

इरिजान

NEWS LETTER

2015



PRESTIGE

Issue : 01

Vol. 06

OUR VISION

"To develop socially responsible global business leaders through internationally accepted best practices.

OUR MISSION

In pursuance to our vision, the institute's mission is to provide Value based 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.



1. STUDENT ZONE

- 1.1 Placement Details
- 1.2 Excursion tour
- 1.3 Summer training
- 1.4 Industrial visit by the students

2. EXTRACURRICULAR ACTIVITIES

- 2.1 Republic day (January 26, 2015)
- 2.2 Pragati path
- 2.3 Student Magazine Reflection

3. ACTIVITIES FOR SOCIAL CAUSE

- 3.1 Foundation Day
- 3.2 Blood Donation Camp
- 3.3 Book Donation Drive
- 3.4 Senior Citizen Identification card
- 3.5 Drawing Mela
- 3.6 Voter's Awareness Rally
- 3.7 Prayas
- 3.8 Swachhta Abhiyan
- 3.9 Inter School Drawing Competition
- 3.10 Social Organization Varisth Nagrik Sewa Sansthan
- 3.11 Association with Rotary Clubs

4. EXTRA MURAL LECTURES

5. FACULTY ZONE

- 5.1 Edited books/ journal published by faculty members
- 5.2 Research papers published by faculty members
- 5.3 Workshops, Conferences and Seminars attended by the faculty

6. CONFERENCES, WORKSHOPS AND SEMINARS ORGANIZED BY THE INSTITUTE

- 6.1 6th international conference
- 6.2 14th case writing workshop
- 6.3 1st National Seminar on IT and Library Science Management
- 6.4 1st National Finance Seminar
- 6.5 Workshop on Time Series Analysis Using E-view

7. INTRA-COLLEGE SPORTS EVENTS 2015

- 7.1 Volleybal
- 7.2 Cricket
- 7.3 Yoga
- 7.4 Basket Ball
- 7.5 Badminton

8. SEMINARS/WORKSHOP ORGANIZED BY THE INSTITUTE FOR THE STUDENT

- 8.1 Boot Camp 2015
- 8.2 NSE certified market professional program
- 8.3 Entrepreneurship Awareness Program
- 8.4 Faculty Forum
- 8.5. Movie Session on Entrepreneurship

9. SEMINARS/WORKSHOP CONDUCTED BY THE FACULTY MEMBERS OF THE INSTITUTE OUTSIDE THE INSTITUTE

10. PHD AWARDED TO THE FACULTIES OF THE INSTITUTE.

1. STUDENTS ZONE

1.1 Placement Details

Sixty two companies visited the Institute for placement of MBA student's batch 2013 -2015 and selected 246 students with a highest package of Rs. 8.25 lakhs per annum and average package offered by the companies was Rs.3.72 lakhs per annum. The recruiters were TCS, Wipro, Infosys, Tech Mahindra, I Gate, Infosys, , L&T, Reckitt Benkieser, HDFC Bank, Axis Bank, Jaro Education, Laxmi Shree, Naukri.Com, ASHAI-INDIA Glass Ltd., Easy Policy.Com, Infoline, Info Edge, 99 Acres, Karvy, Jeevan Sathi.Com, Trifid Research, DPL Paints, Prithvee Infra, JS Convent School, Investor Clinic, ADECCO, Sharpen Up, Tradecare, Capital Via, MMF Solution, Vardhman Real Estates, Chambal Casein, Dreams Solution, Greenmark Consultancy, NJ Investment, EPIC Research, Atla Documentary Facilitators, Indian Postal Services, Cresol India, Reliance Communication, Lenskart.com, Co-operative Bank, Devine Home, India STA Computer Pvt. Ltd., Policy Bazar, Prop Guide, DIGA Technologies, Gangwal and Associates, A. A. Consultancy, Concierge Technologies Pvt. Ltd., Live Tips, RSPL Ltd., Bonanza, J.P. Industries, My Gwalior.Com, Deer Hill City, Sharma Oil Firms, etc.

1.2 Excursion tour

The institute sends its students (PG and UG) 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 to visit industrial units located on the tour route. The tour was organized on 14 to 21 March 2015 and 14 to 21 April 2015 for Post Graduate and Under Graduate students respectively this year. Students visited Chandigarh Shimla, Kullu and Manali. Students visited Micro Turners, leading Manufacturer & Supplier of Automobile parts, Baddi HP during the excursion tour.



1.3 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. This year 269 MBA students went for their summer training, out of which 119 (44.23%) students received average stipend of Rs 4750/month, the maximum stipend being Rs. 7000 and minimum Rs. 2500/month

Some of the organizations those provided summer training to PIMG students with stipend for the year 2014-15 were: Capvision Indore, NJ India Invest Gwalior, NJ India Invest Indore, Karvy Gwalior, Origin Gwalior, Capital life Indore, Sharpen up, Capital Hights Indore, Bajaj Finserv Lending, LIC, Mahindra & Mahindra, ICICI Prudential, Religare Securities, Godrej, JK Tyres, HDFC Bank, SBI etc.

1.4 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.

2. 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.

2.1 Republic day (January 26, 2015)

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.



2.2 Pragati Path

The Institute has created this platform to organize activities for Personality Development of the students on a continuous basis. On 4th Feb, 2015 Stepping into the shoes of President or, Prime Minister Contest were organized for BCA IV and MAM III semester students at the platform of Pragati Path Cell, PIMG by Chanda Gulati, Coordinator, Pragati Path. The event was started by lightening the lamp of goddess Saraswati by Dr. S. S. Bhakar, Director, PIMG followed by introduction of programme by student coordinator Ms. Prakriti Shrivastava. Personality development is a matter of concern to each and every individual, so this platform is being used regularly for grooming the personality of the student to remove the hesitations felt by the students in expressing themselves. In all, seven participants tried to step into the shoes of different presidents and prime ministers. Prakriti Srivastava and The event were further enriched through remarkable comments added by Dr. S. S. Bhakar. In the last vote of thanks was proposed by Prakriti Srivastava, Pragati Path Cell.



2.3 Students Magazine Reflections

Students' magazine is a very important vehicle for dissemination of ideas, opinions, point of view of the students among other students of the Institute and other institutions of the country. It is also a medium to demonstrate the diverse creative skills, the students of the Institute possess. The Institute has published its first Students' Magazine 'Reflection' in 2014. The Magazine has covered a wide range of articles, IT Quiz, Poems, Puzzle and original thoughts of the students. Magazine focuses on creative writing and thinking of the students. Magazine was unveiled on the occasion of 14th Case Writing Workshop on 24.04.15.

3. ACTIVITIES FOR SOCIAL CAUSE

Institute has incepted Rotaract Club of Prestige Gwalior a Junior club of Rotary International Foundation in February 2014, National Service scheme (NSS), Specialization based club i.e. Marketing Club, Finance Club, Informational Technology Club, Human resources club with the major objective of involving community in its outreach activities. Many activities have been conducted by these Clubs for the development of the community. Activities conducted by these club results in the participation of community members in its activities. A detail of activities conducted by these clubs are as follows

3.1 Foundation Day

On the occasion of Foundation day of Rotaract club Prestige i.e. 15/02/2014, 16 Members from Australia, representing different rotary districts in Australia, visited Prestige Institute of Management Gwalior. The program began with the welcome speech by Dr. S. S. Bhakar Director Prestige Institute of Management, Gwalior wherein he shared the major objective of this club with the august gathering.

3.2 Blood Donation

On 12 May 2014 Rotaract Club Prestige organized Blood Donation Camp. The camp was inaugurated in the kind presence of District Governor Rtn. Mr. Radhey Shyam Rathi along with honorable Collector Mr. P Narhari. Dr S. S. Bhakar Director Prestige Institute of Management Gwalior initiated the blood donation drive and by the end of the day, a total of 103 Units of Blood was collected in the drive. Wherein the 60 students and 43 members outside the society participated, the students of Prestige Institute of Management Gwalior displayed huge enthusiasm and their motivation towards such social work was clearly visible.



3.3 Book Donation Drive

Rotaract club of Prestige Gwalior have taken up the Initiative of Collecting old books and other old stationery material under the name of Book donation drive during 15.08.2014 to 26.08.2014 from the different educational institutes and from their locality. This drive was the big success of Club in the drive we have collected more than 9000 nine thousand books from 25 schools in Gwalior. The Rotaract members have visited to the institutions explained the importance of the drive then collected the books. The next Segment of this event was to establish the library in the rural areas of the city Gwalior. Where the needy students can come and study. The drive was ended up by Handing over all these collected books to the District Governor of Rotary International District 3053 Mr. Anil Maheshwari who was present in the institute premises as the chief Guest.



3.4 Senior Citizen Identification Card

Member's of Rotaract club taken up the initiative of contributing towards the most important part of our society for the purpose of same they have put in their efforts for making the identity cards for senior citizens along with Varishth Nagrik Sewa Sansthan and Social Justice department of Gwalior district on every third Saturday of the month continuously for three months July, August and September.

3.5 Drawing Mela

An inter School drawing competition was organized by Rotaract club of Prestige Gwalior in association with ICICI prudential with the name of DRAWING MELA on the current topics of the society like Clean India Campaign, Ideal Village, Make in India, Cyber Crime etc. The event was conducted in three phases. in very first phase of the vent we have visited to the educational institutes and conducted the event and from all the participants we have finalized best 5 entries from all the educational institutes then second and third phase of the event was conducted in the Premises of Prestige Institute of Management, Gwalior where 80 students from 16 different schools have participated again in this phase we have identified best 10 entries ad these ten candidates appear for final round of competition where the cash prize of Rs. 3000, Rs. 2000 and Rs. 1000 for 1st, 2nd, and 3rd winner in the presence of provident fund Commissioner Mr. Rizwanuddin Khan as a chief guest to the occasion.

3.6 Voter's Awareness Rally

Rotaract Club of Prestige Gwalior Have taken up the responsibility of creating awareness among the voters on 23.10.2014 to cast their vote for the same purpose the club had organized a Rally in which all Rotaract and Non Rotaract Members from Rotary Club and Varishth Nagrik Sewa Sansthan, Gwalior have participated. Chief Executive officer of Gwalior Jila Panchayat T. Illayaraja was the Chief Guest on the occasion.

3.7 Prayas

Rotaract Club of Prestige Gwalior taken up the initiative of collecting woolen clothes during 25.01.2015 to 09.02.2015 from local community and they have named the drive as Prayas in which they have collected woolen clothes from the locality and distribute them among the needy persons. In the drive we have collected around 100 new blankets and 450 other woolen clothes.

3.8 Swachhata Abhiyaan

Rotaract Club of Prestige Gwalior is also working continuously on the project of Swachhata Abhiyaan along with the some other NGO's in Gwalior members of our club is contributing to maintain the cleanliness at the Gwalior Railway Station on 04.02.2015 . In every week members put their efforts to make our railway station clean In the same segment we are also organizing the seminars and rally's to create the awareness for Clean India campaign.



3.9 Inter School Drawing Competition

An inter School drawing competition was organized by Rotaract club of Prestige Gwalior in association with ICICI prudential with the name of DRAWING MELA on the current topics of the society like Clean India Campaign,

Ideal Village, Make in India, Cyber Crime etc. The event was conducted in three phases. In the very first phase of the event members have visited to the various educational institutes located in Gwalior city i.e. Gwalior Glory High School, Little Angels High Schools, Greenwood High School, Air Force School, Army School Gwalior, Ram Krishna Vidhya Mandir, Kiddy's Corner, Central Academy High School, Simpikins public school, Sanskaar Public school and Silver Bells high school and conducted the event and from all the participants we have finalized best 5 entries from all the educational institutes. Then second and third phase of the event was conducted in the Premises of Prestige Institute of Management, Gwalior where 80 students from 16 different schools have participated again. In this phase we have identified best 10 entries and these ten candidates appear for final round of competition where the cash prize of Rs. 3000, Rs. 2000 and Rs. 1000 for 1st, 2nd, and 3rd winner in the presence of Provident Fund Commissioner Mr. Rizwanuddin Khan as a chief guest to the occasion.



3.10 Social Organization Varishth Nagrik Sewa Sansthan:

Members of Rotaract club put in their efforts for making identity cards of senior citizens along with Varishth Nagrik Sewa Sansthan and Social Justice Department of Gwalior district on every third Saturday of the month continuously for three months.

3.11 Association with rotary clubs

All the chapters of Rotary International in Gwalior share a good relationship with the institution and conduct various activities in the locality. As Rotary club of Gwalior Veerangana organized a program on voter's awareness in the institute premises in the esteemed presence of DM, Gwalior.



Rotaract club of Prestige Gwalior organized a tree plantation in association with all the chapters of rotary club i.e. rotary club Wisdom Gwalior, Central, Mahanagar, Laurels, Midtown, Veerangana, Yugal, Royal, Birla Nagar in the presence of DGE Rotary International District Mr. Bhupendra Jain and District Magistrate Gwalior Dr. Sanjay Goyal.

Members of Rotaract club of Prestige Gwalior were honored by Ex. Mayor of Gwalior Mrs. Smaikhsa Gupta, Assistant General Manager State Bank of India Mr. Neveen Dhimaan, Managing Director Deendayal Industries, General Manager Nai Dunia Mr. Manvendra Dwivedi and Honorary Secretary Madhya Pradesh Chamber of Commerce and Industries Mr. Bhupendra Jain for the wonderful coordination of Flower Exhibition show Gulistaan 2015.

Received an Appreciation letter from District governor of Rotary International District 3053 for book donation drive initiative taken up by Rotaract club of Prestige Gwalior.

Received an Appreciation letter for the conduction of mega plantation event in the Rotary district 3053 from District governor elect office.

4. 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.



Activities @ Prestige

Date of EML	Name of The Speaker	Organization Name	Designation
03.01.2015	Mr. Gajendra Prajapati	Gwalior Travel Services	Executive
05.01.2015	Harikesh Tiwari	Team Lease	Career Consultant
07.01.2015	Jai Prakash	APS Events & Advertisers Pvt Ltd.	Marketing Trainer
10.01.2015	Ashutosh Seth	Edunirvana Training Pvt. Ltd.	Director
13.01.2015	Sandip Basu	Conference & Exhibition India	Director
16.01.2015	Anil Sharma	I-Wish Events	Head- Events & Marketing
18.01.2015	Manoj Jain	Kalp Advertisers	Director
21.01.2015	Mr. Pawan Kamboj	Limelite Media	Head of Operations
23.01.2015	N.L. Jain	Central Chronicle	Marketing Manager
24.01.2015	Mr. Rakesh Verma	Naidunia Media Pvt Ltd	Photo Journalist
25.01.2015	Swati Ranjan	Limelite Media Solutions	Sr. Media Executive
28.01.2015	Ravi Jayaswal	Patrika	Sr. Executive Marketing
30.01.2015	Sandeep Bhatnagar	Raj Express	Sr. Marketing Officer
03.02.2015	Tarun Saxena	Sadhna News	Marketing Manager
05.02.2015	Navin Purohit	Time Today Media Network Pvt. Ltd.	Media Planner & Asst. Editor
07.02.2015	Puneet Chadda	Vikas Publishing House Pvt. Ltd.	Executive
10.02.2015	Dhiraj Ahuja	All India Management Association	Asst. Director
12.02.2015	Bhawna Aggarwal	Sharma Enterprises	Branch Manager
14.02.2015	Ashok Pandey	Axis Bank	Branch Head
16.02.2015	Shilpa Sachin Kinger	Evolve Training & Career Solutions	Director
18.02.2015	Ajeet Kumar	IKYA Human Capital Solutions Pvt. Ltd.	Recruitment Consultant
20.02.2015	Vijay Dev Dabas	AIMA	Director
23.02.2015	Prahlad Kumar Sharma	Asians Institute of Technology	Admissions Team
25.02.2015	Dr. S.G Deshmukh	Atal Bihari Vajpayee-IIITM	Director
27.02.2015	Sheetal Tuli	Bharti Community College	Chief Co-ordinator
02.03.2015	Vivek Choudhary	CBS Group of Institutions	
04.03.2015	Harsmeep Singh	Desh Bhagat Institute Of Management & Computer Sciences	Business Dev. Executive
07.03.2015	Dr. Anil Kumar Singh	Deep Institute of Engng. & Tech. & Group Institutions	Asst. Professor
10.03.2015	Soumitra Mookherjee	Harikishan Institute of Management Studies	Principal Director
12.03.2015	Dr. C.S. Nagpal	Jaipuria Group of Institutions	Director General
14.03.2015	Dheeraj Gupta	KCC Institute of Tech. & Management	Asstt. Manager
17.03.2015	Viraj Katewa	Maharani Girls Engineering College	Director(T & P)
19.03.2015	N.K. Singh	Millennium Group Of Institutions	Asstt. Profesor
21.03.2015	Mudit Mehrotra	NEIIL	Chief Operating Officer
23.03.2015	Prem Prakash Sharma	Poddar International College	Marketing Manager
25.03.2015	Mohd. Ali Ansari	Priyadarshini College of Computer Sciences	Registrar

28.03.2015	Himanshu Nasha	Prannath Parnami Institute of Footwear Technology	Executive Director
30.03.2015	Mandeep Chaudhary	Rayat--Bahra Innovative Institute of Tech. & Management	Sr. Manager
02.04.2015	Nitin Talesara	Rajdhani Campus	Director
04.04.2015	Bharti	Shri Ram College of Engineering & Management	
07.04.2015	Harendra Sharma	S.M. Power Solution Pvt. Ltd	Area Sales Manager
09.04.2015	Rahul Gupta	Priti Services	Manager- Broking
11.04.2015	Dinesh	Dreams Group of Digital Advertisers	
14.04.2015	Ashwani Singh	Johri Digital Healthcare Ltd	Senior Sales Executive
16.04.2015	Rajeev Yadav	S.N. Brothers	
18.04.2015	Ajay Thakur	HT Media Ltd.	Manager- Media Marketing
21.04.2015	Manisha Tyagi	Maadhyam Learning Solutions Pvt Ltd	Branch Head
23.04.2015	Gaurav Rajoriya	Rajoriya Tour & Travels	
25.04.2015	Rajendra Rav	Sabkang Sanstha	Secretary
28.04.2015	Rajesh Shyam	Velocity infinite	Sr. Executive - Business Dvt.
30.04.2015	Sudhir Singh Rathore	Fortis Healthcare (India) Ltd	Country Manager(Nigeria)
04.05.2015	Edwin Tay	Hescar Sdn. Bhd., Kuala Lumpur	CEO
06.05.2015	Dharmendra S. Chauhan	Algorhythm Tech. P. Ltd.	Team Lead
08.05.2015	Sharad Khare	Orane CDC	Consultant
11.05.2015	Vikrant Shukla	Mahindra Navistar Automotives Ltd.	Sales Manager
13.05.2015	Prakash Rao Scindia	Anant Toyota	General Manager Sales
15.05.2015	Vijay Rai	PowerCon Knowledge Services Pvt. Ltd.	President & CEO
18.05.2015	Sunil Sharma	Jindal Steel & Power Ltd	Asst. Vice President
20.05.2015	Akhilesh	PI-TECH Services	
22.05.2015	Prashant Pandey	Axis Bank	Branch Sales Manager
25.05.2015	Amit	HCL Learning	
27.05.2015	Paramdeep Singh Mohil	IBM India Pvt. Ltd.	Project Manager
29.05.2015	Ashish Bhatnagar	Infosys	Associate Lead
03.06.2015	Varid Bhatia	NIIT Technologies Ltd.	Sr. Business Associate
05.06.2015	Mayank Jha	IBM India Pvt. Ltd.	Regional Manager
08.06.2015	Shabana Khan	Global Vision	Branch Manager
10.06.2015	Shipra Jain	Aspire Overseas Education Pvt. Ltd.	Director
13.06.2015	Nitesh Desai	Birmingham College	Regional Director
16.06.2015	Amit Arora	Global International Studies	
18.06.2015	Dillip Jena	Global Vision	Cluster Head
20.06.2015	Pratyush	CMC Ltd.	
22.06.2015	Akshat Shrivastava	Make A Difference	Co-Founder
24.06.2015	Gaurav Misra	Education Valley	Manager, Institutional Alliances
27.06.2015	Yogesh Singh Dhakre	ETV Network	Area Head- Mktg & Sales

5. FACULTY ZONE

5.1 Edited books/ journal published by faculty members

S.No	Name of the Faculty	Name of the Book	Name of the publisher	Year
1.	Dr. S.S. Bhakar Dr. Vinod Bhatnagar Dr. Richa Banerjee	Sustainability Management and Power of Innovation Vol. II	ISBN: 978-93-84898-74-B Bloomsbury Publishing India Pvt. Ltd	Jan. 2015
2.	Dr. S.S. Bhakar Dr. Richa Banerjee Dr. Amitabha Maheshwari Prof. Sneha Rajput	Creative and Innovative Excellence for World in Motion Vol. I	ISBN: 978-93-81212-98-1 Bharti Publications, New Delhi	Jan. 2015

5.2 Research papers published by faculty members

S. No.	Faculty Name	Title	Year	Journal
1.	Dr. S.S. Bhakar	Upmanyu, Nishchay; Bhakar, S. S. and Gupta Mansi (2015), Effect of Corporate Image on Brand Trust and Brand Affect	2015	International Journal of Applied Science - Research and Review (IJAS), 2(1), 020-033, ISSN 23939988
2.	Dr. Navita Nathani	Holani, U., Nathani, N., Sukhani, L. (2015). Impact of EVA and Financial ratios on Stock returns.	2015	Journal of Business and Management. 8 (1), 1-20.
		Nathani, N. and Kumar, R. (2015). Economic value added, residual income, Traditional Method and their impact on Shareholder's wealth: Indian Evidence	2015	Creative and Innovative Excellence for world in Motion. Vol.1, 30-38, Bharti Publications, New Delhi. (ISBN: 978-93-81212-98-1).
		Mathur, G., Nathani, N. and Holani, U. (2015). Workplace Empowerment, Managerial Incevility and Perception of Job Demands	2015	Creative and Innovative Excellence for world in Motion. Vol.1, 257-266, Bharti Publications, New Delhi. (ISBN: 978-93-81212-98-1).

3.	Dr. Garima Mathur	Garima Mathur, Navita Nathani & Umesh Holani (2015), Workplace Empowerment, Managerial Incivility and Perception of Job Demands	2015	Creative and Innovative Excellence for World in Motion, ed. S. S. Bhakar, Richa Banerjee, amitabha Maheshwari & Sneha Rajput published by Bharti Publications, New Delhi (ISBN: 978-93-81212-98-1)
4.	Dr. Tarika Singh	Singh, Tarika; Mehta , Seema and Manish Dubey (2015). "Measuring Difference in Genders on Confidence Related To Study and Performance: A Study of Management Students"	2015	"Creative and Innovative Excellence for World In Motion"; Edited by Dr. S.S. Bhakar, Dr. Richa Banerjee, Dr. Amitabha Maheshwari and Prof. Sneha Rajput, page no.408-415, published by Bharti Publication, ISBN No.978-93-81212-98-1.
5.	Dr. Shailja Bhakar	Bhakar Shailja and Abhay Dubey (2015) Corporate Credibility And Its Impact On Purchase Intention With Mediating Variables Attitude (Towards Advertisement And Brand)	2015	Bhakar S. S., Richa Banerjee, Amitabha Maheshwari and Sneha Rajput Eds, "Innovation and Creativity for World in Motion", Bharti Publications New Delhi, Pp 359-373, ISBN No.978-93-82951-49-0
		Bhakar Shailja (2015) Impact of Brand Reputation on Attitudinal Loyalty and Behavioral Loyalty with Brand Trust as Mediating Variable	2015	Research Journal of Social Science & Management- RJSSM Vol 4 No. 11, pp 19-24, ISSN 2251-1571, Impact factor 3.951
		Bhakar Shailja, Shilpa Bhakar and Abhay Dubey (2015) Analysis of the Factors Affecting Customers' Purchase Intention: The Mediating Role of Customer Knowledge and Perceived Value	2015	Advances in Social Sciences Research Journal Vol. 2 No. 1, Pp 87-101, ISSN 2055-0286, Society for Science and Education United Kingdom

6.	Dr. Nischay Kumar Upamannyyu	Upamannyyu, Nischay; Pooja Bakhuni; Pooja Jain (2015), "Effect of Service Quality of Pediatric Nursing Homes on Parent's Satisfaction & Loyalty in context of socio economic variables	2015	Golden Valley Publications, ISBN No. 978-93-84804-05-3
		Bhakar, S.S; Nischay Upamannyyu; Pooja Bhakuni & Shubhangi Chaturvedi (2015), "Gender based study on the effect of celebrity endorsement on brand recall and recognition of soaps: In Gwalior City	2015	Published By Golden Valley Publications, ISBN No. 978-93-84804-05-3
		Upamannyyu, Nischay; Chanda Gulati; Kausar raja; Sonam Gupta & Pratiksha Kothekar (2015), "The effect of Brand Trust, Brand Affect, Brand Loyalty on brand Performance : A case of Instant Tea Product in India"	2015	Published by bharti Publications, ISBN No. 978-93-81212-98-1.
7.	Prof. Prabhat Kumar Singh Kushwah	Prabhat Kmar Singh Kushwah (2015) "Effect of Service Quality on Consumer Satisfaction, Commitment and Loyalty in Indian Banking Industry"	2015	Prestige International Journal of Management and IT- SANCHYAN Vol. 3, 2, ISSN 22771689
8.	Dr. Vinod Bhatnagar	Comparative Study on Performance Evaluation of Sectoral Mutual Fund Schemes of Indian Companies	2015	Sustainability Management and the power of Innovation, Prestige Institute of Management Gwalior, Bloomsbury Publication, New Delhi, 2015, pp 68-79
		Factors Affecting Investors Perceptions towards Investment in ULIP"	2015	Technology and Management Education for Organizational Growth. Sun India Publications, New Delhi, 2015, pp. 14-22
		Relationship between Operating Efficiency & Profitability of Indian Commercial Bank	2015	Creative & Innovative Excellence for World in Motion, Bharti Publications, New Delhi, 2015, pp. 3-18

9.	Prof. Chanda Gulati	Upamannu, N.K., Gulati, C., Raja, K., Gupta, S. and Kothekar, P. (2015). The Effect of Brand Trust, Brand Affect, Brand Loyalty on Brand Performance: A Case of Instant Tea Product in India	2015	Creative and Innovative Excellence for World in Motion, Vol.1, pp.103-118
10.	Dr. Rahul Pratap Singh Kaurav	Singh, P., Kushwah, R. S., & Kaurav, R. P. S. (2015). Enterprising behaviour in tourism: An assessment of students' intent	2015	Creative and Innovative Excellence for World in Motion, Vol. I, pp. 416-425. New Delhi: Bharti Publications. [ISBN: 978-9381212-98-1]
		Shukla, U. N., Baber, R., Baber, P. & Kaurav, R. P. S. (2015). Market orientation and business performance tertiary sector	2015	Sustainability Management and the Power of Innovation, Vol. II, pp. 149-157. New Delhi: Bloomsbury Publishing India Pvt. Ltd
		Kaurav, R. P. S., Paul, J., & Chowdhary, N. (2015). Effect of internal marketing on hotels: Empirical evidences for internal customers	2015	International Journal of Hospitality and Tourism Administration, 16(4)
11.	Prof. Alka Chaturvedi	Chaturvedi, A (2015) . Issues In Group Learning In English As A Second Language Classes : A Literature Review	2015	International Journal in Management and Social Science (Impact Factor-3.25) vol.III ,issue II ,pp. 978-989, ISSN: 2321-1784

5.3 WORKSHOPS, CONFERENCES AND SEMINARS ATTENDED BY THE FACULTY

Dr. GARIMA MATHUR

1. Participated and presented research paper entitled “Workplace Empowerment, Managerial Incivility and Perception of Job Demands” in the 6th International Conference on “Creative and Innovative Excellence for World in Motion” organized by Prestige Institute of Management, Gwalior held during January 10th-12th, 2015

Dr. TARIKA SINGH

2. Participated and presented a paper on “Measuring Difference in Genders on Confidence Related To Study and Performance: A Study of Management Students”, in 6th International Conference from 10th to 12th January, 2015 on “Creative and Innovative Excellence for World In Motion”; organized by Prestige Institute of Management, Gwalior
3. Participated and presented a paper on “Relationship between Macroeconomic Variables and Sectoral Returns: Cointegration Evidences from India and us” in the 6th International Conference on 6th International Conference from 10th to 12th January, 2015 on “Creative and Innovative Excellence for World In Motion”; organized by Prestige Institute of Management, Gwalior.

Prof. K K YADAV

4. Yadav KK “Generations of World Wide Web: From Web 1.0 to Web 4.0”, presented in the 1st National Seminar of Information Technology Applications: Strategies, Issues & Challenges (ITA: SIC) at Prestige Institute of Management, Gwalior (M.P.) on February 22, 2015.
5. Yadav KK, Singh Mahendra and Singh Dharmendra “Issues and challenges of E-commerce in Contemporary World”, presented in the 1st National Seminar of Information Technology Applications: Strategies, Issues & Challenges (ITA: SIC) at Prestige Institute of Management, Gwalior (M.P.) on February 22, 2015.
6. Yadav KK, Shrivastava Anamika and Rajput Sumit “Blog: A Marketing tool for Library Services”, presented in the 1st National Seminar of Information Technology Applications: Strategies, Issues & Challenges (ITA: SIC) at Prestige Institute of Management, Gwalior (M.P.) on February 22, 2015.

Dr. SHAILJA BHAKAR

7. Bhakar Shailja and Abhay Dubey (2015) Corporate Credibility And Its Impact on Purchase Intention With Mediating Variables Attitude (Towards Advertisement And Brand), in Sixth International Conference on “Innovation and Creativity for World in Motion”, between 10-12 January 2015

8. Chauhan Reeta, Smrita Bhadoriya and Shailja Bhakar (2015) Factors Affecting Students Attitude and Atudents Perception towards Mathematics, in Sixth International Conference on "Innovation and Creativity for World in Motion", between 10-12 January 2015

9. Sodhi Pinky and Shailja Bhakar (2015) Factors affecting acceptance and recommendation behavior for WhatsApp, in Sixth International Conference on "Innovation and Creativity for World in Motion", between 10-12 January 2015

10. Sodhi Pinky, Shailja Bhakar and Abhay Dubey (2015) Antecedents of Acceptance and Recommendation: A study of WhatsApp, Presented in First National Seminar on "IT Application: Strategies, Issues and Challenges" organized by Prestige Institute of Management Gwalior on 22 February 2015

11. Bhadoriya Smrita, Reeta Chauhan and Shailja Bhakar (2015) Antecedents of Students Performance in Mathematics, Presented in First National Seminar on "IT Application: Strategies, Issues and Challenges" organized by Prestige Institute of Management Gwalior on 22 February 2015

Dr. AMITABHA MAHESHWARI

12. Participated in 6th International Conference on Creative and Innovative Excellence for World in Motion and presented a research paper titled, Corporate Image, Perceived Service Quality As Indicator Of Customer Satisfaction For Banking Sector, Prestige Institute of Management, Gwalior in 2015

13. Participated in 6th International Conference on Creative and Innovative Excellence for World in Motion and presented a paper titled, Post graduate students attitude towards the educational use of internet in India, Prestige Institute of Management, Gwalior in 2015

Dr. SNEHA RAJPUT

14. Participated and presented paper entitled "The effect of Brand Experience on Brand Relationship Quality: A study on bikes" Sixth International Conference on Creative and Innovative excellence for the works in motion organized by Prestige Institute of Management, Gwalior on January 10-12, 2015

Dr. VINOD BHATNAGAR

15. Presented a paper titled "Factor Affecting Investors Perceptions towards Investment in ULIP" organized by Jain College, Gwalior, MP during January 2-3, 2015.

16. Presented a paper titled "Relationship between Operating Efficiency & Profitability of Indian

Commercial Banks” organized by Prestige Institute of Management, Gwalior, MP during January 10-12, 2015.

17. Presented a paper titled “Effect of Foreign Exchange Rate on ADR Returns: An Indian Evidence” organized by Prestige Institute of Management, Gwalior, MP during January 10-12, 2015

Dr. RICHA BANERJEE

18. Presented a paper on “A study of relationship of social support and emotive effort with emotional exhaustion” in 2 days national conference organized by Jain College, Gwalior on January 2nd and 3rd 2015

Prof. CHANDA GULATI

19. Participated and presented two research papers entitled “The effect of Brand Trust, Brand Affect, Brand Loyalty on Brand Performance: A Case of Instant Tea Product in India” and “Attend or, Not to Attend: A Study of Students' Perception” in the 6th PIMG International Conference on Creative & Innovative Excellence for World in Motion at PIMG, Jan.10-12, 2015

Prof. PRAVEEN ARONKAR

20. “Employee Satisfaction Dimensions and its effect on Customer Satisfaction in Retail Banks” presented at 6th PIMG International conference on “Creative and Innovative Excellence for World in Motion” organized by Prestige Institute of Management, Gwalior January 10-12, 2015

Dr. NISCHAY UPMANYU

21. Presented research Paper in 4th National Conference on “Emerging Dimensions in Management & Information Technology” (February, 14 to 15), “Effect of service quality of Pediatric Nursing Homes on Parent's Satisfaction & Parent's Loyalty in context of Socio economic Variables, Organized by BVM College of Management Education, Gwalior (M.P).

Prof. PRABHAT KUMAR SINGH KUSHWAH

22. Participated and presented paper entitled “Impact of Service Quality on Consumer Satisfaction, Loyalty and Commitment in Indian Banking Industry” in International Conference on Creative and Innovative Excellence for World in Motion Organized by Prestige Institute of Management Gwalior held during 10th -12th January 2015

Prof. SMRITA BHADOURIA

23. Chauhan Reeta, Smrita Bhadouria Shailja, Bhakar, (2015) Factors contributing to the performance of students in mathematics, presented in Sixth International Conference on

“Creative and Innovative Excellence for World In Motion” organized by Prestige Institute of Management Gwalior (M.P.) India during 10-12 January 2015.

24. Bhadouria Smrita, Reeta Chauhan and Shailja Bhakar, (2015) “Antecedent of performance of students in mathematics” presented in 1st IT Seminar on “Information Technology application strategies issues and challenges” organized by Prestige Institute of Management Gwalior (M.P.) India during 22 February 2015.

Prof. REETA CHAUHAN

25. Participated and presented a research paper entitled “Factors Affecting student's Attitude and Student's Perception towards Mathematics” in 6TH PIMG Conference on “Creative and Innovative Excellence for World in Motion” held on January 10-12, 2015 at Prestige Institute of Management Gwalior.

26. Participated and presented a research paper entitled “Antecedent of Performance of students in Mathematics” in First National Seminar on “Information Technology Applications: Strategies, Issues and Challenges” held on February 22 2015 at Prestige Institute of Management Gwalior

Prof. PINKY SODHI

27. Sodhi Pinky, Shailja Bhakar and Abhay Dubey (2015) Antecedents of Acceptance and Recommendation: A Study of WhatsApp, in First National IT Seminar on “IT Application: Strategies, Issues and Challenges”, on 22 February, 2015

28. Sodhi Pinky and Shailja Bhakar (2015) Factors affecting acceptance and recommendation behavior for WhatsApp, in Sixth International Conference on “Innovation and Creativity for World in Motion”, between 10-12 January, 2015

Prof. PRANSHUMAN PARASHAR

29. Saxena Himani, Pranshuman Parashar, Parth Pawar, (2015) “Impact of General Elections on Stock Market” in Sixth International Conference on “Innovation and Creativity for World in Motion” organized at Prestige Institute of Management, Gwalior, held during 10-12 January, 2015.

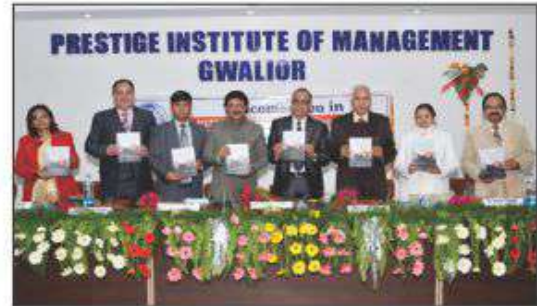
Prof. HIMANI SAXENA

30. Saxena Himani, Pranshuman Parashar, Parth Pawar, (2015) “Impact of General Elections on Stock Market” in Sixth International Conference on “Innovation and Creativity for World in Motion” organized at Prestige Institute of Management, Gwalior, held during 10-12 January, 2015.

6. CONFERENCES, WORKSHOPS AND SEMINARS ORGANIZED BY THE INSTITUTE

6.1 6th International Conference

6th international conference of prestige institute of management on “Creative and Innovative Excellence for World in Motion” was organized in the institute from 10th to 12th January 2015. The conference secretary was Dr. Richa Banerjee and Co-coordinators were Dr. Amitabha Maheshwari and Prof. Sneha Rajput. The inaugural of the conference was on 10th of January 2015 in which eminent guests were there. Dr. S. S. Mantha



(former chairman AICTE) was chief guest and Dr. Sangeeta Shukla (Vice Chancellor Jiwaji University, Gwalior) was president of the occasion, Dr. Naresh K. Malhotra (Regents Professor, from Atlanta), Dr. Ravi Shankar (professor IIT Delhi), Dr. K. B. Thakur, Dr. Vijay Saini (Professor from Auckland) Dr. Rattan Sharma (Principal Director, VIBS, Delhi School of Business) were the other guests. Conference secretary gave the introduction of the conference and details of the three days programme. It was followed by welcome address by Dr. S. S. Bhakar Conference Chairman and Director PIMG and Dr. Davish Jain, Conference Patron respectively. Chief guest along with all the dignitaries on the Dias unveiled the Book incorporating selected research papers submitted for presentation in the conference. Brochure of seventh International Conference, brochure of national IT seminar, Brochure of Case writing workshop and brochure of Research Methodology Workshop were also unveiled by the Chief Guest. On this occasion Prof. Ravi Shankar from Department of Management IIT Delhi, was conferred with Management excellence Award. The Chief Guest and other dignitaries on the Dias felicitated faculty members (Dr. Ashish Mehra, DR Gaurav Jaiswal and Dr. Rahul Pratap Singh Kaurav) on completion of their PhD Degrees in the year 2014. Prof. Sneha Rajput proposed the Vote of Thanks. The students of PIMG presented vibrant culture of India in form of folk dances of various states of India at the time of lunch. The conference brought together experts from various fields-academics and professionals-from different parts of world like USA, UK, Bangladesh, and India. For the first two days there were thirteen 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 Ph. D 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 twenty research papers/articles and Nine thesis were received for the conference. The conference deliberations are published in form of edited book, published by Bharti Publication. We received 130 abstracts in total and 125 full papers, 10 of them being from outside the country for presentation in the conference. These papers were distributed among different sessions. In all there were 10 technical sessions on Marketing, Finance, HR, General Management, IT and a session on best Ph. D thesis competition. The technical sessions began with the first session on Best PhD Thesis Contest in total we

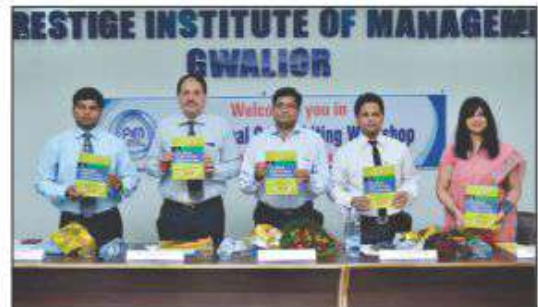
received nine thesis and out of nine, 4 were presented before the panel. After that there were sessions on HR, Marketing, Finance and General Management. The Next day began with three parallel sessions on HR, Finance and Marketing. Followed by half an hour tea break and soon after a session on General Management was there which was followed by lunch and after lunch the Valedictory Session was scheduled.

The Valedictory Session was conducted in the gracious presence of Mr. Rajesh Chandra, zonal head, Godrej consumer products, as Chief Guest, Dr. Sandeep Kulshrestha, Director IITM, Gwalior as guest of honor and Prof. Umesh Holani, Dean- SOS in commerce, Jiwaji University as guest of honor, Dr. Sunita Chandak as special guest CEO, Bramakumari chapter and Mr. Sudhir Rathore Country Manager at Aster DM Healthcare, as special guest The session started with two days conference report by Dr. Richa Banerjee, Conference Secretary after which the feedback on the conference was given by the participants of the conference. Dr. S. S. Bhakar Director Prestige Institute of Management Gwalior gave concluding remarks. In the end vote of thanks was delivered by Dr. Amitabha Maheshwari, Conference Secretary of 7th International Conference of Prestige Institute of Management, Gwalior

On the third day of the conference the participating delegates from different countries and different institutions of India along with the Director and faculty member of Prestige Institute of Management Gwalior went for an excursion tour to Agra. Agra with its glorious past has lot more to offers discerning travelers besides the mystic splendors of the Taj.

6.2 14th Case Writing Workshop

Prestige Institute of Management, Gwalior during 24-26th April, 2015 in the institute premises. The workshop was inaugurated on 24th April, 2015 by chief guest of the function Mr. Lokendra Singh, Plant Head, J B Mangharam, Gwalior and Guest of Honour, Mr. Himanshu Sharma, Branch Head, HDFC Bank, Gwalior.



After inaugural function, Dr. Bhakar conducted the first session on 'Data Collection for cases and Writing the Opening Paragraph'. In the latter half all 14 groups moved to different organizations such as Akzonobel, Malanpur; SRF Limited, Supreme Industry, Malanpur, Bajaj Finserv, Bajaj Allianz, Yellow Chilli, My FM, Angel Heights, Sun Valley Infratech, Sharpen UP, Live Tips, NJ Investments, Central Park, Nai Duniya, Times of India, Dainik Bhaskar etc.

On day two, there was an illuminative session by Dr. Bhakar on 'How to write Teaching notes, Learning Objectives' etc. The remaining day was dedicated to the respective teams streaming in their inputs into developing their cases.

On day third, all the fourteen case writing teams presented their cases, positive suggestions were given to all the teams for further improvement in the cases. The workshop was completed by a

valedictory session on 26th April, 2015 by the speeches of Chief Guest Mr. Santosh Pathak, GM, SRF Industries, Malanpur and Guest of Honor Mr. Yogesh Hemrajani, Operations Head, Axis Bank, Morena. The workshop was well received by the academicians of different colleges of the country. The workshop resulted into the development of 25 Management & IT case studies which institute will send to the Case Centre, United Kingdom for further accreditation & worldwide release.

6.3 1st National Seminar on IT and Library Science Management

Prestige Institute of Management, Gwalior organized First National Seminar on “Information Technology Applications: Strategies, Issues & Challenges” on February 22, 2015. The main objective of the Seminar is to explore the Information Technology Applications in Library Science and Management.



The First National Seminar began with the inaugural ceremony in the gracious presence of **Lt. Gen. Dr. V.K. Sharma**, V.C. Amity University, Gwalior, Madhya Pradesh as chief guest of the inaugural ceremony, **Dr. S. Tapaswi**, Professor, ABV-IIIT&M, Gwalior, as Keynote Speaker of the inaugural ceremony.

The Inaugural session began with the details of the conference delivered by Organizing Secretary **Prof. K.K. Yadav**. It was followed by welcome address by **Dr. S. S. Bhakar**, seminar Chairman and Director PIMG. The Chief Guest and Keynote speaker released the proceeding of the National Seminar in the form of E-book. **Dr S. Tapaswi** delivered her keynote speech on the topic “**Cloud Computing and its Applications in Library Science**”.

Chief Guest **Lt. Gen. Dr. V. K. Sharma**, V.C., Amity University, Gwalior in his address to the audience highlighted the challenges of Information Technology that we have to face in competitive era. Chief Guest along with all the dignitaries on the dais unveiled the CD published on the papers submitted in the Seminar. On this Prestigious occasion two students of MBA were awarded with gold medal and silver medal for getting top rank in the Institute. **Ms. Anamika Shrivastava**, Co-organizing Secretary of 1st National Seminar, proposed the Vote of Thanks.

The seminar received an enormous response which can be seen from the number of research paper received; More than fifty four research papers/articles were received for the seminar. The seminar deliberations are published in form of E-book with ISBN number. The edited E-book, published by Bharti Publications, New Delhi.

We received 70 abstracts in total and 54 full research papers, 31 of them being from outside the Gwalior for presentation in the 1st National Seminar. We received research papers from New Delhi, Maharashtra, Karnataka, Assam, Jammu& Kashmir, Tamilnadu, Madhya Pradesh,

Rajasthan, Uttar Pradesh, and Punjab.

These papers were distributed among different sessions. In all there were 3 technical sessions on Information Technology, Information Technology Applications for library and Information Technology Applications in Management.

In IT session, session chair and Keynote Speaker was **Dr. R. S. Jadoun** (Professor & HOD-MITS, Gwalior), and co-session chair was **Dr. Dharmendra Badal** (Professor Bundelkhand University, Jhansi).

In second technical session of library science, session chair was **Dr. Hemant Sharma** (Professor Jiwaji University, Gwalior) and keynote speaker was **Dr. Neerja Verma** (Professor, MLB, Gwalior). In third technical session, of IT applications in mgt. session chair was **Dr. R. G. Garg** (Professor-Jiwaji University, Gwalior) keynote speaker was **Dr. Manoj Patwardhan** (Professor IIITM, Gwalior) and co-session chair as **Dr. Sanjay Gupta** (Professor, Jiwaji University, Gwalior).

The technical sessions began with the first session on Information Technology and Its Applications in total we received 15 research papers and out of 15, 6 research papers were presented before the panel.

The Next technical session of Information Technology Applications of Library Science began, for this session we received 18 research papers and 6 research papers were presented. Followed by half an hour lunch break and soon after the third session on Information Technology Applications in management Began, for this session we received 11 research papers and 7 research papers were presented. And after this Management session, the Valedictory Session began.

The Valedictory Session was conducted in the gracious presence of **Shri Dharmveer Singh Bhadoriya** M.D. Anmol Group of Industry, Gwalior as Chief Guest, **Dr. K.K. Patnaik** Professor ABV-IIIT&M, Gwalior as guest of honor. The session started with complete day Seminar report by **Prof. K. K. Yadav**, Seminar Coordinator after which **Dr. S. S. Bhakar**, Director Prestige Institute of Management Gwalior delivered the welcome address.

Guest of Honor, **Dr. K.K. Patnaik** shared his views about the Information Technology Strategies, Issues and changes in this contemporary word. Chief Guest, **Shri Dharmveer Singh Bhadoriya** highlighted the importance of research in IT and Management among the students. In the end vote of thanks were delivered by Prof. Ram Kumar Paliwal, Seminar Coordinator of 2nd National Seminar of Prestige Institute of Management, Gwalior.

In all the Seminar was a grand success and me with my co-coordinator **Ms. Anamika Shrivastava** thank director sir for having his faith on us as well as my team for organizing this grand event and also all the faculty members for their continuous support and students for participating in and contributing in the event wholeheartedly.

6.4 1st National Finance Seminar

This seminar is designed to acquire practical knowledge of financial matters, setting reasonable financial goals and making realistic assumptions. With this knowledge, scholars and students were able to know different techniques and areas of spending, saving, investing and using credit – decisions driven by their personal, professional and financial goals instead of their emotions.



Researchers and students engaged in the field of Management and other fields were hereby invited to contribute original papers for the National Seminar in different domains of finance and sub-themes of the seminar. Research Scholars, Students, Corporate executives and academicians from various Parts of India like, Cochi, Vishakhapattanam, Jaipur, Udaipur, Pune, Mumbai, Noida, Ghaziabad, Delhi, Kanpur, Lucknow, Haridwar, Bhopal, Indore, Jhansi, Agra, Lalitpur, Shivpuri, Moraina and Gwalior were participated in this seminar.

We had two Participation from Mexico (U.S.) which gave an international feel to this seminar. The seminar was well accepted by the Research fraternity and.... in all we had received 56 abstracts and more than 65 full-length research papers from all over the India.

The seminar was conducted in two slots contained two parallel sessions each prior and post the lunch. Overall 49 research papers were presented in 4 technical sessions.

6.5 Workshop on Time Series Analysis Using E-views

Half day workshop was conducted by Dr. Navita Nathani on Introduction to Time series Analysis using E-views for the faculty members of Prestige Institute of Management, Gwalior.

7. INTRA-COLLEGE SPORTS EVENTS 2015

7.1 Volleyball

The competition was held from 3/6/2015 to 9/6/2015 in which 6 teams played against each other. The winning team was of B.C.A. whose captain was Mr. Yogendra Bhadoria.

The winner and Runner up teams received trophy, T-shirt, certificate which were distributed by the chief guest, Dr. S S Bhakar, Director, Prestige Institute of Management, Gwalior.

7.2 Cricket

The cricket tournament was held from 9/6/2015 to 13/06/2015. Students of all courses comprised of 11 teams played matches of 10 over each. The captain of the winning team was Mr. Freenu Mathew.

The winner and Runner up teams received certificate, T-shirt. The Chief Guest was Dr. S S Bhakar, Director, Prestige Institute of Management, Gwalior.

7.3 Yoga

Yoga day was celebrated in the institute on 22/06/2015 in which Dr. S S Bhakar, all faculty members and maximum students took part.



7.4 Basket Ball

The Basket ball tournament was held from 11/05/2105 to 14/05/2015 in which 4 teams participated. All matches were held in league format. The team under the captaincy of Mr. Yogendra Bhadoria won the tournament. The players of the winning team received T-Shirt, Certificate and Shield.

7.5 Badminton

The competitions were held from 13/05/2015 to 20/05/2015 in which matches were held in different formats like men's singles, women's singles, Men's doubles, Women's doubles and Mixed doubles.

In Men's Singles, winner was Mr. Abhinandan Rai and Runner up was Mr. Shubham Agrawal.

In Women's Singles, winner was Ms. Rashmi Sharma and Runner up was Ms. Mahima Yadav.

In Men's doubles, winners were Mr. Abhinandan Rai & Mr. Ravi Pandey and Runners up were Mr. Shubham Agrawal & Mr. Subham Sharma.

In Women's doubles, winners were Ms. Mahima Yadav & Ms. Aashu Rajput and Runners up were Ms. Rashmi Sharma & Ms. Archana Chaturvedi.

In Mixed doubles, winners were Mr. Ravi Pandey & Ms. Rashmi Sharma and Runners up were Mr. Shubham Agrawal and Ms. Aashu Rajput.

8. Seminars/Workshop Organized by the Institute for the Students

8.1 Boot Camp 2015

Prestige Institute of Management Gwalior organized the 5th International Boot Camp (Pre Conference workshop) on January 9, 2015. Dr. S. S. Bhakar, Honorable Director, PIMG has delivered the welcome address and elaborated importance of such events. The Chief Guest for the event was Dr. Naresh K Malhotra, Georgia institute of technology, Atlanta, USA The sessions was



addressed by Dr. Naresh K Malhotra to the audience highlighted about globalization, marketing and marketing research, trends and opportunities.. The vote of thanks was given by Dr. Nandan Velankar, Coordinator of the event. In total 300 students of the institute were participated in the event.

8.2 NSE certified market professional program

Prestige institute of management organized one day NSE certified market professional program on 30 march 2015 for MBA 2nd semester students for the purpose of the students those who are interested to pursue their carrier in finance, to be competence among other students. Coordinated by Dr. Amitabh Maheshwari

8.3 Entrepreneurship Awareness Program

EDC cell organized three days Entrepreneurship Awareness Program during Feb25-27, 2015 in collaboration with MPcon. 112 students participated in the program.

8.4 Faculty Forum:

S. No.	Date	Name of Faculty Member	Topic
1	13.12.2014	Dr. Ravindra Pathak	Karmayog
2	27.12.2014	Prof. Deveddra Sharma	Constitution of India
3	31.01.2015	Prof. Himani Saxena	Music of Gwalior
4	14.02.2015	Prof. Nitin Shrivastava	Yoga

8.5 Movie Session on Entrepreneurship

Movie Session on 27/06/2015 was conducted to enlighten students about entrepreneurship development. The movie shown was CITIZEN KANE. The students learned about characteristics of entrepreneur after watching the movie and traits which an entrepreneur should inhibit to be successful. The event was coordinated by Dr. Ruturaj Baber.

9. Seminars/Workshop Conducted by the Faculty Members of the Institute Outside the Institute

- Dr. S. S. Bhakar conducted one day **Research Methodology** symposium organized by **IIT-BHU, Varanashi** on March 22, 2015 and conducted sessions on Research Process, selecting appropriate statistical tools for data analysis and hypothesis testing.
- Dr. S. S. Bhakar conducted six sessions on statistical tools used for data analysis, univariate, bivariate and multivariate statistical tools including confirmatory factor analysis and structural equation modeling using SPSS and AMOS in ten days **Research Methodology Workshop** organized by **Commerce Department, Jiwaji University, Gwalior** during March 15-24, 2015.
- Dr. Rahul Pratap Singh Kaurav has conducted two days national workshop during February 28 - March 01, 2015 on "Introduction to SPSS", the workshop was organized by Indian Institute of Tourism and Travel Management, Noida, UP, India.

- 2. Dr. Shailja Bhakar and Dr. Rahul Pratap Singh Kaurav conducted combined session in 10 days national workshop of research methodology, on March 22, 2015 on "Synopsis Writing: Do's and Don'ts", the workshop was organized by School of Business and Commerce studies, Jiwaji University, Gwalior, MP, India.

10. PhD Awarded to the Faculties of the Institute.

S. No.	Faculty Name	Year of Award	Title
1.	Dr. Shailja Bhakar	2015	Event Sponsorship and Image Transfer: A Study of Reality Shows
2.	Dr. Ruturaj Baber	2015	Antecedents and Consequents of Market Orientation: A Study of Public and Private Sector Banks in Madhya

Institute Ranking for the Year 2015





DIRECTOR' S MESSAGE

The news letter Srijan, that provide glimpses of the activities of the Institute carried out in last six months has become worth waiting for by the students' fraternity as it also highlights their achievements in the last half year.

The Institute has improved its standing among students fraternity; visible through increased interest shown by them in the programs offered by the Institute. The Institute has entered into the sectoral management education sphere this year and has started offering BTM a three years bachelor's degree program in the area of tourism management this year.

The combined efforts of all the members of PIMG fraternity have propelled the Institute further up in the Rankings of the Institute among B-schools. The Institute has been ranked among the top 30 B-Schools of the country by at least three well known ranking agencies of the country. The most heartening feature of these rankings has been the maximum contribution of intellectual capital scores in the total scores of the Institute. International community recognized the progress made by the Institute has included Institute among top 1000 B-Schools that matter in the world since last six years by Eduniversal Official Selection a French Organization based at Paris.

The faculty members of the Institute have continued to make 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 nationals and international journals and have 62 International publications and 41 national publications to their credit during the last six months. In addition the faculty members have presented papers in national and international conferences and attended a large no of workshops. The faculty members have conducted 4 workshops and delivered sessions in 8 such workshops.

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 Pragati Path a platform to hone and demonstrate diverse skills. The platform is for the students to organize and participate in skill based competitive events.

Dr. S.S. Bhakar



PRESTIGE
INSTITUTE OF MANAGEMENT, GWALIOR

INTERNATIONAL & NATIONAL RANKINGS / RATINGS

Ranked among the
TOP 1000
B- schools in
The World

eduniversal
(Ed-Universal Official
Selection, Paris)



Ranked 4th among
INDIA'S TOP
B- SCHOOLS



Ranked 26th in
ALL INDIA



Rated **A++** category
among MANAGEMENT
INSTITUTES IN INDIA



Rated **A++** among
INDIA'S
BEST B- SCHOOLS



Editorial Team :

Prof. P.K. Singh (Co-ordinator)

prabhat.kushwah@prestigegwl.org

Prof. Rajesh Gupta (Co-coordinator)

rajesh.gupta@prestigegwl.org

Prof. Pranshuman Parashar (Co-coordinator)

pranshuman.parashar@prestigegwl.org



PRESTIGE INSTITUTE OF MANAGEMENT, GWALIOR

Airport Road, Opp. DD Nagar, Gwalior, (Madhya Pradesh) INDIA

Ph.: 0751-4097000, Mob.: 98270 57466 / 77 / 88

Email : admissions@prestigegwl.org, Web : prestigegwalior.edu.in, prestigegwl.org