



PRESTIGE

Issue : 01

Vol. : 04

srilankan

NEWS LETTER 2013

OUR VISION

"To be one of the best B-Schools in the World through excellence in teaching, training, research and consultancy"

OUR MISSION

To provide quality education by innovating and continuously improving upon the disciplines of Management and Computer Applications through advanced methods of training, meaningful research and intimate relations with industry, business and other institutions in the country and abroad.



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STUDENTS ZONE

➤ Placement Details

Fifty Five companies visited the Institute for placement of MBA student's batch 2012 -2013 and selected 282 students with a highest package of Rs. 6 lakhs per annum and with a minimum of Rs. 120000 per annum and average package offered by the companies was Rs.2.5 lakhs per annum. The various recruiters were

Central Bank of India, SKP Group, Vatika Marketing Limited, FIRE NET (Ceasefire solution), Bhopal, Live Tips Market Research Pvt. Ltd, AISECT-IGNOU Study Centre, Sehore, Global Vision, Canara Bank, Greenply Industries Limited, Divine Homes, Madre Energy, Sharpen Up, ICICI Bank, ICICI Prudential Life Insurance Co. Ltd, India Mart InterMESH Ltd., Jai Pushpa Industries, ICICI Securities Limited, BSF, Royal Division Plaster Pvt. Ltd., Shrinath Transport Service, RPS

Infrastructure Limited, IBM, I-Sol Technology, Bioax Medi Science, Shivhare Road Lines, Birla Sun Life Insurance etc.

➤ Invocation ceremony

The invocation ceremonies of fresh batch of BBA, BCA & BCOM were organized by the institute on July 23, 2013. The Chief Guest was Mr. Santosh Kumar Singh, S.P. Gwalior. Dr. S. S. Bhakar, Director, PIMG delivered the welcome address. The faculty and the staff members introduced themselves to the gathering. In the end, Prof. K. K. Yadav proposed vote of thanks. Invocation of MBA (FT) & MAM was organized on August 13, 2013. The chief guest in the invocation session was S.M. Afzal IPS IG Chambal Region. The students were introduced to the curriculum and pedagogical tools that will be used and senior students of MBA extended a warm welcome to their juniors. Dr S.S. Bhakar delivered a welcome speech to the new comers. In the end Prof. K. K. Yadav proposed vote of thanks.

➤ Excursion tour

The institute sends its students on excursion tour every year. The students learn leadership skills, team building, goal setting, attainment of objectives, time management skills etc. through practical exposure on the tour. The faculty members accompany students on excursion tours. The students also utilize these tours visit industrial units located on the tour route. This year students visited Micro Turners (Chandigarh) which makes auto parts for Maruti Udyog Ltd.

➤ Summer training

Summer training is an essential component of PIMG curriculum which provides practical orientation to the students. These short terms experiences provide a real insight into the working of these industrial units. Since a large

number of the students get final placement offers from the companies with which they have done their summer training, the institute provides opportunity to the students to select the industrial sector they would like to do their summer training with. The internship or training provides an opportunity to gain relevant knowledge and skills required in the field management. The names of some of the organizations those provided summer training to the students in last year are LIC, Mahindra & Mahindra, ICICI Prudential, Religare Securities, Godrej, JK Tyres, HDFC Bank, SBI etc.

➤ Academic achievers

The Institute decided to confer medals on the students in respective batches for the purpose of motivating them to perform better in academics and giving recognition to the students those who exceptionally did well in their respective field to encourage the rest of the student to do well in their own field. This year the list of the students those who won the medal are as follows:

S.No.	Name of the student Course	Medal
1.	Ms. Apoorva Garg MBA	Gold
2.	Ms. Shakti Agarwal MBA	Silver
3.	Ms. Priyanka Mundra BBA	Gold
4.	Ms. Priyanka Tiwari BBA	Silver
5.	Ms. Mitlesh Singh Gurjar BCA	Gold

➤ Industrial visit by the students

The students of the institute are taken to various industrial units on guided tours. Every student gets a chance to go on one industrial tour every. The main objective of these kinds of visits is to exposure to actual working conditions, make students aware with industry practices, the students visited JK Tyres, Vikram woolens, Britannia, Novaiat, Cadbury India Ltd etc.

➤ Orientation programme

PIMG welcomed new students with open arms by conducting a 10 day orientation programme for BBA, BCA and B Com I Sem students. The programme commenced on 23 Aug 2013 and culminated on 01 Aug 2013. The programme consisted of various activities like Quiz, presentation, management games etc. A total of 54 prizes were distributed at the end of the event. This orientation programme was followed by a nine day orientation programme (from 16 to 24 Aug 2013) for MBA I Sem students. The chief guest in the inauguration session of this orientation programme was Dr SS Lodha of Southern Connecticut State University. The inaugural session was followed by a session on communication skills conducted by representatives of Cambridge University. Along with various other activities, Lectures of quantitative Technique, Accounting for managers, basic concept of Computers and lectures on Communication skills and Personality



Development were also conducted in this orientation programme. 24 Aug 2013 was the Finale day of the orientation programme. Quiz, presentations and management games were a part of this orientation also. 50 prizes were also distributed

EXTRACURRICULAR ACTIVITIES

PIMG believes in all round development of its students. The institute believes in bringing out the latent potential of students by providing them the right kind of environment and opportunities. Students of the institute regularly participate in extracurricular activities which provide a platform to them to demonstrate their skills.

➤ Republic day (January 26, 2013)

Republic day celebration was organized to celebrate with patriotic fervor the spirit of republic India. On the occasion the director of the institute, Dr. S.S Bhakar, Addressed the gathering and hoisted the flag.

➤ Independence Day (August 15, 2013)

Independence Day celebration was organized to celebrate with patriotic fervor the spirit of independent India. On the occasion the director of the institute, Dr. S.S. Bhakar, Addressed the gathering and hoisted the flag.



➤ Pragati path

Personality Development Cell of Prestige Institute of management was formally inaugurated on 8 June 2013 by our esteemed director Dr S S Bhakar. This cell was named Pragati Path. All activities of Pragati Path are coordinated, run and managed by students of MBA III Sem under the

guidance of Prof Ritambhara Agrawal. The platform lays emphasis on and gives ample opportunities to students to learn by doing. The Inauguration ceremony itself was coordinated by MBA III sem students. The Inauguration ceremony was followed by a workshop on 'Interview Skills' conducted



by Prof Ritambhara Agrawal. This workshop was conducted for students of MBA only. On 15 June 2013 Pragati Path organized a competition 'My Favorite Entrepreneur' for MBA students. After screening, 20 students were shortlisted for the presentation. Students discussed about their favourite entrepreneur, their policies, their decisions and their vision. Five students were awarded.

➤ Fun Fiesta

On 22 June 2013, Fun fiesta (a day full of management games) was organized under the umbrella of Pragati Path. This event was open for everyone. 200 students participated in it. The day was full of fun and different activities. A lot of prizes were distributed. 29 June came with Thematic Apperception Test. This activity was planned for BBA, BCA and B Com students. 15 groups of 4 members each participated. Each group was asked to draw a situation on a chart paper and then chart papers were reshuffled and the groups had to frame a story based on the situation drawn on the chart they got. The audience also enjoyed the event immensely. Five groups were awarded.

➤ QCFI



The 20th Gwalior Chapter Convention on Quality Concepts was organized by Quality Circle Forum of India- Gwalior Chapter on 8th October' 2012 at Prestige Institute of Management, Gwalior with much fan fare. The theme for this year's convention was "Inclusive Growth through Quality Concepts".

More than 400 participants from prominent organizations like Godrej, SRF, JK Tyre, Jamna Auto, HEG (Bhopal), Volvo Eicher (Indore), NTPC Unchahar & Faridabad, RCF (Mumbai), Vikrant College, Gwalior Glory H.S & Happy Days School, Shivpuri participated in this year's convention. 28 case-studies were registered. In the inaugural function Mr. K.K. Muthu was the chief-guest while other dignitaries included Dr. Bajrang Bangaray from QCFI- Head Office, Mr. S. P. Bindal- Chairman (QCFI-GC), Dr. S. G. Deshmukh, Dr. S. S. Bhakar Director PIMG & Ms. Rajeshwari Sawant (all Vice Chairman of QCFI-GC), Mr. Avinash Mishra- Honorary Secretary (QCFI-GC) & Mr. Anuj Bansal (Judge). All the speakers put forth their view on the importance of Employee Involvement & the benefit organizations are witnessing by practicing the concept of Quality Circle. Mr. Avinash Mishra gave a brief report of the Chapter activities conducted during the year. Trophies were given away to 40 winners of poster, poem, and slogan & essay competition. Trophies were handed over to winners of Institutional Knowledge Test Competition also. Vikrant Institute of Technology & Management was recognized for "Initiating QC movement in their Institute".

➤ Teachers day celebration

Students of PIMG celebrated the teachers day on September 5, 2013 in this occasion they have so many games for the teachers and all teachers enjoyed very well this short activity give a plate from to faculty to come closer to the student to understand them and for the student to give respect to their respective teachers.

SOCIAL CAUSE

➤ Blood donation camp

PIMG also works to create social awareness and develop a feeling of being a responsible student among Prestigians. On 16 Sept 2013, a blood donation Camp was organized in the premises of PIMG. A lot of students came for the same. A total of 87 students/faculty members donated blood.



➤ Planting trees



Environment pollution, Global warming etc. are the major concerns for the whole world these days. The only solution for such problems is planting trees. PIMG has taken a step towards the safety of our planet earth by stating a trend of growing trees every year. This year near about 100 trees were planted by the faculty members and students of

PIMG inside the institute premises as well as in nearby areas. The program was inaugurated by DR.S.S. Bhakar director PIMG by planting trees.

➤ Extra mural lectures

This is another dynamic aspect of PIMG's Management and Information Technology programs. Guest lectures are organized to supplement the theoretical knowledge of students with practical aspects of Management and Information Technology by experienced professionals coming from reputed organizations. Such interactions enrich students by exposing them to the experiences of the industry. Prof. Sharu Rangnekar on 16th Aug, 2012 was invited to the Prestige Institute of Management, Gwalior for taking session on Soft skill management. The session started after the inauguration by Mr. Rangnekar with lighting the lamp. The whole session was an illustration of Mr. Rangnekar's own experience and lesson on how to imbibe the management skills in one's personality. Mr. Dheeraj Ahuja visited the premises on 30th Aug, 2012 to illustrate on Talent acquisition designed to delivery and presented the presentation on MAST (Management Aptitude Skill Test) and further he explained the importance of MAST and mentioned the companies' names which are promoting this test. On 01 Oct 2013 the College invited one of the few living Param Veer Chakra Recipients, Subedar Yogendra Singh Yadav of the Indian army (an active soldier in the Kargil war of 1999) to share his experience with the students.

FACULTY ZONE

Edited books/ journal published by faculty members

S. No	Name of the faculty	Name of thebook/journal	Name of the publisher	Year
1.	Dr. S.S. Bhakar Prof. Shailja Bhakar Prof. Nitin Paharia Prof. Gaurav Jaiswal Prof. Ravindra Pathak	Global Advances and Innovations in IT and Management. Vol.I	Bloomsbury: NewDelhi	2012
2.	Dr. S.S. Bhakar Dr. Tarika Singh Prof. Krishna Kan Yadav Prof. Ashish Mehara	Transformation and Survival of Business Organizations: Challenges and Opportunities Vol. I	Macmillan Publishers India Ltd. ISBN 935-050-061-1.	2012
3.	Dr. S.S. Bhakar Dr. Tarika Singh Prof. Krishna Kant Yadav Prof. A shish Mehara	Transformation and Survival of Business Organizations: Challenges and Opportunities Vol. II	Macmillan Publishers India Ltd. ISBN 935-050-061-1.	2012
4.	Dr. S.S Bhakar Dr. Garima Mathur Dr. Navita Nathani Dr. Tarika Singh Prof. Shailja Bhakar	Sanchayan Prestige International Journal of Management& IT Vol.I	Prestige Institute of Management Gwalior ISSN 2277-1689	2012
5.	Dr. S.S Bhakar Dr. Garima Mathur Dr. Navita Nathani Dr. Tarika Singh Prof. Shailja Bhakar	Sanchayan Prestige International Journal of Management& IT Vol.I	Prestige Institute of Management Gwalior ISSN 2277-1689	2013

International Research papers published by faculty members

S. No	Name of the faculty	Name of research paper	Year	Name of journal
1.	Dr. S.S. Bhakar	Brand Ambassador And Respondent Gender As Correlate Of Advertisement Believability	2012	Business Review, 6(1), Pp 37-57.
		The Impact Of Brand Trust And Customer Satisfaction On Customer Loyalty	2012	Global Advances And Innovations In IT And Management, Bloomsbury: New Delhi.
		Customer Perception Towards Product Quality And Its Effect On Repurchase Intentionin Baby Diaper: A Comparative Study Between Huggies And Pampers	2012	Global Advances And Innovations In It And Management, Bloomsbury: New Delhi.
		Psychological Contract, Organizational Commitment And Intension To Quit Among Academicians	2012	Global Advances And Innovations In It And Management, Bloomsbury: New Delhi.

		Effects Of Sales Promotion On Purchase Behavior Of Customer In Retail Sector	2012	Transformation And Survival Of Business Organizations: Challenges And Opportunities, Pp. 612-625, Macmillan Publishers: New Delhi, Isbn 935-050-061-1.
2.	Dr. Navita Nathani	Dividend Policy And Its Impact On Shareholders Wealth	2012	Transformation And Survival Of Business Organisations: Challenges And Opportunity, Vol.1, 87-96, Macmillan Publishers India Ltd., New Delhi (Isbn: 978-935-059-061-4)
3.	Dr. Garima Mathur	Customer Satisfaction Between Public And Private Insurance Sector	2012	Transforming Business Organizations For Longevity: Challenges & Opportunities, Isbn: 978-81-8487-225-5
		Organizational Commitment: An Analysis Of Impact Of Hrd Practices In Telecom Sector	2012	Transforming Business Organizations For Longevity: Challenges & Opportunities, Isbn: 978-81-8487-225-5
		Financial Market Integration And Financial Crises: The Case Of Big Emerging Market (Bem) Economies	2012	Int. J. Economics And Business Research, Vol. 4, No. 6, Pp. 622-638.
4.	Dr. Tarika Singh	Scams And Their Impact On Stock Market	2012	Global Advances And Innovations In It And Management, Isbn 978-93-82563-57-0, Pg 106-120.
		Corporate Governance And Market Valuation: A Study Of Ppci Index	2012	International Journal Of Management And Information Technology- Sanchayan, Issn: 2277-1689, Vol1 Issue 1 (July-Dec. 2012).
		Corporate Governance And Linkage With Performance Measurement: Evidence From Indian Context	2012	International Journal Of Research Finance And Marketing, Issn: 2231-5985. Listed In -Cabell's Directory Of Publishing Opportunities, Usa; Ulrich's Periodicals Directory.
5.	Prof. K. K. Yadav	Performance Of Zrp Protocol Using Emulator	2012	Global Advances and Innovations in IT and Management, Volume I
6.	Prof. K. K. Pandey	Analytical and Smarter consumer-Three P's to Win Market Challenges: A Study on Smart Phones	2012	Global Advances and Innovations in IT and Management, Bloomsbury Publishing India Pvt. Ltd. (ISBN: 978-93-82563-57-0), 398- 412
		Case Study on Rise above the Fray: How to Deal with Difficult People at Work	2012	European Case Clearing House, London.
		Case Study on Rebelliousness by the superiors	2012	European Case Clearing House, London.

		Case Study on Employee's Distress	2012	European Case Clearing House, London.
		Rise above the Fray: How to Deal with Difficult People at Work, The teaching notes	2012	European Case Clearing House, London.
		Rebelliousness by the superiors	2012	European Case Clearing House, London.
		The corollary of Attitude: A Case Study of Advertising Company	2012	European Case Clearing House, London.
		The teaching notes		
		Employee's Distress The teaching notes	2012	European Case Clearing House, London.
7.	Prof. Shailja Bhakar	Impact Of Brand Equity On Purchase Intention	2012	Global Advances And Innovations In It And Management, Bloomsbury Publishing India Pvt. Ltd, Pp 373-397, Isbn No.978-93-82563-57-0
		High And Low Involvement Products And Their Relationship With Purchase Intentions Of Indian Consumers	2012	Global Advances And Innovations In It And Management, Bloomsbury Publishing India Pvt. Ltd, Pp 373-397, Isbn No.978-93-82563-57-0
		Effect Of Customer Perceived Value On Satisfaction And Customer Loyalty In Banking Sector: The Moderating Effect Of Main-Bank Status	2012	Global Advances And Innovations In It And Management, Bloomsbury Publishing India Pvt. Ltd, Pp 373-397, Isbn No.978-93-82563-57-0
		The Impact Of Co-Branding On Customer Evaluation Of Brand Extension	2012	Sanchayan: Prestige International Journal Of Management And It (Spijmit) Of Prestige Institute Of Management Gwalior, Vol 1 (1), Jul-Dec 2012, Pp 21-51, Issn No. 2277-1689
8.	Prof. Gaurav Jaiswal	Organisational Commitment: An Analysis Of Impact Of Hrd Practices In Telecom Sector	2012	Transforming Business Organisations For Longevity, Pp 152-160, Isbn No.:978-81-8487-225-5.
		Employees Job Involvement And Organisational Culture As Predictors Of Managerial Effectiveness	2012	Global Advances And Innovations In It & Management, Pp 491-499, Isbn No.:978-93-82563-57-0.
9.	Prof. Sneha Rajput	Business Opportunities In Automobile Sector (Cars) After Copenhagen Summit	2012	Transformation And Survival Of Business Organisation: Challenges And Opportunities, Macmillan India, 349-357, Isbn: 978-935-059-061-4.
		Real Time Defragmentation: A Need Of Today's Environment	2012	Transformation And Survival Of Business Organisation: Challenges And

				Opportunities, Macmillan India, 579-583, Isbn: 978-935-059-061-4.
		Changing Brand Personality Through Celebrity Endorsement	2012	Transformation And Survival Of Business Organisation: Challenges And Opportunities, Macmillan India, 599-611, Isbn: 978-935-059-061-4.
		Mobile Communication : A Boon For A Workplace	2012	International Journal Of Business, Management And Social Sciences, 107-110, Issn: 2249-7463, 1(8-Iv), April 2012.
		Impact Of Customer Satisfaction And Perceived Product Quality On Customer Loyalty: A Study Of Shampoos	2012	Global Advances And Innovations In It And Management, Eds Bhakar Ss, Bhakar S., Et Al , 1, 259-272, Isbn:978-93-82563-57-0
		Customer Perception Towards Product Quality And Its Effect On Repurchase Intention In Baby Diaper: A Comparative Study On Huggies And Pampers	2012	Global Advances And Innovations In It And Management, 1, 298-316, Isbn:978-93-82563-57-0
10.	Prof. Ashish Mehra	Business Opportunities In Automobile Sector (Cars) After Copenhagen Summit, Transformation And Survival Of Business	2012	Transformation And Survival Of Business Organisations: Challenges And Opportunities, 1, 349-357, Isbn: 978-935-059-061-4, Macmillan Publishers India Ltd.
		Real Time Defragmentation: A Need Of Today's Environment	2012	Transformation And Survival Of Business Organisations: Challenges And Opportunities, 1, 579-583, Isbn: 978-935-059-061-4, Macmillan Publishers India Ltd.
11.	Dr. Vinod Bhatnagar	Total Amount of Tax Collected by the Central Government and Its Effect on Inflation	2012	International Journal of Contemporary Research in Management, Engineering and Health Sciences. Vol. 1, Feb.2013 No.1, p.364-370.
12.	Dr. Richa Banerjee	Celebrity Endorsement: Does It Make Any Impact On Consumer Buying Behavior?	2012	International Journal Of Research In Commerce And Management, Volume No.3(2012) Issue No 4 (April)
		The Impact Of Organizational Climate On Employee Health : A Study Of Manufacturing Industry	2012	Transformation And Survival Of Business Organisation: Challenges And Opportunities, Volume I.
13.	Prof. Chanda Gulati	Rewards, Job Satisfaction And Commitment: A Study Among Management Faculties	2012	Global Advances And Innovations In It And Management(Isbn978-93-82563-57-0) Vol.1,Pp.460-470

14.	Dr. Nishchay Kumar Upmanyu	The impact of Brand Trust, Customer satisfaction on Customer Loyalty : A study of FMCG sector at Gwalior region	2012	Global Advance and Innovations in IT & Management, PUBLISHED BY BLOOMSBURY PUBLISHING INDIA PVT LTD, ISBN NO. 978-93-82563-57-0
		The impact of Financial Information on Stock Prices in The BSE- An empirical Research	2012	Global Advance and Innovations in IT & Management, PUBLISHED BY BLOOMSBURY
				PUBLISHING INDIA PVT. LTD, ISBN NO. 978-93-82563-57-0
		A study of Customer Satisfaction in Special reference to Services Provided By Banks and Post Office in Gwalior	2012	Global Advance and Innovations in IT & Management, PUBLISHED BY BLOOMSBURY PUBLISHING INDIA PVT LTD, ISBN NO. 978-93-82563-57-0
		Effect of Job Design on Employee Performance with the special Reference of School in Gwalior Zone	2012	Advance and Innovations in IT & Management
15.	Dr. Nandan Velankar	Rural Entrepreneurship : an effort to emerge	2012	Entrepreneurship Development – An Economic Growth Perspective(ISSN: 2249-7463) Vol. I, Issue 8 (IV) April 2012
		Green Marketing : Swot Analysis	2012	Management Arena, Innovations, opportunities and challenges(ISBN:978-93-5067-163-4) January 2012
		Selection of Credit Policy in Retail Banking : A Costumer Opinion, Comparative study on public and Private Indian Banks	2012	Emerging Trends in Retail management (ISBN:978-93-80834-63-4) May 2012
		Enhancing India's competitiveness as a tourist destination: opportunities and challenges	2012	International Conference on Tourism in India Prospect and Challenges, at Institute of tourism & Hotel Management Dr. B.R. Ambedkar University, Agra (U.P.) Research Paper is Under Publishing process
		An approach towards student's employability skills	2013	Case Published in (ISBN: 978-93-83083-13-8) May 2013
16.	Prof. Rahul Pratap Singh Kaurav	Business opportunities in automobile sector (cars) after Copenhagen summit	2012	Transformation and survival of business organisation, Macmillan Publishers India Ltd. [ISBN: 978-935-059-061-4]
		How internal marketing produces quality in tourism and tourism related businesses	2013	Productivity (ISSN: 0032-9924 e-ISSN: 0976-3902), Vol. 53, No. 4, pp. 311-319.

17	Prof. Monica Mittal	Impact of psychological contract and organizational Commitment on intention to quit among academicians	2012	Global Advances and Innovation in IT and Management volume-1 ,pp 437-446 BloomsBury Publishing India Pvt. Ltd.,New Delhi ISBN:978-93-82563-57-0
		A Study on Customer Satisfaction-Private vs. Public Banks	2012	Transforming Business Organizations for Longevity Volume-2,pp-280-290 Narosa Publishing House Pvt.Ltd. , New Delhi ISBN:978-81-8487-225-5
		Impact of Perception towards Advertisement and Advertisement Effectiveness on Purchase Intention: A Study of Celebrities and Animated Spokespersons in the Advertisement	2013	Accepted for publication In coming up issue vol 6 no 2 expected to get published in April, 13.
18.	Prof. Jaspreet Kaur	Fdi And Economic Growth: A Pre And Post Recessionary Study With Reference To India	2012	Global And Innovations In It And Management, Isbn 978-93-82563-57-0, 69-77.
19.	Prof. Pooja Bhakuni	Effect of Social Media Advertising on Purchase Intentions of Students- An Empirical Study Conducted in Gwalior City	2012	International Journal of Applied Services Marketing Perspectives, North America, 1(1), 73-79.

Nationally research papers published by faculty members

S.N.	Name of faculty	Name of research paper	Year	Name of journal
1.	Dr. S.S. Bhakar	Impact of Emotions in Development of Brand Image with Reference to Insurance Industry	2012	Gitam Journal of Management (ISSN 0972-740X), 10(4), 57-77
		Effects of Sales Promotion on Purchase Behavior of Customer in Retail Sector	2012	Bhakar, S. S.; Tarika Singh; Krishna Kant Yadav and Aashish Mehra Eds. Transformation and Survival of Business Organizations: Challenges and Opportunities, pp. 612-625, Macmillan Publishers: New Delhi, ISBN 935-050-061-1
2.	Prof. P.K.Singh	"Effectiveness of Packaging As a Promotional Tool and In Developing Purchase Intension: A Study of Food Product "	2013	Department of Management IPS College of Technology & Management, Gwalior (ISBN: 978-81-922218-0-3).
3.	Prof. Rahul Pratap Singh Kaurav	Internal marketing practices for elders': a study of tourism hotels	2012	Journal of Management Value & Ethics (ISSN 2249-9512), Vol. 3, No. 4, pp. 81-85.

		Global Media and Journalism	2012	Saaransh: RKG Journal of Management(ISSN 0975-4601), Vol. 3, No. 2, pp. 78-81.
		Cultural Impacts of Tourism: A Literature Review in Indian Perspective	2012	Syndicate: The Journal of Business, Vol. 11, pp. 01-14.
		Ethics in management research: Dilemmas for global economic perspective	2012	Indian Economy & International Perspective (pp. 491-497). Jaipur: Indus Valley Publications.
		Word of Mouth: Persuasiveness and pervasiveness Critical Analysis for Tourism Industry in Global Perspective	2012	pp. 344-353, Jaipur: Indus Valley Publications. [ISBN: 81-88719-68-4].
		Internal Marketing Practices: An Investigation of International Tourism Hotels for Elders	2012	pp. 110-113, Jaipur: Indus Valley Publications. [ISBN: 81-8182-527-8].
		Medical tourism: A changing business scenario for India	2012	in a digital CD format of seminar proceedings for various digital libraries of national institutes, With 2nd serial number.
3.	Dr. Garima Mathur	Anomalous Price Behavior: A Non- Evidence of Monthly Effect on Indian Stock Exchange	2012	International Journal of Global Management, Vol 8, No. 2, pp. 60-67
		Causal Relationship between Foreign Direct Investment, Economic Growth and Trade: Evidence from Big Emerging Countries	2012	Global Integration, National Strategies and Sectoral Impact ed. Bala Batavia, Jin Wook Choi and R. Hema published by Sidma Press Pvt. Ltd: India (ISSN: 978-93-5067-170-2)
		Impact of Financial Leverage on the Payoffs to Stockholders and Market Value	2012	IUP Journal of Accounting Research & Audit Practices, Vol. XI, No. 1, pp. 35-47 (ISSN: 0972-690X)
		Psychological Empowerment and Organizational Commitment: A study of Educational Institutes	2012	Gitam Journal of Management, Vol.10, No.1, pp. 189-203 (ISSN: 0972-740X)
		Impact of Foreign Direct Investment on Gross Domestic Product, Foreign Direct Investment in Indian Retail Sector	2013	ed. A K Saxena, M R Sahu, Smriti Singh & Rani Rajput published by Indus Valley Publications, Jaipur (ISBN: 81-88719-72-2)
		Factor Affecting Choice of Mutual Fund for Investor, Foreign Direct Investment in Indian Retail Sector	2013	ed. A K Saxena, M R Sahu, Smriti Singh & Rani Rajput published by Indus Valley Publications, Jaipur (ISBN: 81-88719-72-2)
		Managing Time and Talent: A Study of Individual Behaviour at Workplace Through Self Management Practices	2013	Prestige International Journal of Management & IT- Sanchayan, Vol.2, No.1, pp. 75-90. (ISSN: 2277-1689)

		Effect of Brand Trust, Brand Affect and Brand Image on Customer Brand Loyalty and Consumer Brand Extension Attitude in FMCG Sector	2013	Prima: Practices and Research in Marketing, Vol.3, No.2, pp. 1-14. (ISSN: 2230-844X)
		Perceived Organizational Politics, Organizational Justice, Cynicism & OCB: A Demographic Study of Academicians	2013	Review of HRM, Vol. 2, No. 1, pp. 57-68 (ISSN: 2249-4650)
		Customer Satisfaction between Public and Private Insurance Sector Transforming Business Organizations for Longevity: Challenges & Opportunities	2013	ed S.S. Bhakar, Tarika Singh Sikarwar, K. K. Yadav and A. Mehra published by Narosa Publishing House, New Delhi (ISBN: 978-81-8487-225-5)
		Organizational Commitment: An analysis of impact of HRD practices in Telecom sector, Transforming Business Organizations for Longevity: Challenges & Opportunities	2013	ed S.S. Bhakar, Tarika Singh Sikarwar, K. K. Yadav and A. Mehra published by Narosa Publishing House, New Delhi (ISBN: 978-81-8487-225-5)
4.	Prof. Gaurav Jaiswal	Viral Marketing: A way of Internet Promotion" published in the edited book 'Emerging Trends in Management in Present Economic Scenario	2012	Edited by Dr. K. K. Maheswari published by Indus Valley Publication, Jaipur. (ISBN 81-8182-527-8)
		Green Marketing to Sustainable Environment Protection" published in the edited book 'Global Environment – Issues & Problems	2012	Edited by K. S. Senger, G. S. Chauhan, Subhash Chand & Ramesh Kumar published by LG Publishers Distributors, Delhi. (ISBN 978-81-910382-1-7)
		Organisational Commitment: An analysis of Impact of HRd Practices in Telecom Sector" published in the edited book 'Transforming Business Organisations for Longevity	2013	Edited by Dr. S. S. Bhakar published by Narosa Publishing House, New Delhi, India. (ISBN 978-81-8487-225-5)
		Employees Job Involvement and Organisational Culture as Predictors of Managerial Effectiveness	2013	published in the edited book 'Global Advances and Innovations in It and Management' Edited by Dr. S. S. Bhakar et al published by Bloomsbury Publishing India Pvt. Ltd., New Delhi
5.	Prof. Jaspreet Kaur	Determinants of Capital Structure and Inter Industry Linkages	2012	FIIB Business Review, 2(1). ISSN No.: - 2319-7145, RNI - DELENG/2012/46552

		FDI and Economic Growth: A pre and post recessionary study with reference to India	2012	Global and Innovations in IT and Management, ISBN 978-93-82563-57-0, 69-77.
		Employee Perception towards compensation and motivation: a study of front line executives	2012	1. Vishwakarma Business Review, 2(2), 88-93
6.	Dr. Navita Nathani	Determinants of capital structure and inter Industry Linkages	2012	FIIB Business Review, 2(1), ISSN -2319-7145
		Employee Perception towards Compensation & Motivation: A Study of Front Line Executives	2012	Vishwakarma Business Review, Vol. II(2),80-88,ISSN:2229-6514(print), 2230-8237(online)
		Dividend policy and its impact on shareholders wealth	2012	(Ed. SS Bhakar, Tarika Singh, Krishna Kant Yadav, Aashish Mehra) Transformation and Survival of business Organisations: Challenges and Opportunity, Vol.1,87-96, Macmillan Publishers India Ltd., New Delhi (ISBN:978-935-059-061-4)
7.	Dr. Nischay Kumar Upmanyu	"Effect of Brand Trust, Brand affect and Brand Image on customer Brand Loyalty & Consumer Brand Extension Attitude in FMCG sector"	2013	PRIMA: Practice and Research in Marketing, Volume, 3, Issue-April 2013
8.	Dr. Tarika Singh	"Derivative Introduction and Volatility: A Study in American Context "	2013	Asia Pacific Journal of Marketing & Management Review (APJMMR) Vol.2 Issue 7; July 2013 ISSN 2319 2836
		Interest Rate And Exchange Rate Effect On Return Of Stock Indices	2013	SSIJBMR VOLUME 3 , ISSUE 4 [JUL 2013] ISSN 2231-4970
		Further Evidence on the Information Content of Economic Value Added: Indian Evidence	2013	Referred Journal Abhigyan; Vol.XXX No.4 (January-March 2013), pp 29-39
9.	Dr. Richa Banerjee	Factors Affecting Choice Of Mutual Fund For Investors,	2013	Foreign Direct Investment In India Retail Sector, Volume I ISBN No:81-88719-72-2

		Organizational Citizenship Behavior And Locus Of Control Among Faculty Members Of Professional College	2013	Foreign Direct Investment In India Retail Sector, Volume I ISBN No:81-88719-72-2
10.	Prof. Praveen Aronkar	Adopting Green Supply Chain Management Activities in Distribution Activities: A study of Retail Sector	2012	Journal of Management Values & Ethics, Vol.-II No. 1, Jan-March, 2012 Page 38
11.	Prof. Sneha Rajput	An Empirical Study of Customer Experience and Satisfaction towards Hypermarket Shopping: A Study of Hypermarkets in Gwalior Region	2012	Journal of Management Value and Ethics; 3(4), ISSN:2249-9512, 23-36

Alumni meet:

On the auspicious day of 10th November, 2012 first alumni meet was successfully organized by Prestige Institute of Management, Gwalior. Alumni meet started with the objective of bringing old and new students on the same platform. A feeling of bonding with their Alma mater can be achieved through such events. A number of alumni from different parts of the country and overseas such as Nigeria, Delhi, Bangalore, Haryana, Andhra Pradesh, Chhattisgarh etc. participated in the meet. The day started with fellowship of alumni. The meet started traditionally with the lighting of lamp followed by the recital song saraswati vandana. Dr. Garima Mathur, coordinator First Alumni Meet, in her welcome speech greeted the alumni and introduced schedule of the day. The schedule included information about games planned for alumni and cultural program. Dr. Navita Nathani described in detail the events being organized by the institute at National and International level. The brief details were provided to the alumni about National Case writing workshop, Annual National Research Methodology Workshop and Annual International Conferences. Professor and Corporate HR Head, Lav Bharadwaj threw light on the placement opportunities for students and stressed on the gap between the current status and the standard and suggested the target to fill that gap. The Alumni shared their experiences and feelings at their Alma Mater. Mr. Jai Khande from holidayduniya.com, Piyush Mangal from MMI ONLINE LTD DELHI, Amit Bhatnagar from Navneet Publications Ltd., Nitin Dixit from Logic Interators Pvt.Ltd, Delhi, Piyush Kumar Pandey from Bonanza Portfolio Ltd, Shweta Shrivatawa from Dainik Jagran, New Delhi, Sudhir Singh Rathore from Primus Healthcare, Nig Ltd, Nigeria, Jitendra



Agarwal from Volvo, Sunil Bansal from Bharti Airtel, Vivek Singh Tomar from AMITY University, Renuka Rajpal from TATA Teleservices and many more shared their college time experiences and how the college helped them in reaching the current level. Dr. S.S. Bhakar, Director of the institute delivered presidential address and he pronounced alumni that such meets would be organized regularly. He also assured post placement help to the alumni in terms of switching jobs and providing training in desired areas. It was decided to strengthen the link between the current PIMG students and alumni for their support to current students in the area of training, placement, career counseling and any other help. The new body thanked the alumni in reposing their faith in them and pledged to work selflessly for growth of association and PIMG. The Meet ended with the vote of thanks proposed by Ms. Lavina Panjnani followed by cultural program, along with the promise to meet again everyone bid emotional farewell to each other and their beloved PIMG.

EVENTS IN THE INSTITUTE:

4th International conference

Prestige Institute of Management, Gwalior organized Fourth International Conference On "Global Advances and Innovations in IT and Management" from December 28 - 30, 2012. The main objective of the conference is to generate greater understanding about the advances and innovations in IT and management that have transformed the way business was conducted a couple of decades back. The Fourth International conference began with the inaugural ceremony in the gracious presence of Prof. Pankaj Attri Pro Vice Chancellor Bundelkhand University Jhansi as chief guest of the inaugural ceremony, Mr. A R Shinde Vice President Works JK Tyres Ltd as Guest of Honour, Special Guest Dr. Nikhil Agrawal Professor Edinburgh University and President of Cambridge Global Partners London UK; Key Note Speaker Dr Justin Paul Professor at University of Washington Forestor Business School USA. The Inaugural session began with the details of the conference delivered by Organizing Secretary Prof. Shailja Bhakar. It was followed by welcome address by Dr. S. S. Bhakar Conference Chairman and Director PIMG. The Chief Guest released the Souvenir. Dr Justin Paul, delivered his keynote address on the topic "Business Environment & Global Advances in



Management & IT". Special Guest Dr Nikhil Agrawal in his address to the audience highlighted the challenges that India has to face in the era of advancements and innovation. Guest of Honor Mr A. R. Shinde talked about the practical aspect of the advances and innovations that are taking place in real time organizational setups. Chief Guest

Dr. Pankaj Attri emphasized on the important role being played by the young generation in the globalization period. On this occasion Dr. Justin Paul was awarded with Management excellence Award. The guests also felicitated faculty members Dr Shilpa Sankpal and Dr Nischaya Upmanyu who completed their PhD Degrees. Dr. Vinod Bhatnagar proposed the Vote of Thanks. The students of PIMG entertained the gathering by presenting cultural program which was a true representation of Indian Culture. The conference brought together experts from various fields-academics and professionals-from different parts of world like USA,UK, Nigeria, Stockholm and India. For the first two days there were ten technical sessions and on third day a trip to Agra is organized. Apart from the deliberations on different subthemes of Finance, Marketing, Human resource, General management and Information Technology; a "Best PhD Thesis competition was also organized during the conference. The conference received an enormous response which can be seen from the number of research paper and thesis received; More than One hundred Fifty research articles and twelve theses were received for the conference. The conference deliberations are published in form of edited book, published by Bloomsbury India publishers. We received 160 abstracts in total and 120 full papers, 27 of them being from outside the country for presentation in the conference. These papers were distributed among different session. In all there were 10 technical sessions on Marketing, Finance, HR, General Management, IT and a session on best PHD thesis competition. The technical Sessions began with the first session on Best PhD Thesis Contest in total we received twelve thesis and two winners were declared after the Session .After that there were sessions on HR, Marketing, Finance and General Management. The Next day began with two parallel session on HR and Marketing. Followed by half an hour tea break and soon after three parallel sessions on IT, Finance and General Management Began. Followed by lunch and after lunch the Valedictory Session began. The Valedictory Session was conducted in the gracious presence of His Excellency Shri Ram Naresh Yadav Ji governor (M.P.). The session started with National Anthem after which Dr. S. S. Bhakar Director Prestige Institute of Management Gwalior delivered the welcome address followed by speech of Dr. Mazahir Kidwai Vice Chancellor Jiwaji University in which he stressed upon the importance of such conferences. Prof. Shailja Bhakar Conference Secretary Introduced His Excellency Governor Shri Ram Naresh Yadav Ji and invited him for the sharing his thoughts with the gathering. His Excellency talked about the changes that are taking place since the freedom and also indicated how the nation is developing and what role academicians and the youngsters can play in these developments. In the end vote of thanks were delivered by Dr. Davish Jain Chairman Governing Body Prestige Institute of Management Gwalior. Chief Guest along with all the dignitaries on the Dias unveiled the Book published on the papers

submitted in the conference, Brochure of Fifth International Conference, Brochure of Case writing workshop and brochure of Research Methodology Workshop. The Chief Guest also presented the Certificate to the winners of Best PhD Thesis Award. The Valedictory Session ended with National Anthem. On the third day of the conference the participating delegates from different countries and different institution of India along with the faculty member of Prestige Institute of Management Gwalior went for an excursion tour to Agra.

12th Case writing workshop

Prestige Institute of Management, Gwalior organized twelfth National Case Writing Workshop during April 26 - 28, 2013. The Case Method, a recently emerged pedagogical tool in Management studies, provides simulated business decision making interfaced with real life situations and problems in business organization to the students. It develops among them an understanding for the business issues and situations based on exhaustive or limited data or facts. PIMG has taken up the role of a torch bearer by initiating the conduction of case writing workshop long back. The three day workshop had decent participation from not only Gwalior based researchers and faculty, but also from other cities of India such as Tadepalligudem, Dehradun, Indore, Bhopal and Kanpur. The Case Writing Workshop 2013, initiated with a formal inaugural function, the chief guest was Mr. Amit Bhalla, MD, Biogen Biocare and the guest of honour was Mr. Saurabh Dubey from IGTR-MSME. There were three sessions by the two resource persons. Dr. S. S. Bhakar, Director, Prestige Institute of Management, Gwalior engaged sessions on 'What is a case study' and 'How to write opening paragraph and Teaching notes'. Dr. Nimit Chowdhary, IITM Gwalior engaged a session on Case Method. The participants in the workshop were divided among 12 teams each headed by a team leader. The teams visited 12 industrial units and business organizations. The teams then proceeded to prepare drafts based on the data they had collected on Day 1. On Day 3, these drafts were presented verbatim in front of other teams. More than 30 cases were prepared during the workshop. Valedictory Ceremony was the final session of the Workshop. Shri Piyush Gupta from CAMTECH was the Chief Guest of the ceremony. The guest of honor was Shri Sunil Srivastava from J B Mangharam and the special guest was Shri Sanjeev Bhatnagar from Kurl-On. Dr. Bhakar expressed his satisfaction for the successful organization of the whole program and said that, "Learning in such events is invaluable and immeasurable. It was concluded by Vote of Thanks by Dr. Vinod Bhatnagar. The developed cases will be sent to European Case



Clearing House for publication and worldwide distribution.

5th National research methodology workshop

Around eighty academicians mostly faculty members, research scholars and students stepped up to take part in the four days national research methodology workshop organized by Prestige Institute of Management, Gwalior during 29 August to September 1, 2013. To increase the contribution of Indians in research worldwide and to develop deeper understanding in the field of management the director of the institute started organizing research methodology workshop five years back. In continuation of the same 5th workshop was the next milestone in advance learning of data analysis which was coordinated by Dr. Garima Mathur under the guidance of esteemed director Dr. S.S. Bhakar. It was conducted to acquaint faculty, research scholars and students with various steps, techniques, methodology, and review of literature, statistical techniques and writing of research paper. The workshop began with the inaugural ceremony on 28th Aug, 2013. Chief Guest Shri C. K. Singh, GM (HR/Comm.), Marvel Vinyls Ltd., Malanpur, Guest of Honour Dr. Deepali Singh, Professor ABV-IIITM, Gwalior inaugurated the workshop by lightening the lamp. Prof. Deepali Singh was felicitated for her contribution in the field research which was followed by rigorous 'learning by doing' sessions. The workshop started with the session on research process including problem designing, framing objectives, data collection sources, tools and techniques. Also the session focused on knowledge of Plagiarism and how it can be avoided by the only resource person Dr. S. S. Bhakar. Second session was practical session on data tabulation, filtration and learnt the descriptive statistics, reliability and validity tools which was carried out by the same resource person in lab using PASW software. It was facilitated with the practical sessions of hypothesis testing, parametric and non parametric tools, analysis of variance-univariate, bivariate as well as analysis of covariances, statistics of regression including bivariate, multivariate and mediation models in addition to exploratory factor analysis were detailed in addition to discriminant analysis and cluster analysis, and Confirmatory Factor Analysis. In all we developed 19 papers in this research methodology workshop. The papers written have to be edited by editorial board under the guidance of Dr. S. S. Bhakar and will be published in an edited book. The workshop ended with the valedictory session where Chief Guest- Mr. Rakesh Kumar, Unit Head, Crompton Greaves, Malanpur congratulated the organizers and Guest of Honor- Mr. Santosh Pathak (HR Manager), SRF Ltd. Malanpur addressed the



gathering and emphasized on the importance of research in higher education for augmentation and enrichment of knowledge.

SPANDAN (Management & IT fest)

Prestige Institute of Management, Gwalior organized a special three day event "SPANDAN 2013" on 26th, 27th & 28 October 2013. The faculty members & all the students showed enthusiasm and excitement in not only participating, but in organizing this event and making it another success story of the Institute. The Honorable Director Dr S S Bhakar in a conversation / interview, informed the media personnel about the Inaugural function on 26th Oct 2013 in the presence of the Chief Guest Mr. Ajay Shrivastava (Retd) (Plant Head Indalco & Advisor Aditya Birla Group), Respected Mr Vinay Lambe (Sr. Director HR Teva, Malanpur) & Guest of Honor Mr Rajesh Chandra (Associate VP Operations Goodrej Malanpur). The Coordinator & Co- Coordinator Prof. Gaurav Jaiswal & Dr Nandan Valenkar respectively, guided the whole function very promptly and planned the three days activities into fourteen sub-events. The main intend behind this event was to demonstrate the bookish knowledge along with budding certain management and administration skills. The idea was also to let the students cultivate a pragmatic and practical design of tough life when they step into the real world after graduating from the college. Around 265 students from various colleges in the city & 170 students from various colleges of Lal Bhadur Shastri College, New Delhi, K G Somiya College, Delhi, Chandra Shekhar Azad Institute of Science & Technology, Jhansi, Pacific University, Udaipur, MJS, Bhind, Amity University, Jaipur, DU, Delhi, SIMS, Indore, CSE, Jhansi and many more were participated in SPANDAN 2013. The last event for the mega Fest was a noncompetitive one which was the crowning jewel of Spandan 2013 – the cultural eve. In this cultural eve, folk dance of Indian states like a Bihu dance of Assam, Languriya of MP, Brij dance of UP, Lawani of Maharastra, Bhangra of Punjab, puppet dance of Rajasthan and western dances like Hip-Hop, Salsa, Contemporary etc. were performed by the students of the institute. Apart from this Brand – Ambassador (theme based fashion show) was also performed. The Valedictory Session was conducted in the gracious presence of Mr. Pradeep Choubey, Chief Guest and guest of honors Mr. Vinay Lambay, Senior Director, TEVA Ltd., Malanpur, Gwalior & Mr. Rakesh kumar, head of Crompton Greaves, Gwalior. The Director of the Institute is proud & thankful to the faculty members & all the students from various colleges, who all were



a sport to participate and complete the whole program as an achievement.

Kriti 2013

Prestige Institute of Management, Gwalior organized the 5th National Level Software Debugging Workshop & Contest, a 2 (two) day event on October 15- 16, 2013. Prof. R.S. Jadon, Head, MCA Department, MITS, Gwalior was Chief Guest for the event. The event was coordinated under supervision of Prof. Vani Agrawal. Day one was devoted to the workshop which was monitored by Dr. Prashant Singh Rana, Project Scientist IIT Delhi. Workshop was based on Software Debugging Techniques. On Day two, a Contest was organized to make the event an interesting one for the students. There were 3 rounds in the contest. Round I was qualifying round, followed by round II, which was elimination round and last round was the final round. Prof. Sanjay Gupta, Head, Computer Applications, Jiwaji University, Gwalior and Dr. Jagdish Bansal, Assistant Professor, Faculty of Mathematics and Computer Science, South Asian University, New Delhi were Judges for the contest. A total of 128 students participated in the contest. The Contest concluded with a Valedictory session and Prize distribution ceremony. First prize was of Rs. 5000/-, second prize was of Rs. 3000/- and third prize was of Rs. 2000/- .Ramakant Singh Kaurav (BCA III PIMG), Ranjit Kushwah (Ex student PIMG), Nishant (Amity University Gwalior) got I, II and III prize respectively.



EDC

The Entrepreneurship Development Cell was being promoted in PIMG in the year 2006. The mission was to develop institutional mechanism to create entrepreneurial culture and entrepreneurship amongst the faculty and students. All India Council for Technical Education has approved the cell for the year 2011-12 and 2012-13 and sponsored a grant of Rs 4 lakh for the first year. We at prestige believe in overall development of the student and hence with the help of EDC Institute can make entrepreneur by providing them entrepreneurial training and incubation. For the fulfilment of above objectives the cell organizes Entrepreneurship Awareness Camps, Entrepreneurship Development Programmes, Faculty Development Programmes and Skill Development Programmes in the institution. Cell also provides proper guidance to assist prospective entrepreneurs on various aspects such as preparing project reports, obtaining project approvals, loans and facilities from agencies of support system, information on technologies, etc. Till now the cell has organized more than 30 expert talks, 4 EACs (Entrepreneurship Awareness Camps), two SDPs on Beauty Care and

Treatment and Mobile Repairing respectively and one BSDP (Business skill development programme) sponsored by MSME, Indore. The core focus of the cell in next year would be to act as regional Information Centre on business opportunities, processes, technologies and markets.

Seminars/workshop organized by the institute

➤ Workshops by Mr. Nikhil Agrawal on creativity

A workshop on Innovation & Creativity conducted by Dr. Nikhil Agrawal, an eminent speaker from Edinburgh University and President of Cambridge Global Partners London, U.K was held at Prestige Institute of Management, Gwalior on 27th Dec. 2012. The event attracted more than hundred students of MBA in the workshop in which Dr. Agrawal highlighted the importance of Innovation and creativity in one's life through various pictorial presentations and exercises during the session. It was a great learning for the students who came to know about different techniques of innovation planning and creativity through practical examples and similes. The whole session lasted for more than five hours and open forum discussions at the end added much value to their flair for learning on a topic like this.

➤ One day seminar on union budget

In the last leg of the financial year 2012-13 Prestige added many bouquets of unforgettable experiences by organizing enormous students activities. One of the most important seminars was conducted on Union Budget to understand the most complicated financial document of India. The seminar was conducted on March 23, 2013 at PIMG campus on the theme, Union Budget 2013-14: Impact Analysis. 250 students and 50 faculty members attended the seminar. The seminar was started by lightening the lamp of goddess Saraswati followed by introduction of programme by seminar coordinator Dr. Navita Nathani and welcome address by Dr. S. S. Bhakar, director, PIMG. Budget is a subject matter of great concerns to the society, economists, corporations, entrepreneurs and households and hence the occasion was graced by three speakers from various fields Dr. Manoj Dash as economist Mr. Rajesh Gupta as Chartered Accountant and Mr. Ankur Khandelwal as representative from corporate. Ten teams of four students each presented their presentations on the provisions for the specific ministry selected by them earlier. The seminar was further enriched through remarkable comment added by speakers and audience. In all the valuable contributions added new avenues of discussions. To motivate and enhance the learning of the students three best presenters were awarded cash prizes. Like every special moment comes to an end this occasion also ended with great learning and arguable discussions to take home and think on them continuously for the betterment of economy. In the last Vote of thanks was proposed by Dr. Tarika Singh on behalf of PIMG family.

➤ Session on effective supervision

A two-day workshop was conducted to create an awareness regarding Goal

Orientation, Leadership and Team Spirit by Mr. Lov Bhardwaj. It gave an insight into the inroads of discipline to bring advancement in Industrial development. 21 supervisors from 7 local industries including SRF, Godrej, Mangaram, Vikram Wollens, U-Flex, Surya Roshini and J K Tyres participated in this 2-day workshop programme. The workshop ended with award ceremony. The certificates were awarded by the Hon ble Director, Dr. S. S. Bhakar to facilitate their presence.

➤ **Session on Accreditation Standards for Quality School Governance by NABET (Quality Council of India)**

The awareness session by Mr. Vipin Sahani, CEO, NABET (Quality Council of India), New Delhi regarding the ITI Survey being conducted and certification of new ITI/Trades/Units were organized in the institute on 8th November 2012 at Prestige Institute of Management, Gwalior. Twenty Principals from in and around Gwalior participated in the event. Quality Council of India (QCI) was set up jointly by the Government of India and the Indian Industry represented by the three premier industry associations i.e. Associated Chambers of Commerce and Industry of India (ASSOCHAM), Confederation of Indian Industry (CII) and Federation of Indian Chambers of Commerce and Industry (FICCI), to establish and operate national accreditation structure and promote quality through National Quality Campaign. QCI is registered as a non-profit society with its own Memorandum of Association. QCI is governed by a Council of 38 members with equal representations of government, industry and consumers. Chairman of QCI is appointed by the Prime Minister on recommendation by the industry to the government. It functions through the executive boards in the specific areas i.e. Accreditation for (a) Conformity Assessment Bodies, (b) Healthcare Establishments (c) Education & Vocational Training Providers in addition it has an exclusive Board for promotion of Quality. Quality Council of India organized half day awareness program in association with Prestige Institute of Management, Gwalior with the benefits to the Industrial Training Institutes by providing survey of Industrial

Training Institutes in Madhya Pradesh and Accreditation of Industrial Training Institutes. This session generated understanding about the accreditation process in Industrial Training Institutes which has been developed by Quality Council of India in association with DGE&T. This standard provides framework for effective management and delivery of the holistic education program aimed at overall development of the students. Mr. Sahani also discussed the accreditation process of schools and the benefits that accounts to the schools if they get accredited through QCI.

➤ **Session of Diya foundation**

Mr. Abhinav Upadhyay, Co-ordinator, Diya Foundation on September 24, 2012 conducted a session on Diya s aim and goal to empower differently

abled individuals to work, earn and live a life of respect by using the voting system and contributing towards the formation of qualified political system to run the government. The session was an awareness programme on the importance of Vote. They even assured to facilitate in issuing Voter ID to each one above 18.

➤ **Seminars/workshop organized by the institute faculty in other institute**

- Dr. S.S. Bhakar Conducted Three days National Case Writing Workshop organized by Symbiosis Law School, Noida as main resource person and mentor during January 28-30, 2014 at SLS, Noida.
- Dr. S.S. Bhakar Conducted one day Work Shop on 'How to Write Technical' Papers Organized by Indian Institute of Travel and Tourism, Gwalior on January 25, 2014 as sole resource person.
- Dr. S.S. Bhakar Conducted half day (4 hours) sessions as resource person on 'How to Select Statistical Tools for Data Analysis' and hands on practice on factor analysis in two days National Research Methodology Work Shop organized by Oriental College of Management, Bhopal on January 24, 2014.
- Dr. S.S. Bhakar Conducted four days Advanced Research Methodology Work Shop Organized by Indian Institute of Travel and Tourism, Gwalior during January 14-17, 2014 as sole resource person.
- Dr. S.S. Bhakar Conducted full day (8 hours) sessions as resource person on Quantitative Analysis in two days National Research Methodology Work Shop organized by College of Engineering and Research (COER), Rurkee on January 13, 2014.
- Dr. S.S. Bhakar Conducted two days (8 hours each) sessions as resource person on Quantitative Analysis in three days National Research Methodology Work Shop organized by IMS, Dehradun during November 13, 2013
- Dr. S.S. Bhakar Conducted full day sessions on Case Writing Method on May 23, 2013 in Two Weeks AICTE Approved Faculty Development Program (FDP) organized by Baba Ramdev College of Engineering and Management, Nagpur During May 13-24, 2013.
- Dr. S.S. Bhakar Conducted full day sessions on Case Writing Method on May 22, 2013 in Two Weeks AICTE Approved Faculty Development Program (FDP) organized by Gitarattan Institute of Business Studies, New Delhi During May 13-24, 2013.
- Dr. S.S. Bhakar Conducted Three days Research Methodology Workshop for the students of J K Business School, Gurgaon Sohna Road, Gurgaon, studying in final year PGDM program during May 7-9, 2013.
- Dr. S.S. Bhakar Conducted two sessions of two hours each on 'Tools used for data analysis and Logit/Probit Regression Analysis using

PASW18 during National Workshop on Legal and Interdisciplinary Fields of Research Methodology organized by Gujarat National Law University, Gujarat during September 05-09, 2012.

- Dr. S.S. Bhakar Conducted two sessions of two hours each on Hypothesis Testing and Logit/Probit Regression Analysis using PASW18 during Faculty Development Program on Research Methodology organized by IIITM, Gwalior from August 11 to August 18, 2012.
- Dr. S.S. Bhakar Conducted four sessions of One and half hours each on Univariate, Bivariate and Multivariate Data Analysis using PASW 18 during Refresher Course in "Entrepreneurship" at the UGC Academic Staff College, MDS University, Ajmer from July 11, 2012 to July 31, 2012.
- Dr. S.S. Bhakar Conducted Eleventh National Case Writing Workshop Organized by Prestige Institute of Management, Gwalior during April 21 23, 2012. Twenty Eight cases were developed during the workshop. They will be edited and sent to European Case Clearing House for publication and distribution.
- Dr. S.S. Bhakar Conducted National Case Writing W o r k s h o p organized by JK Institute of Professional Studies, Gurgaon during April 05-07, 2012 as main resourceperson and case mentor.
- Prof. Shailja Bhakar Conducted one day session on General Management in GMCS program for CA Students organized by The Institute of Chartered Accountant of India on 17/December/2013
- Prof. Shailja Bhakar Conducted one and a half day session on Strategic decision making through case study method and Group Discussion in GMCS program for CA Students organized by The Institute of Chartered Accountant of India on 6/October/2013 and 8/Oct/2013
- Prof. Shailja Bhakar Internal consultant for ITI accreditation, developed quality manuals for five institutions during Feb-March 2013
- Prof. Shailja Bhakar Conducted one session on Product Pricing in Entrepreneurship Development Program Organized by Entrepreneurship Development Cell of Madhav Institute of Technology and Science, Gwalior on 6 January, 2012
- Prof. Shailja Bhakar Conducted two sessions on Product Pricing in Entrepreneurship Development Program Organized by Entrepreneurship Development Cell of Madhav Institute of Technology and Science, Gwalior on 14 March, 2013
- Prof. Rahul Pratap Singh Kaurav, Conducted Seven days Workshop for students of CA organized by Institute of Chartered Accountancy, Gwalior as main resource persons during September, 2013 at ICAI, Gwalior.
- Dr. Navita Nathani Conducted Seven days Workshop for students of

CA organized by Institute of Chartered Accountancy, Gwalior as main resource persons during September, 2013 at ICAI, Gwalior.

- Prof. Aashish Mehra Conducted Seven days Workshop for students of CA organized by Institute of Chartered Accountancy, Gwalior as main resource persons during September, 2013 at ICAI, Gwalior.
- Prof. Sanjay Gupta Conducted Seven days Workshop for students of CA organized by Institute of Chartered Accountancy, Gwalior as main resource persons during September, 2013 at ICAI, Gwalior.
- Prof. Sneha Rajput Conducted Seven days Workshop for students of CA organized by Institute of Chartered Accountancy, Gwalior as main resource persons during September, 2013 at ICAI, Gwalior.
- Prof. Rahul Pratap Singh Kaurav Conducted Fifteen days Workshop for students of CA organized by Institute of Chartered Accountancy, Gwalior as main resource persons during November, 2013 at ICAI, Gwalior.
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- Prof. Sanjay Gupta Conducted Fifteen days Workshop for students of CA organized by Institute of Chartered Accountancy, Gwalior as main resource persons during November, 2013 at ICAI, Gwalior.
- Dr. K. K. Pandey Conducted Fifteen days Workshop for students of CA organized by Institute of Chartered Accountancy, Gwalior as main resource persons during November, 2013 at ICAI, Gwalior.
- Prof. Sneha Rajput Conducted Fifteen days Workshop for students of CA organized by Institute of Chartered Accountancy, Gwalior as main resource persons during November, 2013 at ICAI, Gwalior.
- Prof. Ritambhara Agrwal Conducted Fifteen days Workshop for students of CA organized by Institute of Chartered Accountancy, Gwalior as main resource persons during November, 2013 at ICAI, Gwalior.
- Dr. Nandan Velankar Conducted Fifteen days Workshop for students of CA organized by Institute of Chartered Accountancy, Gwalior as main resource persons during November, 2013 at ICAI, Gwalior.
- Dr. Ravindra Pathank Conducted Fifteen days Workshop for students of CA organized by Institute of Chartered Accountancy, Gwalior as main resource persons during November, 2013 at ICAI, Gwalior.

Laurels Won by the Institute faculty

- DR. S.S. Bhakar won Rajiv Gandhi Education Excellence Award by Indian Solidarity Council for Outstanding Achievement in the field of Education, on May 28, 2013.

- Dr. Nischay Kumar Upmanyu won First prize in the Management category in the National conference on the topic of "Ethcis & Ethos in Management" which was held in Udaipur, organized by Pasific university & research center, Udaipur (July, 27 & 28, 2013).
- Dr. Nischay Kumar Upmanyu won First prize in the Management category in the National conference on the topic of "The impact of brand trust on customer loyalty: A study of FMCG Sector at Gwalior region" which was held in Mumbai, organized by Abhinav institute of technology and management (Abhinav seva trust), Mumbai (30.March. 2013).
- Prestige Institute of Management has received the award for "Excellence in Education "in Business Management category in the Global Education Summit - 2013, received by Dr. Rahul Pratap Singh Kaurav and Prof. Praveen Aronkar, which was held in Indian Habitat Center, New Delhi, organized by The Indus Foundation, USA, (November, 2013).
- Constitution of the new board of members (Gwalior Management Association 28th. December. 2012) The swearing-in ceremony of new office bearers for Gwalior Management Association affiliated to All India Management Association was held on 28th December, 2012 at Hotel Adityaz, Gwalior. The board of new office bearers was constituted for the year 2013 by Mr. M. K. Jain, Executive Director, and GMA. The ceremony commenced with a fellowship followed by the inaugural welcome by Dr. S.S. Bhakar, Executive President, and Gwalior Management Association. Mr. A. R. Shinde, President, GMA solemnly lead oath taking ceremony of new office bearers in front of the other members of GMA and invitees from various institution and industry. The constituted board appreciated the rekindling of Gwalior Management Association at the dawn of year 2013. The board agreed to strengthen the industry–institute interface and reaffirmed to work towards the confidence building to improvise the productivity and employability of the generation despite of various challenges. The ceremony ended with the Vote of thanks proposed by Dr. Manoj Patwardhan, Secretary, GMA. The Board of New Office Bearers:

S. No.	Position	Honorary office bearers
1.	Chairman	Dr.Davish Jain M D, Prestige Institute of Management Gwalior
2.	President	Mr. A.R. Shinde Vice President (Works) JK Tyre
3.	Executive President	Dr. S.S. Bhakar Director, Prestige Institute of Management, Gwalior

- PhD awarded to the faculties of the institute

S. No.	Faculty name	Year of award	Title
1.	Dr. Shilpa Sankpal	2012	A study of Behavioral Consequences of Perceived Consumer Value in Retailing Sector
2.	Dr. K.K. Pandey	2013	Trust among channel partner sand supply chain effectiveness a study of pharmaceutical industries
3.	Dr. Amitabha Maheshwari	2013	Impact of macroeconomic variable on derivative market An empirical study
4.	Dr. Nischay Kumar Upmanyu	2012	Effect of brand extension on brand image in fast moving consumer goods Sectors at Gwalior region



DIRECTOR'S DESK

The Institute is moving on the path of continuous improvement and has been included among the top thirty B-schools in the country this year by three ranking agencies (Business Barons, Higher Education Review and India Business Journals) and has been rated as A++ or equivalent by three other rating agencies (Business India, Career 360 and Indian Management). The Institute has been continuously recognized by international agencies and has been ranked among top 1000 B-schools of the world fifth year in a row by Eduniversal, a French Organization. Intellectual capital continues to be the main pillar of strength of the Institute contributing maximum score to the Institute ratings.

The faculty members of the Institute have made significant contribution to the existing knowledge base in the areas of Management and IT through publication of books research papers and case Studies published in refereed national and international journals, papers presented in national and international conferences etc.

The Institute has started few giving more voice to the students through Pragati Path – a platform is for the students to display not only their knowledge and skills but also event organizing skills. Students organize competitive events based on academic excellence every fortnight. Another platform was added to facilitate students to contribute in social development area through establishment of Rotract Club in the Institute. The Institute also established Rotary Wisdom with Dr. S. S. Bhakar, Director Prestige Institute of Management, Gwalior being elected as founder president of the club having membership from various Institutions at Gwalior.

The Institute has been adding at least one innovative pedagogical tool every year to add freshness to the delivery/ learning process. This year the Institute has added seminar presentation and group discussions for the undergraduate students to provide opportunity to the students to prepare themselves for corporate world.

The Institute has decided to organize at least one national or international event every month. In this direction the Institute has decided to organize National Seminars in the Functional areas of management such as Human Resource Management, Financial Management, Marketing Management and Information Technology applications in the area of Management. The policy of rotating the organizing secretary responsibility for the International conference being organized by the Institute will also be applicable to the national seminars. The Institute will continue marching a head through creativity and innovative processes for the development of the students and faculty members on a continuous basis.

I take this opportunity to wish all the members of the Institute a very happy and prosperous New Year.

Dr. S S Bhakar

**Ranked among the
Top 1000 B-schools in The World**
(Ed-universal Official Selection, Paris)

A++ Among All India's Best B-School Survey 2013
(Business and Management: Chronicle Issue: December 2012)

Outstanding B- School Award 2012 in Central India
(MBA BY CHOICE, Award Special, Issue: March- April 2013)

Ranked 44th among Management Institutions in India
(Silicon India, Issue: 2013)

Ranked 59th among India's Best B-schools
(Business World, Issue: July 2013)

Ranked AA among India's Best B-schools
(MBA by Choice, Issue: July-August 2013)

31rd rank India's Top B-School Brands: 2013
(Business Barons Issue: October 2013)

11th rank India's Top Emerging B-School of Excellence: 2013
(GHRDC- CSR Issue: November 2013)

83rd rank India's Top B-School : 2013
(Business Today: November 2013)
(<http://businesstoday.intoday.in/bschools/state-city-wise-analysis.jsp>)



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