits, discussions with other interns, meet ups with customers than I would from the textbooks.

The journey at Philips Lighting added immense value to my MBA and to my personality. Working on a project which is important for your organization is a great deal and Philips Lighting makes you do that. I experienced a lot of ups and downs here, one day I used to think that I've hold on my project and I'm in the right direction but the very next day I got another perspective, and this was a constant battle which eventually transformed into a great learning experience and that's why I want to be back here because it makes you think and challenge your own thoughts. I'll miss working here because of the culture and the experience that I got on Self Financing Franchise business model. I wish I could learn & work more on different projects like this.

**Shakshi Alok Jain**

Interned at Tata Capital

I still remember my excitement and that urge to just go out and jump out of happiness when I heard those words, "Welcome to Tata Capital". During summer placement process my grandmother frequently used to tell me, that go in a company whose name I have heard at least. I must admit Tata lived up to its name and as an intern gave me that exposure which was beyond my expectations in such a big group.

From day one itself, we were treated as a full-time employee of company with all the arrangements already in place to make us comfortable. The projects were not merely what they wanted us to do, but rather what we wanted to learn in this two-month time span. Our suggestions and any sort of grievances were taken into consideration with much sincerity. I was working with the product team in consumer finance and advisory business department and was supposed to do competitors bench marking to identify the scope of improvement. It involved both on field and off field work. The team was very helpful and cooperative at every stage of my internship. There was no spoon feeding and from scheduling an appointment to travelling to places alone I was expected to do it independently.

This taught me how self-initiation and coordination are important in corporate world where one him/herself must find ways to get the work done. The lunch and learn sessions which was organized for us enabled us to interact with top business heads of firm. Having lunch with them and listening to their success stories gave an idea of how a corporate journey is shaped over the years. The work was not just limited to our designated project and we were involved in various other task which increased our scope of learning in the company. As it was my very first corporate interaction, it was an amazing experience working in a company like Tata which lives up to what it's known for and that is integrity, values and excellence.



**Shivangi Bansal**  
Interned at Maruti Suzuki

MBA is not about competition, it's all about connection. That's what I learnt in my first year as well as in my internship with Maruti Suzuki.

Summer internship meant a lot to me because I was practically a novice in the corporate world. So, the first day at internship I was curious about which department I will be allotted in, how is the professional life of people in Maruti, how cars are actually made and lots of other

things. Filled with a sense of pride and anxiety, I stepped into the office. After a brief induction program, I had a meeting with the Brand Manager - Marketing and Advertising Vertical who was later assigned as my mentor. I even got an opportunity to learn about the Brand world and the dimensions of advertising with Hakuhodo Percept (Ad agency - NEXA).

People in Maruti are quite supportive and amiable and I made very good connections with other employees as well.

Work required me to get up at 6:00 am and reach the office by 8:30 am and work till 7:00 pm in the evening. But when you do something you love, it never really seems like work. I sailed through my internship with passion; I did prove to myself that my decision to pursue MBA was a good one indeed. My internship was an extremely enriching experience which paved my future course. I advise everyone to make the best of their internship as they won't get a better learning opportunity than this.



**Sonakshi Satyawali**  
Interned at HILTI

I believe you are brought back to the same place where you might have left a task or job undone or unexplored. And, so, HILTI happened and I came to Mumbai to explore the advantages of my graduation technical degree in management sphere.

On the very first day, I was assigned under Energy & Industry department of HILTI India and my project involved finding new business opportunities along with the potential market. HILTI believes in delivering utmost superior quality products and in no way compromises with its core values which I clearly remember "Integrity, Courage, Team work & Commitment". Such qualities also reflected in the way, my colleagues interacted and helped me out during my internship tenure.

My key learning from my experience in the organisation is that however difficult a task or target seems to appear, just keep trying and you will find that little cues here and there will help you achieve a real big hit.

I hope, like me, all my batch-mates have some interesting learning and takeaways from their internship experience and I wish them a Good luck for the upcoming year!



**Taranpreet Singh**  
Interned at PwC

I interned with PwC as an advisory consultant of energy efficiency. I had the opportunity to work with some of the finest energy consultants in the industry while working on two projects executed by Asian Development Bank (ADB) in Zimbabwe and Bangladesh in collaboration with the Governments of both the countries.

"PriceWaterhouseCoopers (PwC) is one of the Big Four Accounting firms." This is what I had heard my entire life. However, over the 8 weeks of my tenure, I learnt a more accurate description of PwC as a professional services firm. As quoted by the partner for energy efficiency at PwC during my review, 'A consultant isn't supposed to be the jack of all trades, rather he is supposed to be the king of all trades.'

The most important takeaway for me from my internship at this organization is that no matter how exceptional your work is, it'll be of no benefit to you if you can't sell it. Majority of the organisations are profit oriented and if I can't show them their profitability in me then I am simply of no use to them.

This internship not only gave me valuable insights about energy efficiency but also showed me how far I could push myself to get recognised in a melee. In big corporates it is very difficult to stand out and one has to be the best in one's field to get that recognition. Working at PwC has moulded me into a more effective and efficient person. I still have a lot to learn, but these two months did bring me a step closer to becoming the professional that I aspire to be.



## Retail Conclave 2018 - Third Edition

*Steering the Retail growth for tomorrow*



Dr. Jitendra K. Das along with other eminent speakers from Industry at Retail Conclave 2018

FORE School of Management in association with the Confederation of Indian Industry (CII) has organized the Retail Conclave 2018 on “Steering the Retail growth for tomorrow” organized on Wednesday, May 16, 2018 at India Habitat Centre, New Delhi. More than 150 delegates from the corporate have participated in this summit.

The event aims to highlight the individual and collective importance of the right design, building and delivery in the current retail scenario of the country. Highlighting how each of these aspects affect the customer experience as a whole, experts discuss how each of these can be leveraged to change the game of physical retail in India and possibly give a tough competition to online retail, regaining some part of its lost market share.

The event brought together retail tech start-ups and early adopter players who didn't hesitate in giving them a chance to discuss the journey ahead for this exciting new aspect that has the potential to redefine the future for retail.

Dr. Jitendra K. Das, Director, FORE School of Management was one of the Speaker for the session titled “Creating a superior client experience through Design, Build, Delivery and Technology” in this summit. Dr. Das was accompanied by the following prominent co-panelists:

- Mr. Anurag Mathur, CEO - P&DS & Chair - India CS Exec, JLL India
- Mr. Valentin Blanchard, Design Head, Ultra confidential
- Mr. Anil Menon, Head IT, Trent Hypermarket
- Mr. Gaurav Kushwaha, Founder, Bluestone
- Mr. Mukund Halwasiya, Director, Halwasiya Sons
- Ms. Benu Sehgal, Business Head, Inter Sports Pvt Ltd

“Management is efficiency in climbing the ladder of success; leadership determines whether the ladder is leaning against the right wall”. --Stephen Covey

## Higher Education Summit 2018



Dr. Jitendra K. Das along with other dignitaries at the Higher Education Summit 2018

FORE School of Management in association with the Confederation of Indian Industry (CII) has organized the Higher Education Summit 2018 on Friday, 29 June 2018 at India Habitat Centre, New Delhi. More than 160 delegates from industry and academia participated in this summit. FORE was the academic partner for this event.

The inaugural session of the event was graced by Mr. Kartik Bharat Ram, Chairman, CII Regional Committee on Higher Education & Deputy Managing Director, SRF Ltd; Mr Dhiraj Mathur, Partner, Leader National Education & A&D Practice, Price waterhouse Coopers Private Limited; Dr. Manju Singh, Joint Secretary, University Grants Commission (UGC); Mr. Aditya Berlia, Co-Founder and Pro Chancellor, ApeeJayStya University; Prof. P. B. Sharma, Summit Chairman & Vice Chancellor, Amity University, Gurugram and President, Association of Indian Universities; Mr. Manish Kumar Jindal, Chief Executive Officer, National Accreditation Board for Education and Training (NABET) and Dr. Sudhir Kapur, Chairman, CII Regional Committee on Skills & MD & CEO, Country Strategy Business Consultants Pvt Ltd.

Dr. Jitendra K. Das, Director, FORE School of Management was the Session Moderator for the panel discussion on “Role of Regulators to support growth of higher education and improve quality standards” in this summit. The focus areas of this session was “Role of regulators to support growth of higher education segment and improve quality standards; Self-Regulation vs Monitoring / Supervision and Single Regulator vs Multiple Bodies”. Dr. Jitendra K. Das was accompanied by the following prominent panelists:

- Mr. Aditya Berlia, Co-Founder and Pro Chancellor, Apee Jay Stya University
- Dr. A. M. Agrawal, Pro Vice Chancellor, GLA University
- Dr. B. S. Satyanarayana, ViceChancellor, BML Munjal University
- Dr. Raghunath Shevgaonkar, Vice Chancellor, Bennett University
- Dr. Atul Khosla, Pro Vice Chancellor and Founder, Shoolini University

## Management Development Programmes (April-June, 2018)



The participants of Punjab National Bank along with Dr. Jitendra K. Das and faculty during the training programme on "Banking Analytics"

FORE School of Management conducted 2 open Management Development Programmes at its Campus at New Delhi during April-June, 2018. The details are as follows:

1. Leveraging Social Media for Business Intelligence conducted by Prof. Shilpi Jain on April 23, 2018.
2. Effective Purchasing Skills & Strategic Sourcing conducted by Prof. Mohita G. Sharma during June 4-5, 2018

A total of 16 participants attended these programmes. Some of the well known companies which participated in these programmes include: EdCIL (India) Limited, RITES Limited, Stock Holding Corporation of India Limited, BSNL, Pension Fund Regulatory and Development Authority, International Tractors Limited, Telecommunications Consultants India Limited (TCIL), Thales India Private Ltd., Essel World Leisure Pvt. Ltd., Green Gas Limited, Central U.P. Gas Limited etc.

FORE also conducted following customized In-house programmes during this period:-

1. "Presentation Skills" (Batch-1) for Relaxo Footwears conducted by Prof. Reeta Raina on April 24, 2018 at FORE Campus, New Delhi.
2. "Presentation Skills" (Batch-2) for Relaxo Footwears conducted by Prof. Anita Tripathy Lal on April 24, 2018 at FORE Campus, New Delhi.
3. "Presentation Skills" (Batch-3) for Relaxo Footwears conducted by Prof. Reeta Raina on April 25, 2018 at FORE Campus, New Delhi.
4. "Presentation Skills" (Batch-4) for Relaxo Footwears conducted by Prof. Anita Tripathy Lal on April 25, 2018 at FORE Campus, New Delhi.
5. 14 days (spread over 7 weeks) training programme on "Banking Analytics" for Punjab National Bank conducted by Prof. Ashok Kumar Harnal during May 7- 19 June, 2018 at

FORE Campus, New Delhi.

6. "Effective Presentation Skills" for Thales India Pvt. Ltd. conducted by Prof. Anita Tripathy Lal during May 30-31, 2018 at Bengaluru.
7. "Finance" workshop for The Oberoi Group conducted by Prof. A. K. Puri during June 8-9, 2018 at Oberoi Maidens, Delhi.

A total of 101 participants attended these in-House Management Development Programmes.

2nd Batch of Online Certificate Programme in "Tableau and Data Visualization" was launched on May 8, 2018. Prof. Shilpi Jain is the Programme Director. A total number of 28 participants have enrolled for this programme.

3rd Batch of Online Certificate Programme in "Big Data Analytics for Business and Management" in collaboration with University of California, Riverside, Extension USA was launched on May 12, 2018. Prof. Ashok Kumar Harnal is the Programme Director. A total of 157 participants have enrolled for this programme.



Participants of an MDP with Faculty

## Freshers' Speak (Batch 2018-2020)



**Priyanka Chugh**  
PGDM - FM 1

My experience in FORE till date in one word has been thrilling. It did feel a little awkward in the beginning, not knowing anyone and constantly worrying about my survival, but as the days progressed the excitement only grew. I got to know many people from my batch with different backgrounds and from various states. The unique initiative was the KYS program through which I interacted with the seniors who

shared their experiences and gave us advice as to how to thrive in the college. My days seem have to flown by and I look forward to my journey at FORE.



**Ishvinder Singh**  
PGDM - FM 1

While most people consider any "MBA College" as a place for arrogant nerds who are there to grab huge packages or rich intelligent brats who joined just to handle their father business later. While I beg to differ, I didn't find any arrogant nerd or rich brats in FORE, but instead I found good people. People who genuinely want to help you, talk to you and guide you for a better future and by

people I just don't mean the teachers but the seniors and even the people from admin office or PGP office or even your fellow mates from other batches and sections are there to help in every way they can.

As Hans F. Hansen once said-

"Surround yourself with those who revel in your success and motivate you to do better and grow better"

I guess I am at the right place surrounded with the best of everything



**Karan Minocha**  
PGDM - FMG 27

Assignments, presentations, case studies, I didn't expect to do all these things in just two weeks' time. It helped me to understand the value of time management. And of course, KYS, the most amazing experience at FORE till date. It gave me the opportunity to interact with my mentor, Aman Sapra, and rest of the senior batch. I wouldn't have interacted with so many great minds

if it wasn't for KYS.

In just two weeks, I have realised that this is going to be a life changing experience.

My experience at FORE so far has been unique and thrilling. Amid the classes there were many things to look forward to; like the seminars, group projects and most importantly KYS. I really enjoyed the KYS process, majorly because being an introvert interacting with people is a task for me and it helped me kill my hesitation and talk to many seniors. All in all I expect the coming



**Apoorva Joshi**  
PGDM - IB 12

days to be even more exciting and cheerful with tremendous opportunity to learn, interact and build a strong foundation for professionalism which would help me in my corporate life. When I left home the very first day for the college, I wasn't sure what will I get in return. I was excited but at the same time little scared of the new reality. Here I was starting a journey where I set the rules & guided myself. It finally occurred to me that I had to leave my comfort zone and live with the present. Today I am proud to say that I had made a right decision to join FSM.



**Nimisha Gupta**  
PGDM - FMG 27

The environment and people of this college are so welcoming & helping. The good experiences I got here of course does not imply that I did not face my share of discomfort and challenges, but it is these challenges that has made me a stronger & more confident person today.

The KYS approach initiated by our seniors is really worth appreciating.

Every little encounter & experiences gained here till now has been enriching & will remain within my memories for lifelong.



**Nirmanyu Chavan**  
PGDM - IB 12

My Experience in FORE School of Management, Delhi has been full of enthusiasm and inspiring for future prospective. The well-disciplined, cordial and genius faculties guide us in a very interesting way. They use different strategies to clear the concepts in the class. The seniors also co-operate and guide the junior's cordially. I feel that learning at FORE will be the best opportunity for me. I hope that this learning never ends after taking admission here. I feel proud of myself to join FORE School of Management as the prestigious institution to furnish the goal of my life.



**Shivendra Singh**  
PGDM - FMG 27

"No snowflake ever falls in the wrong place. You are where you need to be. Just breathe." I read this line on the internet some time back and now it fits perfectly in the scenario. Whatever panic I was having regarding my college experience, were all eased off when I started my journey at FORE. The faculty and the senior batch are kind and I am sure that "help will always be given at FORE to those who ask for it." I am

excited of this journey ahead of me and hope that I can make the best of it.



**FORE School of Management**

"Adhitam Kendra"

B-18, Qutub Institutional Area, New Delhi - 110016

Phone: (011) 41242424 - 33, 46485500 - 30

Fax : (011) 26520509

E-mail: fore@fsm.ac.in, Website : www.fsm.ac.in

**Patron**

Dr. Jitendra K. Das

**Faculty Editor**

Dr. Hitesh Arora

**Student Editorial Team**

- Naman Taneja
- Misha Raheja
- Shibli Baig
- Gargi Parihar

