

UGC NAAC ACCREDITED 'A' GRADE INSTITUTE



# Srijan

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2015

**PRESTIGE**  
INSTITUTE OF MANAGEMENT, GWALIOR

NEWS LETTER

## 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.



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## 1. STUDENTSZONE

### 1.1 Placement Details

This year we have added more than 15 new Brands in the recruiter list of PIMG which includes Kotak Bank, Axis Bank, Janalakshmi Financial Services, Thomson India, Bajaj Allianz, Naukri.com, HCL, JK Tyre, Kurl On, MY FM, Share Micro Finance, Just Dial, Bridgestone, Kent Ro, Nagarro technologies, Reckitt Benkieser, Centaur Pharma are name to few in addition to this 35 more organizations have visited to the Institution for final placements of MBA 2014-16 till 18 December 2015 for MBA 2016 Passing Out Batch. Furthermore, this year we have received the highest Package of 6.66 LPA till December with average package of 3.75 till December in continuation to the same we have already received a confirmation from Trident and Annix who are offering Annual Package of Rs. 9 LPA and 14 LPA respectively. This year we have started the concept of paid summer internship for all the students as a result of this practice we have invited 29 Organizations to the Institution physically to conduct the interview for Summer Internship of MBA students and 15-18 % students out of total strength have received the Pre Placement Offer Letters in the same organization from where they have completed their summer Internship and a total Stipend of Rs. 7.5 Lacs (Seven Lacs Fifty thousand ) has been received by the students in the academic year 2014-15.

### 1.2 Pre placement (skill development) workshop

Institute conducts workshop like pre placement workshop to bridge the gaps in their skills and get them ready for corporate world. Institute has initiated pre placement workshop designed to cater to the vast and varied needs of organizations. It is initiated from 2015 onwards and will ne conducted every year where in experts from various industries address the



students from across the country. In the year 2015 the workshop was conducted for twelve days from 27<sup>th</sup> July 2015 to 8<sup>th</sup> August 2015 with a preapproved session plan of seventy one hours which included Marketing Management, Finance and Accounting, HRM, Research Methodology, IB, Personality Development, IT, and General Aptitude. The workshop also included expert talk, summer internship review, Interaction with Director of the institute, pre and post test and Interaction with Training and placement department. The faculty members were asked to prepare training modules in advance for conducting sessions in the work shop. The workshop was based on the experience of the Institute that cracking placements process is more about skills than knowledge. Students were taught verbal ability rather than just English; and trained on aptitude rather than mathematics. Understanding and internalizing this crucial difference makes our pedagogy unique, interesting and effective. Equally important was to ensure continuous engagement to students of skills development activities rather than organizing ad-hoc programs to make significant impact on the skill levels of the students.

### Invocation ceremony of UG and PG

The invocation ceremonies of fresh batch of BBA, BCA, BTM and BCOM were organized by the institute on July 20, 2015. The Chief Guest was Shri HarinarayanChari Mishra (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 11, 2015. The chief guest in the invocation session was Mr. S.P. Bindal, Plant Head, JK Tyre, Banmore, Gwalior and the Guest of Honor was Dr. K.K. Pant, Director-IHM, Gwalior. The students were introduced to the curriculum and pedagogical tools that would be used to deliver the curriculum. Senior students of MBA extended a warm welcome to their juniors. Dr S.S. Bhakar delivered the welcome address to the new comers. In the end Prof. K. K. Yadav proposed vote of thanks.

#### **1.4 Orientation program and orientation finale**

Orientation Program of the Undergraduate Students was conducted during July 21 - July 31, 2015. Students belonging to fresh batches of BBA, BCA, B Com, B. Com (Hons) participated in the program. For the Postgraduate Students, Orientation Program was conducted during August 12 - August 27, 2015. Students belonging to fresh batches of MBA (FT) and MAM participated in this program. The orientation programs for both undergraduate students and postgraduate students were coordinated by Dr. Shilpa Sankpal.

#### **1.5 Pragatipath Activities**

On August 1<sup>st</sup>, 2015 Pragati Path organized a competition named Echoes and Quizzards for the all the students of 1<sup>st</sup> Semester of the institution under the guidance of Prof. Chanda Gulati (Coordinator) and Prof. Alka Chaturvedi (Co-Coordinator), Pragati Path, PIMG. The event attracted a large number of participants from all the students of UG 1<sup>st</sup> Semester. In Echoes students displayed their creative best through creation and enactment of an Ad of fictitious product to draw the attention of audience and to motivate them to purchase the product being promoted in the ad. The Quizzards on the other hand was based on business quiz. In both the competitive events the students performed exceedingly well indicating that the orientation programs were able to generate lot of interest in Management studies. For Echoes the winning team members were Googly Treat Biscuit (Rakshita Jadav, Astha Jain, Saksham Kukreja, Kashish Katiyar) and the runner up were Protective Belt (Nishi Sharma, Shivani Singh, Rajat). In Quizzards, the top two scorers of each Section participated and the winner and Runner Up team was B.Com1 (B) and BBA I A respectively. All the teams were awarded prizes and certificates by Dr. S.S Bhaker, Director, PIMG. It was a great learning for all undergraduate students.



A one-day Pragati Path event was organized in Prestige Institute of Management, Gwalior for 1<sup>st</sup> Semester Postgraduate students of the institution on August 29<sup>th</sup>, 2015 by Chanda Gulati (Coordinator) and Alka Chaturvedi (Co-coordinator), Pragati Path, PIMG. The overall event was hosted by Vinayika Gandotra from MBA III Semester. The event attracted participation from all the students of PG 1<sup>st</sup> Semester. Initially a screening was done during the orientation program and the selected top performers were invited to play the quiz among them. The motive of organizing the event was to make students understand the basics of management, computers and commerce and to orient them towards the institutional culture. The contents of the "Pragati Path" acted as the treat for fresher students of 1<sup>st</sup> Semester. The rounds of Quiz were Preliminary Round, Rapid Fire Round and Bang Bang Round. The second event 'Company

Confluence' on 'Our Company Our Pride' theme was too conducted with overall 25 groups participation from which 13 groups were screened out and selected for the finale performance. For QUIZ, the Winner was Team TRIUMPHANTS (Sonia Makrani and Ilashu Jain from MBA Sec.A) and Runner Up was Team DAZZLERS (Amarpreet and Ankita Chandani from MBA Sec.E). The winning team of Company Confluence was Balaji Telefilms from MBA 1<sup>st</sup> semester (E section) and the team members were Ravi, Priya, Ankita, Shivani and Saurabh. The runner up team was from MBA 1<sup>st</sup> semester (B section) and the team members were Sakshi Jain, Khushboo, Satyam, Prashant and Vivek Verma. Both the teams were awarded prizes. It was a great fun and learning experience for all students.

### **1.5 Poster Making Competition for BOOT Camp**

To bring any change we must use our young minds 'said Aristotle and so was the idea for this competition which gave us an overwhelming response. Thus the poster making competition was organized on 8 December 2015 to motivate the students for the boot camp. Overall 23 posters were made by students of UG and PG where 55 students participated wholeheartedly. The theme was the winning Edge. The criteria for judgment were theme, creativity and innovation, expression and overall presentation. Though everyone gave their best but being a competition we had to judge them. The judges for the same were Dr. Shailja Bhakar, Prof. Pranshuman Parashar and Prof. pinky Sodhi .

The winners of the competition were

First - Saurabh Singh & Kalpna Prajapati

Second -Megha Shukla & Amrita Gupta

Third - Sakshi Jain & Neha Mudgal

## **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 Independence Day (August 15, 2015)**

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.

### **2.2 Teachers Day (September 5, 2015)**

The institute has celebrated 5<sup>th</sup> September 2015 as Teacher's Day as a mark of tribute to the contribution made by teachers to the society. 5th September is the birthday of a great teacher Dr. Sarvepalli Radhakrishnan, who was a staunch believer of education, and was a well-known diplomat, scholar, the President of India and above all, a teacher.



## **2.3 Pragati Path**

Prestige Institute of Management, Gwalior has organized several students' activities on the platform of Pragati Path, Personality Development Cell of PIMG. On 17<sup>th</sup> November, 2015, Collage Making on Management Concepts and Business Quiz contest were organized for MAM V, III and I Semester students on the platform of the Pragati Path Cell, PIMG by Chanda Gulati, Coordinator and Alka Chaturvedi, Co-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 personalities of the student to remove the hesitations felt by the students in expressing themselves. In Collage making, the winner was Prakriti Shrivastava of MAM V Sem and Runner Up were Priya and Abhishek from MAM III Sem. For Quiz, the winning team was Team A (Shubham & Sourabh from MAM III Sem) and Runner Up was Team H (Shubhangi Pathak & Ushma Singh from MAM I Sem). The event was further enriched through remarkable comment given by Dr. S.S. Bhakar, Director, and PIMG at the end.

## **3. Social cause**

### **3.1 Vraksharopan by Rotaract Club**

On 17.07.2015, Member's of Rotaract club of Prestige Gwalior organized a Plantation program in the Institute premises in collaboration with another 14 Rotary club of the City i.e. Rotary Club Gwalior Rotary club Wisdom Gwalior, Rotary club of Gwalior Mahanagar, Rotary Club Gwalior central, Rotary club Gwalior Veeranagana, Rotary club Gwalior Laurels, Rotary Club Gwalior Birlanagar, Rotary Club Gwalior Yugal, Rotary Club Gwalior Imperial, Rotary Club Gwalior Galav, Rotary Club Gwalior Tansen Rotary Club Gwalior Midtown. Dr. Sanjay Goyal was the chief Guest for the program

### **3.2 Prayas**

From 21.01.2015 to 09.02.2015 Rotaract Club of Prestige Gwalior had organized a drive PRAYAS in which we 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.

## **4. Club activities**

### **4.1 Marketing Club:**

Marketing club event "Think out of the Box... Show your Creativity" was held on Thursday, November 5, 2015 in PIMG Seminar Hall. Total Number of Participants was 36. Name of winner for Tagline Competition was Mr. Sagar Nigoti student of BBA 1C; Name of Logo and Title competition was Ms. Rohini Samadhiya student of BBA 1(B). Prizes were given to winners in form of cash prize plus certificate.



## 4.2 HR Club:

### Constitution of New Board of Members: PeopleEarth, HR Club ( 8<sup>th</sup> Sep, 2015)

The swearing-in ceremony of new office bearers for HR Club of PIMG was held on 8<sup>th</sup> September'2015 at Prestige Institute of Management, Gwalior. The board of new office bearers was constituted for the year 2015 by Prof. Chanda Gulati (Coordinator, HR Club), Dr. Garima Mathur (Functional Head, HR); and other HR faculty members. The ceremony commenced by welcome of all members of HR Club.

Board of Executives	
President	Manisha Paradkar
VP (Education)	Sahaj Dubey
VP (PR)	Ankit Parashar
VP Membership	Sonali Vohra
AVP (Education)	Priyanka Gidwani
AVP (Membership)	Megha Rana
AVP (PR)	Richa Agrawal
Secretary	Dhyanendra Rana
Treasurer	Neha Goyal
Media Officer	Anvesh Sharma
Sargeant at Arms	NavKumar Sharma/Prakriti Srivastava/Kusum Kushwah

The constituted board appreciated the rekindling of HR Club. The board agreed to strengthen the HR activities and event and reaffirmed to work towards the confidence building to improve employability of the generation. Chairperson of the Club, Dr. S. S. Bhakar held the swearing-in ceremony for the newly elected members. The ceremony ended with Vote of thanks proposed by the newly elected President, Ms. Manisha Paradkar.

### AASHAYEIN (Peopleearth, HR Club Event) on 30-09-2015

PeopleEarth, HR Club, PIMG organized Aashayein event on 30<sup>th</sup> September, 2015 for 30 girls of Miss Hellen Killer CWSN Chhatrawas. This event was organized by the student of the HR Club. The main motive of this event was to provide a platform for differently-able girls to show their talent. The Club had collected donations of total 10,000 amount from the students and the faculty members of the PIMG. HR Club organized different competition like Dance, Singing, Rangoli drawing for differently abled girls of Chhatrawas. The prize was given to the winner and runner up participants. The winners of different competition were:

Singing-	Winner	:	Bharti Rathore
	Runner up	:	Kanchan Rajpoot
Dance -	Winner	:	Choti si asha group
	Runner up	:	Desh rangeela group
Rangoli-	Winner	:	Pooja Rajawat
	Runner up	:	Renu Baghel
Drawing-	Winner	:	Bharti Rathore
	Runner up	:	Kashish Rajpoot

Costumes and other stationary material were provided by HR Club. Events and Food was sponsored by R.K Event. PIMG family gave 8 ceiling fans of the luminous company as a donation to the Chhatrawas. The Chief Guest of the valedictory session was Mr. Ashok Kumar Khendalwal (Senior IA&AS officer).

Prizes were distributed by the Chief Guest and Dr. S.S Bhakar, Director, PIMG. Then, the guests on the dais enlightened all with the valuable remarks and praised the students and club for such a humanitarian act. Kusum Kushwah was the Master in Ceremony. Report of the event was presented by Ms. Manisha Paradkar, President of HR club. Program ended with Vote of thanks given by Mr. Dhyanendra Singh Rana, Secretary, PeoplEarth, HR Club.

### **BEST Out of WASTE (Activity of PeoplEarth, HR Club on 17/12/2015)**

Peopelarth, PIMG HR Club organized 'Best Out of Waste' event on 17<sup>th</sup> December, 2015, the motive of this event was to develop Resource Management Skills of the students. In total 14 teams were registered with 4 students each. Event started at 2.00 pm. There were 3 rounds

1. Crossword Puzzle
2. Solve and Draw
3. Find and Create

In the first round, 14 teams participated. 9 teams qualified for the next round. In the 2<sup>nd</sup> round, 5 teams qualified. The Runner Up Team from Final round was Group No. 9 (Devendra Singh, Kiran Tomar, Yanika Newal and Varsha Bhadouria) and the winner was Group No. 6 (Ajay Tomar, Deepak Tiwari, Harshita Tayal and Satyam Pandey). The final round was judged by the panel and the panels members were Dr. Navita Nathani, Dr. Tarika Singh, Dr. Shailja Bhakar and Dr. Ruturaj Baber. The Scrap Material for find and create were provided by PeoplEarth, HR Club. The winner and runner up prizes were distributed by Dr. S.S Bhakar, Director, PIMG. The report of the event was presented by Mr. Sahaj Dubey, Vice president, PeoplEarth, HR Club and at the end vote of thanks was proposed by Mr. Dhyanendra Singh Rana, Secretary, HR Club.



**1.1 Finance Club:** Finance club of PIMG, the basic aim of this competition is to provide a platform to students for their self evaluation in the area of accounting and finance. The event is organized for provide learning of accounting and finance with different interesting acts. Event will help to the students in decision making process and creativity in the field of finance. Theme of the Event: Role of finance in daily life. Total 21 teams were registered for the event. Overall 135 students were participated in the event.

Winner team awarded with Prize money Rs.1500/-

Nikunj Jain & Group from BBA III B was the winner of the event



Runner up team awarded with Prize money Rs.1000/-

**1.2 IT Club :** Prestige Institute of Management organizes various student activities under its various Departmental Clubs. IT Club of the Institute organized a competition on the theme of Programming Challenge in C-language on 10th Oct 2015. The basic aim of competition is to provide a platform to students to test their basic computer programming skills and helps them to give an idea about the conceptual learning implementation to practical exposure.

It also helps to the students in decision making process and creativity development. A total no. of 85 students was participated in the event from Gwalior and nearby regions. Dr. R S Joudon, Prof. and Head, MITS College Gwalior were present in the inaugural ceremony and Dr. Sanjay Gupta, Prof. SOS, Jiwaji University in the valedictory ceremony of the event. Event was organized in 3 rounds.

In First round, MCQ were given to the participants and top 50% were qualified for the 2<sup>nd</sup> round. In the second round two incomplete programmes were given to the qualified students and again top 50% were qualified for the final round. In the Final round, a specific problem was given to the qualified participants that they had to solve in C-language. On the basis of performance the winners were declared. Mr. Abhishek Chouhan of BCA V PIMG stood 1st and won a cash prize of Rs. 2000. The second and third position secured by Mr. Abhijith Menon BE III Year Amity University, Sachin Sharma, BE III year, RJIT Tekanpur, won the cash Prize of Rs. 1500 and Rs. 1000 respectively. The event was coordinated by Prof. Nitin Paharia

## 5. Extra mural lectures

S.NO.	NAME OF THE SPEAKER	DATE OF EML	ORGANIZATION NAME	DESIGNATION
1	Mr. Ashok Khandelwal	04.07.2015	AG Office	Deputy Accountant General
2	Mr. Sanjay Goyal	11.07.2015	Public Administration	District Megistrate
3	Mr. Virendra Singh Shekhawat	25.05.2015	Punj Lloyd	AGM
4	Mr. Rahul Kapahi	29.07.2015	Punj Lloyd	GM
5	Mr. Satyajeet Patankar	04.08.2015	Times of India	GM
6	Mr. Satyendra Sharma	08.08.2015	Times of India	Officer Response
7	Prof. S.G. Deshmukh	14.08.2015	ABV-IIITM	Director
8	Ajay Thakur	27.08.2015	HT Media Ltd.	Manager- Media Marketing
9	Manisha Tyagi	08.09.2015	Maadhyam Learning Solutions Pvt Ltd	Branch Head
10	Rajendra Rav	12.09.2015	Sabkang Sanstha	Secretary
11	Rajesh Shyam	19.09.2015	Velocity infinite	Sr. Executive - Business Dvt.
12	Sudhir Singh Rathore	26.09.2015	Fortis Healthcare (India) Ltd	Country Manager(Nigeria)
13	Dharmendra S Chauhan	03.10.2015	Algorhythm Tech. P. Ltd.	Team Lead

## 6. Faculty zone

### 6.1 Edited books/ journal published by faculty members

S.No	Name of the Faculty Member	Name of the Book	Name of the publisher	Year
1	Dr. S.S. Bhakar, Dr. Navita Nathani	A Handbook on Writing Research Paper in Social Sciences	ISBN: 978-93-85000-27-0 Bharti Publications, New Delhi	Aug 2015
2	Dr. S.S. Bhakar Dr. Rahul Pratap Singh Kaurav Prof. Pranshuman Parashar Dr. Shilpa Sankpal	Sustainable Competitive Advantage Through Integrated Marketing Approach	ISBN:978-93-85000-42- Bharti Publications, New Delhi	Sep 2015

## 6.2 International Research papers published by faculty members

S.No.	Name of Faculty	Title	Year	Journal
1	Dr. S.S. Bhakar	Upamannu, Nischay Kumar; Bhakar, S. S.; Chauhan, Alka Singh (2015). The Effect of Brand Prestige on Brand Preference and Word of Mouth: The Moderator Role of Customer Involvement. Asian Journal of Marketing Research, 4(2), pp 123-140, ISSN 22776621	2015	Asian Journal of Marketing Research
		Upmanyu, Nishchay; Bhakar, S. S. and Gupta Mansi (2015), Effect of Corporate Image on Brand Trust and Brand Affect, International Journal of Applied Science - Research and Review (IJAS), 2(1), 020-033, ISSN 23939988	2015	International Journal of Applied Science - Research and Review (IJAS)
2	Dr. Garima Mathur	Monika Jain & Garima Mathur (2015), Effect of Organization Justice and Employee Engagement on Job satisfaction, International Journal of Core Engineering & Management (IJCEM) Vol 2, No. 3, pp. 194-203 (ISSN: 2348 9510).	2015	International Journal of Core Engineering & Management (IJCEM) Vol 2
3	Dr. Tarika Singh	Sikarwar, Tarika ; Mehta , Seema and Gunjan Dwedi (2015). Clustering and Forecasting Exchange Rates using Statistical Tools. Advances in Management & Applied Economics, vol. x, no. xx, 201x, xxx-xxx ,ISSN: 1792-7544 (print version), 1792-7552(online),Scienpress Ltd, 2012	2015	Advances in Management & Applied Economics
		Sikarwar, Tarika and Gajendra Singh Sikarwar. (2015). The Influence of Investor Psychology on Regret Aversion. Global Journal of Management and Business	2015	Global Journal of Management and Business Research: C Finance Volume 15 Issue 2



		Research: C Finance Volume 15 Issue 2 Version 1.0 Year 2015 Type: Double Blind Peer Reviewed International Research Journal Publisher: Global Journals Inc. (USA) Online ISSN: 2249-4588 & Print ISSN: 0975-5853		
		Sikarwar, Tarika and Gajendra Singh Sikarwar. (2015). The Influence of Investor Psychology on Regret Aversion. Global Journal of Management and Business Research: C Finance Volume 15 Issue 2 Version 1.0 Year 2015 Type: Double Blind Peer Reviewed International Research Journal Publisher: Global Journals Inc. (USA) Online ISSN: 2249-4588 & Print ISSN: 0975-5853	2015	Global Journal of Management and Business Research: C Finance Volume 15 Issue 2
4	Dr. Shilpa Sankpal	Shilpa Sankpal, Dr. Yogesh Upadhyay (2015), Indian Retail Landscape, IJEMR, 5(8), 274-285. (Online - ISSN 2249-2585 Print - ISSN 2249-8672)	2015	IJEMR, 5(8), 274-285. (Online - ISSN 2249-2585 Print - ISSN 2249-8672)
5	Dr. Shailja Bhakar	Bhakar S. S., Shailja Bhakar & Shilpa Bhakar (2015) Customer Satisfaction or Service Quality – Identifying Mediating Variable and Evaluating Behavioral Intention Model in Hotel Industry: An SEM Approach, Research Journal of Social Science & Management-RJSSM Vol 5 No. 2, pp 111-124, ISSN 2251-1571, Impact factor 3.951	2015	Research Journal of Social Science & Management-RJSSM Vol 5 No. 2, pp 111-124, ISSN 2251-1571, Impact factor 3.951
		Bhakar Shailja (2015) Impact of Brand Reputation on Attitudinal Loyalty and Behavioral Loyalty with Brand Trust as Mediating Variable, Research Journal of Social Science & Management-	2015	Research Journal of Social Science & Management-RJSSM Vol 4 No. 11, pp 19-24, ISSN 2251-1571, Impact factor 3.951

		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, Advances in Social Sciences Research Journal Vol. 2 No. 1, Pp 87-101, ISSN 2055-0286, Society for Science and Education United Kingdom	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. Amithabha Maheswari	Upamannu, N.K; Amitabha Maheswari & Pooja bhakuni (2013), "The Impact Of Brand Trust On Customer Loyalty: A Study Of Fmcg Sector At Gwalior Region"	2015	Abhinav-International Monthly Refereed Journal Of Research In Management & Technology, Vol.2, ISSN No. 2320-0073.
7	Dr. Nischay Kumar Upamannu	Upamannu, Nischay; Chanda Gulati; Ankit Chach & Gurvinder Kaur (2015), "The Effect Of Customer Trust On Customer Loyalty And Repurchase Intention: The Moderating Influence Of Perceived CSR",	2015	International Journal of Research In IT, Management and Engineering, Vol.5, Issue No. 4, ISSN -2249-1619. Impact factor :5.309.
		Upamannu, Nischay; S.S Bhakar & Alka Singh Chauhan (2015), "The effect of Brand Prestige on Brand Preference and Word of mouth : The moderator role of customer involvement,	2015	Asian Journal of Research in Marketing, Vol.4. No.2. ISSN-2277-6621. Scientific Journal Impact factor 4.519
		Upamannu, Nischay; S.S Bhakar & Mansi Gupta (2015), Effect of Corporate Image on Brand Trust and Brand Affect",	2015	International Journal of applied science – Research and Review, ISSN 2394-9988, www.ijas.org.uk.

		Upamannu, 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	bharti Publications, ISBN No. 978-93-81212-98-1.
8	Prof. Prabhat Kumar Singh Kushwah	Prabhat Kmar Singh Kushwah, Dr. George Thomas and Dr. Vishal Kumar (2015) "Effect of Management Style and Employee Behavior on Customer Satisfaction in Auto Mobile Industry"	2015	Guru Kashi Journal of Business Management Vol. 1, No. 2 pp. 93-100, ISSN 2393- 9435.
		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
9	Dr. Richa Banerjee	Visual Merchandising Triggers Impulse Buying?, Creative and Innovative Excellence for world in motion, volume 1, ISBN978-93-81212-98-1	2015	Creative and Innovative Excellence for world in motion, volume 1
		Study of Relationship among Emotional Intelligence, Organizational Commitment and Job Satisfaction: In reference to Vikrant Group of Institution, Indore, Creative and Innovative Excellence for world in motion, volume 1, ISBN978-93-81212-98-1	2015	Creative and Innovative Excellence for world in motion, volume 1
		Banerjee Richa, Subeer Banerjee ,Rakhi Gurjar, Sapna Gurjar (2015) Relationship Of Emotional Work Requirement and Job Burnout, Intercontinental Journal Of Human Resource Management Issn:2350-0859 -Online Issn:2350-0840 -Print -Impact Factor:0.414 Volume 2, Issue	2015	Intercontinental Journal Of Human Resource Management



		5, May 2015		
10	Prof. Chanda Gulati	Upamannyu, 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
		Upamannyu, N.K., Gulati, C., Chack, Ankita. and Kaur, Gurvinder. (2015). The Effect Of Customer Trust On Customer Loyalty And Repurchase Intention: The Moderating Influence Of Perceived CSR	2015	International Journal of Research in IT, Management and Engineering, Vol. 5, Issue 4, pp. 1-31, ISSN 2249-1619
11	Dr. Rahul P.S. Kaurav	Kaurav, R. P. S., Paul, J., & Chowdhary, N. (2015). Effect of internal marketing on hotels: Empirical evidences for internal customers, International Journal of Hospitality and Tourism Administration, Vol. 16, No. 4 (Accepted for Publication)	2015	International Journal of Hospitality and Tourism Administration, Vol. 16
		Kaurav, R. P. S., Baber, R., Chowdhary, N., & Kapadia, S. (2015). Destination performance: Importance of redefining DMOs, Asia Pacific Journal of Innovation in Hospitality and Tourism (ISSN 2289-1471), 4(1), 125-142.	2015	Asia Pacific Journal of Innovation in Hospitality and Tourism
		Kaurav, R. P. S., Prakash, M., Verma, J. P., & Chowdhary, N. (2015). Does internal marketing influences organisational commitment? Empirical evidences from hotels in Gwalior, Current Issues of Tourism Research (ISSN 2048-7878), 4(2), 19-26	2015	Current Issues of Tourism Research

12	Prof. Alka Chaturvedi	Kaurav, R. P. S. (2015). Assessing impact of internal marketing: on business performance: Doctoral dissertation summary, European Journal of Tourism Research (ISSN 1994-7658/1314-0817), 10(1), 136-139	2015	European Journal of Tourism Research
		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
13	Dr. Ruturaj Baber	Baber. R & Kaurav R.P.S. (2015). Predictors to Individual Market Orientation: A Study of Indian Financial Organizations	2015	Prestige International Journal of Management & IT-Sanchayan, 4(1), Jan – June. [pISSN: 2277-1689].
		Baber R & Upadhyay Y. (2015). Examining Role of Competition Intensity as Moderator on Market Orientation and Performance Relationship in Private Universities	2015	South Asian Journal of Management, 22(1), Jan – Mar, 97-113. [pISSN: 0971-5428]
		Shukla U. N., Baber, R., Baber. P & Kaurav R.P.S. (2015). Market Orientation and Organizational Performance in Tertiary Sector.	2015	S. S. Bhakar, V. K. Bhatnagar, & R. Banerjee (Ed.). II, pp. 149-157. Gwalior: Bloomsberry Publishing India Pvt Ltd. [ISBN: ].

### 6.3 Nationally research papers published by faculty members

S.No.	Name of Faculty	Title	Year	Journal
1	Dr. Navita Nathani	Holani, U., Nathani, N., Sukhani, L. (2015).	2015	Journal of Business and Management. 8 (1), 1-

		Impact of EVA and Financial ratios on Stock returns.		20.
		Nathani, N. and Kumar, R. (2015). Economic value added, residual income, Traditional Method and their impact on Shareholder's wealth: Indian Evidence (Ed. SS Bhakar, Richa Banerjee, Amitabh Maheshwari and Sneha Rajput).	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 Incivility and Perception of Job Demands (Ed. SS Bhakar, Richa Banerjee, Amitabh Maheshwari and Sneha Rajput).	2015	Creative and Innovative Excellence for world in Motion. Vol.1, 257-266, Bharti Publications, New Delhi. (ISBN: 978-93-81212-98-1).
2	Dr. Garima Mathur	Garima Mathur and Navita Nathani (2015), Impact Of Brand Image On Brand Loyalty In Carbonated and Non-Carbonated Drinks, Journal of Innovative Practices in Management (JIPM), Vol. 1, (ISSN. No. 2395-6666).	2015	Journal of Innovative Practices in Management (JIPM), Vol. 1
		Garima Mathur, Navita Nathani & Umesh Holani (2015). Workplace Empowerment, Managerial Incivility and Perception of Job Demands in Creative and Innovative Excellence for World in Motion, ed. S. S. Bhakar, Richa Banerjee, Amitabha Maheshwari & Sneha Rajput published by	2015	Creative and Innovative Excellence for World in Motion



		Bharti Publications, New Delhi (ISBN: 978-93-81212-98-1).		
3	Dr. Tarika Singh	Singh, Tarika, Loomba, Jatinder; Rajdev, Deepshikha, Goyal, Saurabh, Jadon, Jagmohan; Neelmani, Kumar and Sonu Sidhwani (2015). Capital Structure and Stock Returns. A Procedural Guide to Write Research Papers. Bharti Publications; ISBN 978-93-85000-07-2	2015	A Procedural Guide to Write Research Papers
		Singh, Tarika, Loomba, Jatinder; Rajdev, Deepshikha, Goyal, Saurabh, Jadon, Jagmohan; Neelmani, Kumar and Sonu Sidhwani (2015). Mutual Fund Performance: An Analysis in Indian Context. A Procedural Guide to Write Research Papers. Bharti Publications; ISBN 978-93-85000-07-2	2015	A Procedural Guide to Write Research Papers
		Singh, Tarika and Monika Gupta (2015). Intellectual Capital & Firm Profitability: An Empirical Study on the IT Sector listed in NSE, Global Journal Of Multidisciplinary Studies. 4(4). ISSN No. 2348-0459	2015	Global Journal Of Multidisciplinary Studies. 4(4)

		<p>Singh, Tarika; Mehta , Seema and Manish Dubey (2015).  “Measuring Difference in Genders on Confidence Related To Study and Performance: A Study of Management Students” in “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</p>	2015	Creative and Innovative Excellence for World In Motion
		<p>Singh, Tarika; Bhatnagar Vinod; Varshneya, Preeti;Mohan, Gayatri; Jain, Pratibha, Chaudhari, Dattaram Jivram, Dixit, Archana, Maheshwari, Deepti; Gupta Monika and Chandani Pamnani. (2015).Impact of NPA on advances of Public Sector Banks in India. A Handbook on Writing Research Papers in Social Science. Bharti Publications; Edited by Dr. S.S. Bhakar and Dr. Navita Nathani. ISBN 978-93-85000-27-0. (106-119)</p>	2015	A Handbook on Writing Research Papers in Social Science
		<p>Singh, Tarika; Bhatnagar Vinod; Varshneya, Preeti;Mohan, Gayatri; Jain, Pratibha, Chaudhari, Dattaram Jivram, Dixit, Archana, Maheshwari, Deepti; Gupta Monika and Chandani Pamnani. (2015).Impact of MCX</p>	2015	A Handbook on Writing Research Papers in Social Science

		Turnover on GDP: A Bivariate Analysis. A Handbook on Writing Research Papers in Social Science. Bharti Publications; Edited by Dr. S.S. Bhakar and Dr. Navita Nathani ISBN 978-93-85000-27-0.(120-131)		
		Singh, Tarika, Loomba, Jatinder; Rajdev, Deepshikha, Goyal, Saurabh, Jadon, Jagmohan; Neelmani, Kumar and Sonu Sidhwani (2015). Capital Structure and Stock Returns. A Procedural Guide to Write Research Papers. Bharti Publications; ISBN 978-93-85000-07-2	2015	A Procedural Guide to Write Research Papers
		Singh, Tarika and Monika Gupta (2015). Intellectual Capital & Firm Profitability: An Empirical Study on the IT Sector listed in NSE. Global Journal Of Multidisciplinary Studies. 4(4). ISSN No. 2348-0459	2015	Global Journal Of Multidisciplinary Studies
		Singh, Tarika; Mchta, Seema and Manish Dubey (2015). "Measuring Difference in Genders on Confidence Related To Study and Performance: A Study of Management Students" in "Creative and Innovative Excellence for World In Motion"; Edited by Dr. S.S.	2015	Creative and Innovative Excellence for World In Motion

		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		
4	Dr. Shilpa Sankpal	Shilpa Sankpal, Yogendra Mathuriya, Lovely Sukhani, Zeba Siddiqui, P K Singh, Hilsa Mishra, Shikha Sharma and Abhijit Khanwalkar (2015), Attitude towards Clearance Sales of Liked and Disliked Brands in A Handbook for Writing Research Paper in Social Sciences (Eds S S Bhakar, Navita Nathani), 132-144, New Delhi: Bharti Publications. (ISBN 978-93-85000-27-0) (Research Paper - Empirical)	2015	A Handbook for Writing Research Paper in Social Sciences (Eds S S Bhakar, Navita Nathani), 132-144, New Delhi: Bharti Publications. (ISBN 978-93-85000-27-0) (Research Paper - Empirical)
		Shilpa Sankpal, N. K Upamannu, Vivek Gaur and Avadhesh Rathor (2015), Determinants of Informal Groups in Workplaces-An Empirical Study in Redefining the Human Resource Paradigm in Changing Cultural, Social and Economic Environment (Eds S S Bhakar, Gaurav Jaiswal), 144-153, New Delhi: Bharti Publications. (ISBN 978-93-85000-10-2) (Research Paper - Empirical)	2015	Redefining the Human Resource Paradigm in Changing Cultural, Social and Economic Environment (Eds S S Bhakar, Gaurav Jaiswal), 144-153, New Delhi: Bharti Publications. (ISBN 978-93-85000-10-2) (Research Paper - Empirical)



5	Dr. Shailja Bhakar	Bhakar Shailja, Sneha Rajput, Sumanlata Bisht, Shilpi nagariya, Anil Singh Parihar and Mehak Huriya (2015) Examining the Effect of Product Performance on Brand Reputation, Customer Satisfaction and Customer loyalty” published in A Procedural Guide to Write A Research Paper edited by Dr. S. S. Bhakar and Dr. Shailja Bhakar, Pp 135-153, ISBN: 978-93-8500-07-2	2015	A Procedural Guide to Write A Research Paper edited by Dr. S. S. Bhakar and Dr. Shailja Bhakar, Pp 135-153, ISBN: 978-93-8500-07-2
		Bhakar Shailja, Sneha Rajput, Sumanlata Bisht, Shilpi nagariya, Anil Singh Parihar and Mehak Huriya (2015) “Brand Image and Its impact on Customer Satisfaction and Customer loyalty” published in A Procedural Guide to Write A Research Paper edited by Dr. S. S. Bhakar and Dr. Shailja Bhakar, Pp 68-82, ISBN: 978-93-8500-07-2	2015	A Procedural Guide to Write A Research Paper edited by Dr. S. S. Bhakar and Dr. Shailja Bhakar, Pp 68-82, ISBN: 978-93-8500-07-2
		Bhakar Shailja, Abhay Dubey, Shilpi Nagariya, Megha Mishra, Ambika Rathi, Ruchi Sao, Arti Pipariya, Falguni Rambhasha, Ankit Gupta and Nagendra Singh (2015) Impact of product packaging, brand impression and brand personality on Purchase Intention, Eds Bhakar S. S. and Navita Nathani in A handbook on writing	2015	A handbook on writing research papers in Social Sciences, pp145-159, Published by Bharti Publications New Delhi, ISBN 978-93-85000-27-0

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	Bhakar Shailja, Abhay Dubey, Shilpi Nagariya, Megha Mishra, Ambika Rathi, Ruchi Sao, Arti Pipariya, Falguni Rambhasha, Ankit Gupta and Nagendra Singh (2015) Predictors of career choice among students of high school and higher secondary school. Eds Bhakar S. S. and Navita Nathani in A handbook on writing research papers in Social Sciences, pp 160-172, Published by Bharti Publications New Delhi, ISBN 978-93-85000-27-0	2015	A handbook on writing research papers in Social Sciences, pp 160-172, Published by Bharti Publications New Delhi, ISBN 978-93-85000-27-0
	Bhakar Shailja, Sneha Rajput, Suman Lata Bisht, Shilpi Nagariya, Anil Singh Parihar and Mehak Huria (2015) Brand Image and its impact on customer satisfaction and customer loyalty. Eds Bhakar S. S. and Shailja Bhakar in A Procedural Guide to Write a Research Paper, pp 68-82, Published by Bharti Publications New Delhi, ISBN 978-93-85000-07-2	2015	A Procedural Guide to Write a Research Paper, pp 68-82, Published by Bharti Publications New Delhi, ISBN 978-93-85000-07-2

		<p>Bhakar Shailja, Sneha Rajput, Suman Lata Bisht, Shilpi Nagariya, Anil Singh Parihar and Mehak Huria (2015) Examining the Effect of Product Performance on Brand Reputation, Customer Satisfaction and Customer Loyalty, Eds Bhakar S. S. and Shailja Bhakar in A Procedural Guide to Write a Research Paper, pp 135-153, Published by Bharti Publications New Delhi, ISBN 978-93-85000-07-2</p>	2015	<p>A Procedural Guide to Write a Research Paper, pp 135-153, Published by Bharti Publications New Delhi, ISBN 978-93-85000-07-2</p>
		<p>Sodhi Pinky, Shailja Bhakar and Abhay Dubey (2015) Antecedents of Acceptance and Recommendation: A study of WhatsApp, published in Bhakar S. S., K. K. Yadav and Anamika Shrivastav Eds., E-Book on "IT Application: Strategies, Issues and Challenges" ISBN-978-93-85000-08-9, published by Bharti Publications New Delhi, pp 357-366</p>	2015	<p>IT Application: Strategies, Issues and Challenges" ISBN-978-93-85000-08-9, published by Bharti Publications New Delhi, pp 357-366</p>
		<p>Bhadoriya Smrita, Reeta Chauhan and Shailja Bhakar (2015) Antecedents of Students Performance in Mathematics, published in Bhakar S. S., K. K. Yadav and Anamika Shrivastav Eds., E-Book on "IT Application: Strategies, Issues and</p>	2015	<p>E-Book on "IT Application: Strategies, Issues and Challenges" ISBN-978-93-85000-08-9, published by Bharti Publications New Delhi, pp 342-356</p>

		Challenges” ISBN-978-93-85000-08-9, published by Bharti Publications New Delhi, pp 342-356		
		Bhakar Shailja and Abhay Dubey (2015) Corporate Credibility And Its Impact On Purchase Intention With Mediating Variables Attitude (Towards Advertisement And Brand), 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	2015	“Innovation and Creativity for World in Motion”, Bharti Publications New Delhi, Pp 359-373, ISBN No.978-93-82951-49-0
6	Dr. Gaurav Jaiswal	Jaiswal Gaurav, Pathak Ravindra et al (2015), “Customer Orientation Effects on Customer Service Perceptions and Outcome Behaviours”	2015	published in the edited book ‘Sustainability Management and the Power of Innovation’ Edited by Dr. S. S. Bhakar et al published by Bloomsbury Publishing India Pvt. Ltd., New Delhi. (ISBN 978-93-84898-74-8).
		Jaiswal Gaurav, Pathak Ravindra, Singh S. K. (2015), “The Effect of Job Factors on Job Stress Moderated by Personality among Teachers”	2015	published in the edited book ‘Creative & Innovative Excellence for World in Motion’ Edited by Dr. S. S. Bhakar et al published by Bharti Publications, New Delhi. (ISBN 978-93-81212-98-1).



		Jaiswal Gaurav, Singh S. K. (2015) "Transformational Leadership, Organisational Culture and Climate among Bankers"	2015	published in the E-book 'Redefining the Human Resource Paradigm in Changing Cultural, Social & Economic Environment, Published by Prestige Institute of Management, Gwalior and Vikas Publishing House, New Delhi. (ISBN No. 978-93-85000-10-2)
		Jaiswal, Gaurav & et al, (2011), "Personality Types and Emotional Intelligence: A Study of Academicians."	2015	Published in the edited book 'A Systematic Guide to Write a Research Paper' Edited by Dr. S. S. Bhakar (Prestige Institute of Management Gwalior) Page No. 235-247. Published by Excel Books (ISBN 978-81-7446-932-8).
		Jaiswal Gaurav, Pathak Ravindra, et al (2015), "Predictors of Organisational Citizenship Behaviour an Empirical Study" published in the edited book 'A Procedural	2015	Guide to Write A Research Paper' Edited by Dr. S. S. Bhakar et al published by Bharti Publications, New Delhi. (ISBN 978-93-85000-07-2).
7	Prof. C.K. Dantre	Dr.Nischay Upmanyu, Nainshree Goyal, Dr. Neeraj Dubey, C K Dantre & Brijesh Shrivastava (2015) "Impact of service quality on customer satisfaction for local bus transit service at Gwalior Region"	2015	A Procedural guide to write a research paper. Page no.126-134, Publishers Bharti Publication, Delhi (2015) ISBN:978-93-85000-07-2.
8	Dr. Ravindra Pathak	Jaiswal Gaurav, Pathak Ravindra, et al (2015), "Emotional Intelligence and Ethical Orientation: A Study of Professional Students"	2015	A Handbook on Writing Research Paper in Social Sciences' Edited by Dr. S. S. Bhakar & Dr. Navita Nathani published by Bharti

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9	Prof. Ram Kumar Paliwal	Paliwal Ram kumar (2015) "Redefined HR Practices in Indian Software Industry" published in the E-book 'Redefining the Human Resource Paradigm in Changing Cultural, Social & Economic Environment,	2015	Prestige Institute of Management, Gwalior and Vikas Publishing House, New Delhi. (ISBN No. 978-93- 85000-10-2)
10	Dr. Nischay Kumar Upamannu	Upamannu, Nischay;Nainshree Goyal; Neeraj Dubey; C.K Dantre & Brijesh Shrivastava (2015), "Impact of service quality Attributes on Customer satisfaction for local bus transit service at Gwalior region"	2015	Published by Bharti Publication, ISBN No. 978-93-85000-07-2.
		Bhakar, S.S; Nischay uapamannu;Chaman lal;Shiny chib; sangeeta Johari; Shubangi chaturvedi and Puneet Bajpai (2015), "Effect Of Customer Loyalty Programme On Customer Retention: A Study Of Organized Retail Sector In Gwalior",	2015	published by bharti publications , ISBN NO.978-93-85000-27-0.
		Bhakar, S.S; Nischay uapamannu;Chaman lal;Shiny chib; sangeeta Johari; Shubangi chaturvedi and Puneet Bajpai (2015), "Effect Of Employees' Perception Of Quality Work Life On Job Satisfaction And Organizational	2015	published by bharti publications , ISBN NO.978-93-85000-27-0.

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		Upamannu, 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	Published By Golden Valley Publications, ISBN No. 978-93-84804-05-3
		Bhakar, S.S; Nischay Upamannu; 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
		Upamannu, 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 Upamannu; 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
		Upamannu, Nischay; Chanda Gulati; Kausar raja; Sonam Gupta & Pratiksha Kothekar (2015), “The effect of	2015	Published by bharti Publications, ISBN No. 978-93-81212-98-1.

		Brand Trust, Brand Affect, Brand Loyalty on brand Performance : A case of Instant Tea Product in India”		
11	Prof. Prabhat Kumar Singh Kushwah	Prabhat Kumar Singh Kushwah and George Thomas (2015) “Effect of Customer Satisfaction on Customer Loyalty in Indian Hotel Industry” published by School of Management Maharaja Agrasain University Badi (H. P.)	2015	Bharti Publications New Delhi in International Business Trends, Issues and Challenges (ISBN 978-93-85000-21-8).
		Prabhat Kumar Singh Kushwah (2015)” “Effect of Store Image on Consumer Store Brand Purchase Frequency & Perceived Quality of Store Image”	2015	Perstige Institute of Management Gwalior and Bharti Publications New Delhi (ISBN 978-93-85000-10-2).
12	Dr. Vinod Bhatnagar	Bhatnagar, Vinod Kumar; Yadav Shilky and Yadav Shilpa (2015). Investors Psychology towards Investment in Gold in E-book on Redefining the Human Resource Paradigm in Changing Cultural, Social & Economic Environment Edited by Dr. S.S. Bhakar and Dr. Gaurav Jaiswal, Bharti Publications, New Delhi, p.168-180, ISBN: 978-93-85000-10-2.	2015	E-book on Redefining the Human Resource Paradigm in Changing Cultural, Social & Economic Environment
13	Prof. Chanda Gulati	Upamannyyu, N.K., Gulati,C., Chack, Ankita. and Kaur, Gurvinder. (2015). The Effect Of Customer Trust On Customer Loyalty And Repurchase Intention: The Moderating	2015	International Journal of Research in IT, Management and Engineering, Vol. 5, Issuc 4, pp. 1-31, ISSN 2249-1619.



		Influence Of Perceived CSR		
		Gulati, C. , Upamannu, N.K. and Kulshrestha, P. (2015). Perceived Organizational Support And Withdrawal Intentions: A Study Among Faculty Members	2015	Redefining the human resource paradigm in Changing Cultural, Social and Economic Environment, pp. 116-122, ISBN: 978-93-85000-10-2.
14	Dr. Rahul Pratap Singh Kaurav	Mehra, A., Kaurav, R. P. S., & Baber, R. (2015). An evaluation of customer perception of service quality in internet banking, eds. S.S. Bhakar & S. Bhakar, <i>A Procedural Guide to Write a Research Paper</i> , pp. 184-196, New Delhi: Bharti Publications.	2015	A Procedural Guide to Write a Research Paper
15	Dr. Nandan Velankar	Velankar Nandan, (2015), Impact of capital flows on stock returns, in creative & innovation excellence for world in motion, Eds. S.S.Bhakar, Richa Banerjee, Amitabha Maheshwari, Sneha Rajput, 39-49,	2015	(ISBN:978-93-81212-98-1) Conference Proceedings.
		Velankar Nandan ,Gupta R.C.,Velankar Neha, Garud Urvashi (2015), a study of determinants of saving behaviour of working women, in Technology and Management education for organizational growth, Ed. Mayuri Jain, Ajay Phaltankar	2015	(ISBN:978-93-85071-01-0) Conference Proceedings.

		Velankar Nandan, Dubey Satyam, Sharma Ankit (2015), a study on attitude of bank customers about credit card, in Information Technology Applications: Strategies, Issues and Challenges Ed. S.S.Bhakar, Krishnakant Yadav, Anamika Shrivastava	2015	(ISBN:978-93-85000-08-9) Conference Proceedings(e-book)
16	Prof. Smrita Bhadouria	Smrita Bhadouria, Reeta Chauhan & Shailja Bhakar (2015), "Antecedent of performance of students in mathematics" in First National Seminar on Information Technology Applications: Strategies, Issues & Challenges 22 feb 2015 (Eds Dr. S.S Bhakar, Prof. Krishankant Yadav & Ms. Anamika Shrivastava), 342-356, Volume 1, Bharti Publication (ISBN:978-93-85000-08-9).	2015	Antecedent of performance of students in mathematics
		Ashish Mehra,Pooja Bhakuni, Smrita Bhadouria,Anil Singh Parihar,Lilesh Gautam, Neha Garg,Mukesh Singh Tomar,Archana Jadon and Pratibha Bithariya(2015), "Analysis of Antecedent of costumer satisfaction in online shopping"( Eds Dr S.S Bhakar & Dr. Navita Nathani), 202-213, Volume 1, Bharti Publication(ISBN:978-93-85000-27-0)	2015	Analysis of Antecedent of costumer satisfaction in online shopping

17	Prof. Reeta Chauhan	Smrita Bhadouria, Reeta Chauhan & Shailja Bhakar (2015). "Antecedent of performance of students in mathematics" in First National Seminar on Information Technology Applications: Strategies, Issues & Challenges 22 feb 2015	2015	Eds Dr. S.S Bhakar, Prof. Krishankant Yadav & Ms. Anamika Shrivastava), 342-356, Volume 1, Bharti Publication (ISBN:978-93-85000-08-9
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18	Prof. Vani Agrawal	Agrawal, Vani and Kulshrestha, Pratiksha (2015). Impact of FDI on Sectoral Growth : A study of IT sector, proceedings in edited book of 1 <sup>st</sup> National Seminar on "Financial matters in Global	2015	Financial matters in Global perspectives

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19	Prof. Pinky Sodhi	Sodhi Pinky, Shailja Bhakar and Abhay Dubey (2015) Antecedents of Acceptance and Recommendation: A Study of WhatsApp, in Bhakar S.S., K.K. Yadav and Anamika Shrivastava Eds, in E-Book on "IT Application: Strategies, Issues and Challenges", published by Bharti Publications New Delhi, Pp.357-366, ISBN No. 978-93-85000-08-9	2015	E-Book on "IT Application: Strategies, Issues and Challenges"
		Paharia Nitin, Vani Agrawal, Pinky Sodhi, Satish Bansal, K.K. Yadav, Ram Paliwal, Pramod Shridhar Jadhav, Shekhar Kulshreshtha, Sandeep Jain and Priyanka Jain (2015) Patience and Logical Reasoning as Predictors of Programming Skills, in Bhakar S.S. and Navita Nathani Eds., A	2015	A Handbook on Writing Research Paper in Social Sciences

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20	Prof. Abhay Dubey	Bhakar Shailja, Abhay Dubey, Shilpi Nagariya, Megha Mishra, Ambika Rathi, Ruchi Sao, Arti Pipariya, Falguni Rambhasha, Ankit Gupta and Nagendra Singh (2015) Impact of product packaging, brand impression and brand personality on Purchase Intention, Eds Bhakar S. S. and Navita Nathani in A handbook on writing research papers in Social Sciences, pp145-159, Published by Bharti Publications New Delhi, ISBN 978-93-85000-27-0	2015	A handbook on writing research papers in Social Sciences, pp145-159, Published by Bharti Publications New Delhi, ISBN 978-93-85000-27-0
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21	Prof. Pranshuman Parashar	Parashar, Pranshuman; Singh, Manish Kumar; Gulati, Chanda; Chaturvedi, Alka (2015). Evaluating Impact of Demographics on Trust in Perspective of Online Transaction. Sustainable Competitive Advantage Through Integrated Marketing Approach. Bharti Publications: New Delhi, ISBN 978-93-85000-42-3	2015	"Sustainable Competitive Advantage Through Integrated Marketing Approach", Bharti Publications: New Delhi, ISBN 978-93-85000-42-3
22	Dr. Rituraj Baber	Mehra, A., Kaurav, R. P., & Baber, R. (2015). An evaluation of customer perception of service quality in internet banking. In S. S. Bhakar, & S. Bhakar	2015	A Procedural Guide to Write a Research Paper (pp. 184-196). Gwalior: Bharti Publisher [978-9385000-07-2].
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23	Prof. Ritu Gangil	A Study of Investment Behaviour Concerning to Risk factor in Stock Market in	2015	Journal of Management Value and Ethics March 2015 ISSN- 22499512

#### 6.4 Cases Published by Faculty Members

S.No.	Faculty Name	Case Reference	Year	Publisher
1	Dr. S.S. Bhakar	Bhakar, S.; Yadav, K. ; Panjnani, L. ; Prakash, N.; Yaseenuddin; Raizada, P.;Khandelwal, A. (2015) Quality of Workforce Leads to Quality of Products, Case - Reference no. 415-075-1	2015	Case Centre, UK
		Bhakar, S.; Yadav, K. ; Panjnani, L. ; Prakash, N.; Yaseenuddin; Raizada, P.; Khandelwal, A. (2015) Quality of Workforce Leads to Quality of Products, Teaching Note - Reference no. 415-075-8	2015	Case Centre, UK
		Bhakar, S.; Yadav, K. ; Panjnani, L. ; Prakash, N.; Yaseenuddin; Raizada, P.;Khandelwal, A. (2015) The Problem of Acquiring, Training and Utilizing Highly Skilled Work Force, Case - Reference no. 415-076-1	2015	Case Centre, UK
		Bhakar, S.; Yadav, K. ; Panjnani, L. ; Prakash, N.; Yaseenuddin; Raizada, P.;Khandelwal, A. (2015) The Problem of Acquiring, Training and Utilizing Highly Skilled Work Force, Teaching Note - Reference no. 415-076-8	2015	Case Centre, UK
2	Dr. Navita Nathani	Nathani, N. ; Agrawal, R. ; Chauhan, S.; Hundwani, K. ; Singh, I; Sharma, N. (2015) Nothing Endures But Change, Case - Reference no. 415-073-1	2015	Case Centre, UK
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		Nathani, N. ; Agrawal, R. ; Chauhan, S.; Hundwani, K. ; Singh, I; Sharma, N. (2015) Making Working Capital Work..., Case - Reference no. 115-033-1	2015	Case Centre, UK
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3	Dr. Garima Mathur	Mathur, G.; Banerjee, R.; Dantre, C.; Balijepalli, R.; Tiwari, N.; Nathani, S.; Wadhvani, C. (2015) Entangled Threads at Wool Yards, Case - Reference no. 415-055-1	2015	Case Centre, UK
		Mathur, G.; Banerjee, R.; Dantre, C.; Balijepalli, R.; Tiwari, N.; Nathani, S.; Wadhvani, C. (2015) Entangled Threads at Wool Yards, Teaching Note - Reference no. 415-055-8	2015	Case Centre, UK
		Mathur, G.; Banerjee, R.; Dantre, C.; Balijepalli, R.; Tiwari, N.; Nathani, S.; Wadhvani, C. (2015) Divide and Rule: A Tactic to Manage Workers, Case - Reference no. 415-056-1	2015	Case Centre, UK
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4	Dr. Tarika Singh	Singh Sikarwar, T.; Sodhi, P.; Jain, S.; Dubey, M. ; Ghani, A. (2015), An Effort to Survive in Rough Times, Case - Reference no. 515-087-1	2015	Case Centre, UK
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		Singh Sikarwar, T.; Sodhi, P.; Jain, S.; Dubey, M. ; Ghani, A. (2015), Yedurappa Financial Corporation: The Struggle for Sales Escalation, Case - Reference no. 515-088-1	2015	Case Centre, UK
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		Singh, T.; Aronkar, P. ; Yadav, K.; Singhal, K.; Dubey, M.; Agarwal, M. (2015), MSME: Guiding The Entrepreneurial Way, Case - Reference no. 815-083-1	2015	Case Centre, UK
		Singh, T.; Aronkar, P. ; Yadav, K.; Singhal, K.; Dubey, M.; Agarwal, M. (2015), MSME: Guiding The Entrepreneurial Way, Teaching Note - Reference no. 815-083-8	2015	Case Centre, UK
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5	Prof. Nitin Paharia	Rajput, S.; Mittal, M. ; Paharia, N. ; Kushwah, P. ;Bhurani, D., (2015) Square Peg In A Round Hole: Selection And Retention At Hotel Royal Blue Pvt Ltd, Case - Reference no. 415-078-1	2015	Case Centre, UK
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6	Prof. Satish Bansal	Maheshwari, A.; Gupta, R.; Bansal, S.; Niranjana, R.; jain, N.; Agrawal, M. (2015) Strategic Planning Of Financial Instruments: A Company Perspective, Case-Reference no. 115-029-1	2015	Case Centre, UK
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8	Prof. K.K. Yadav	Bhakar, S.; Yadav, K. ; Panjnani, L. ; Prakash, N.; Yaseenuddin; Raizada, P.;Khandelwal, A. (2015) QUALITY OF WORKFORCE LEADS TO QUALITY OF PRODUCTS, CASE - Reference no. 415-075-1	2015	Case Centre, UK
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		Singh, T.; Aronkar, P. ; Yadav, K.; Singhal, K.; Dubey, M.; Agarwal, M. (2015), BR CHADOKAR: 'A MAN OF VISION', CASE - Reference no. 815-084-1	2015	Case Centre, UK
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9	Dr. Gaurav Jaiswal	Jaiswal, G.; Pathak, R.; Aronkar, P.; Bhadouria, S.; Singh, L.; Sharma, N. (2015), MANAGING PROFITABILITY: A ROAD OF BIG FOOT HOLES, CASE - Reference no. 415-060-1	2015	Case Centre, UK
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10	Prof. C.K. Dantre	Mathur, G.; Banerjee, R.; Dantre, C.; Balijepalli, R.; Tiwari, N.; Nathani, S.; Wadhwani, C. (2015) ENTANGLED THREADS AT WOOL YARDS, CASE - Reference no. 415-055-1	2015	Case Centre, UK
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11	Dr. Amitabha Maheshwari	Maheshwari, A.; Gupta, R.; Bansal, S.; Niranjana, R.; Jain, N.; Agrawal, M. (2015) STRATEGIC PLANNING OF FINANCIAL INSTRUMENTS: A COMPANY PERSPECTIVE, CASE-Reference no. 115-029-1	2015	Case Centre, UK
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12	Dr. Sneha Rajput	Rajput, S.; Mittal, M. ; Paharia, N. ; Kushwah, P. ;Bhurani, D., (2015) SQUARE PEG IN A ROUND HOLE: SELECTION AND RETENTION AT HOTEL ROYAL BLUE PVT LTD, CASE - Reference no. 415-078-1	2015	Case Centre, UK
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## 7. Events in the institute

### 7.17<sup>th</sup> RMW 2015

Inaugural Session was held on August 20, 2015. The chief guest of the occasion was Prof. S.G. Deshmukh, ABV IITM, Gwalior, Guest of Honor Prof. J.P. Verma, (Vice Chancellor, LNUPE, Gwalior).



Thirty five people participated in the 7th National Research Methodology workshop from PAN India e.g., Pacific Institute of Management, Udaipur (Rajasthan), Symbiosis Vimanagar, Campus, Vimanagar-411014, Pune, Faculty of Dental Science, King George Medical University, Lucknow, Lingaya's University, Faridabad, Madanapalle Institute of Technology and Science, Madanapalle, Chittoor, Vijayawada-520012, A.P., GLA University, Mathura, Uttar Pradesh, Sri Aurobindo College Of Commerce And Management, Village Jhande Fz Road, Ludhiana, CESS NO Campus, Begampet, Hyderabad, ISBS, Mahewa East, Allahabad, University of Hyderabad, Gachibowli, Dayal bag university, Agra, Dr. H.S.Gour central University Sagar, Sudhanagar, Hanamkonda, Warangal, Telangana, JSBS, SHIATS, Allahabad, Bharathidasan University Tiruchirappalli-24, IITM, Noida, Siliguri, Raipur and BHU.

Thirty Two people participated in the 7th National Research Methodology workshop from Gwalior and Thirty Two Students also participated in the workshop. Total participation in the workshop was Ninety nine people, excluding faculty members of the Prestige Institute of Management, Gwalior.

The first session was conducted by Dr. S S Bhakar on Research process, Framing objectives, Questionnaire designing, Error in research (Surveys & Causal). And the second session was focused on Writing Good research paper, including referencing styles, Selection of statistical tools, Reliability, Validity & Sample size selection. Then, we had group activity.

Second day started with session on application tools using PASW: Parametric: Non parametric tools, Hand on experience on the application of the tools using PASW: Multiple sample tests (parametric): ANOVA (one way & two ways), Repeated ANOVA and so on. The second session was stressed up on MANOVA, ANCOVA, and MANCOVA, Correlation simple & partial, simple regression and its assumptions. Second day followed by three sessions and the whole day proved to be a great learning session for all of us where three sessions were conducted by Dr. S S Bhakar, for the whole day parallel sessions on MATLAB continued which was conducted by Dr. Sourabh Mukherjee, resource person from Banasthali Vidyapeeth, Jaipur. The day ended with group activity again.

Third day started with group activity. Then in various sessions we learnt some statistics of regression including bivariate, multivariate and mediation models in addition to exploratory factor analysis, The session was again conducted on Confirmatory Factor Analysis (Including computation of construct reliability and validity through CFA), Structural Equation modeling by Dr. S.S Bhakar.

On the fourth and the last day of the workshop a session on Structural Equation modeling, Discriminate

Analysis and Cluster Analysis, was held and the whole day was given to groups to present their developed research paper during the workshop. This is done in order to ensure the learning and therefore, the success of this workshop which has enhanced the same.

In all we developed 19 papers in this research methodology workshop. The papers written have to be edited by an editorial board under the guidance of Dr. S. S. Bhakar and will be published in an edited book.

Valedictory Session was held on August 23, 2015 at 4:30 PM, The chief guest, Shri Adarsh Katiyar I G, Gwalior, Guest of Honor, and Shri G.D Ladha ex president MPCCL.

## 7.2 Kriti 2015

Prestige Institute of Management, Gwalior organized the Seventh National Level Software Testing Workshop & Contest, a three day event during September 26-28, 2015. The Event started on 26<sup>th</sup> September, 2015, with the inauguration by Chief Guest Prof. R. K. Gupta, Head, Computer Science and Engineering Department, MITS, Gwalior; Guest of Honor, Prof. Sanjay Gupta, Professor in Computer Science Department, Jiwaji University, Gwalior and Special Guest Ms. Pooja Lakhani, Technical Leader, Testing at Aricent Group, Gurgaon and Resource Person for the Two-Day Software Testing Workshop. The Event was Coordinated under the supervision of Prof. Pinky Sodhi.



On 26<sup>th</sup> September, sessions were conducted on introduction to software testing, SDLC, STLC, V- Model, Waterfall Model, Verification and Validations, various Black Box Testing Techniques like Boundary Value Analysis, Equivalence Class Partitioning and how to write Test Cases for these techniques. In these sessions various problems were given to the participants for writing test cases.

Second day i.e., 27<sup>th</sup> September was dedicated to some more techniques of Black Box Testing and an automated tool "AllPairs" was demonstrated to the participants and the participants also got Hands-On Experience of using this tool. In this session various White Box Testing Techniques were also discussed. Participants got a chance to know about Analytical Testing tool for Website Usage Analytics and Mobile Traffic Analytics. Also they were grilled by giving various software requirements and were asked to write test cases for the same.

On the third day of the event a Software Testing Contest was held so that the participants could display the skills learnt during two days workshop. 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. R.S. Jadon, Head, MCA Department, MITS, Gwalior and Dr. Mahua Bhattacharya, Associate Professor, ABV-IIITM, Gwalior were Judges for the contest. A Total of 70 students participated in the contest. The contest concluded with a valedictory session and Prize Distribution ceremony.

First prize of Rs. 5000/- was won by Ms. Gauri Chaturvedi (BCA V, PIMG).

Second prize of Rs. 3000/- was won by Ms. Juhi Kumari (BCA III, PIMG).

Third prize of Rs. 2000/- was won by Ms. Ranjuma Shubhangi (BCA V, PIMG).



### 7.31" National Marketing Seminar

1st national marketing seminar themed "Sustainable Competitive Advantage through Integrated Marketing Approach" was organized on September 12, 2015. The conference has been started at 08:30 AM. Full day was divided in four different parts, inaugural session, technical session – I, Technical session – II, and valedictory session. In inaugural session Dr. RPS Kaurav has introduced the event to the all august delegates.



Welcome address has been delivered by Dr. S. S. Bhakar, Director, PIMG. He has elaborated importance of such events. In preceding keynote speaker of the session Dr. Yogesh Upadhyay, Dean, School of Management, Jiwaji University, Gwalior, MP, India has delivered keynote speech. After that guest of honor Mr. Virendra Shekhawat, AGM, Punj Llyod, Malanpur, Gwalior, MP, India has spoken about importance of men power for organizations in present scenario. Chief Guest of the conference was Dr. SS Pandey, VC, Vikram University, Ujjain, MP, India. He talked that for an academicians "...dedication without publication has no value... and such events are very important for the present academic context..."

Technical Session – I was held at convention hall and session was chaired by Dr. SK Singh, Dean, Commerce, Jiwaji University, Gwalior, MP, India. The session was cochaired by Dr. Monika Prakash, Associate Professor, IITM, Noida, UP, India. Keynote speaker for the session was Dr. Ashish Pareek, Associate Professor, MDS University, Ajmer, Rajasthan, India. In total 23 papers were presented during the session.

Technical Session – II was chaired by Dr. Manoj Patwardhan, Associate Professor, IIITM, Gwalior, MP, and India. The session was co-chaired by Dr. Manoj Dash, Assistant Professor, IIITM, Gwalior, M.P. India. Keynote speaker for the session was Mr. Abhinandan Kumar, Google, India. In total 24 papers were presented during the session.

At the end valedictory session was held. There Dr. RPS Kaurav has presented the reported the event. After that few delegates has shared their feedback to the dignitaries. Dr. S. S. Bhakar, Director, PIMG has delivered the valedictory speech. Chief Guest of the valedictory session was Dr. Sandeep Kulshresth, Director, IITM, Gwalior, MP, India.

In total 53 papers were received, out of that 10 papers from local, 23 were from national settings and 20 papers were from PIMG itself.

### 7.4 Spandan 2015

This year Spandan was organized during October 30<sup>th</sup> to November 1<sup>st</sup>, 2015. We have sent invitations to more than 1500 Institutions across the country and from most of the places we have received a favorable response. There was participation in various events from all corners of the country.



In the inaugural ceremony of Spandan-2015 Mr. Hari Narayan chari Mishra, S.P. Gwalior was the chief guest and Ms. Bidisha Mukharjee, Joint Commissioner, Gwalior was the Guest of Honour.

In the valedictory ceremony of Spandan-2015, Mr. Lokendra Singh Chauhan, GM Britannia Industries-Gwalior, graced the event as the chief Guest.

Spandan 2015 comprises of 14 competitive events-

- 1) Tark – Vitark (Debate)
- 2) Business Quiz (Kaun Banega Business tycoon)
- 3) Chanakya Neeti (Best Manager)
- 4) Solo And Duet Singing (Geet Gaata Chal)
- 5) Antakshri (Mile Sur Mera Tumhara)
- 6) Sikander-ae-Takneek (IT- Quiz)
- 7) Virtual Share Trading( Nafaa & Nuksaan)
- 8) Case Study (Chintan)
- 9) Best Software Engineer (IT- Topchi)
- 10) Ad Mad Show (Becho To Jaane)
- 11) Street Play ( Nukkad Natak)
- 12) Chitra Katha (Har Rang Kuch Kehta Hai)
- 13) Just A Minute (Har Pal Hai Keemti)
- 14) Dance-Dance (Zara Nach ke Dikha)

The last event of the SPANDAN was a non-competitive one which was the crowning jewel – the cultural eve. In the competitive events, the performance of the participants was judged by the panel of judges who are from outside the Prestige family. The participants outside Gwalior were provided food coupons which can be collected from the registration committee. Overall 975 participants were registered in spandan-2015 for the various events. On the cultural eve Sports awards were distributed to the students who have participated and secured winning positions in various inter college and intra college sports activities. 1<sup>st</sup> prize for the winner of individual participation event was a Perl Set worth Rs. 5000/- and for Group event Rs. 1500/- cash. And prize for the 1<sup>st</sup> runner up and 2<sup>nd</sup> runner up was Rs. 1000/- and Rs. 500/- . Such Mega event was conducted by the students of Prestige Institute of Management, Gwalior under the guidance of Dr. S.S. Bhakar, Director, PIM, Gwalior. Spandan 2015 was coordinated by Dr. Nandan Velankar, Prof. Vani Agrawal, Dr. Shailja Bhakar, and Prof. Chanda Gulati.

Our Sponsors were;

Main Sponsor: Suvarna Jewellers,

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#### **8. Seminars/workshop organized by the institute faculty in other institut**

#### **9. Laurels Won by the Institute faculty**

- Dr. Shilpa Sankpal won first prize in an online Story Writing Competition on World of Moms (Poratal of Firstcry. com) in December 2015

- Prof. Sneha Rajput Best Paper Award in National Seminar on “Changing Scenario of Global Management, International Business and Information Technology” Organized by School of Commerce and Business Studies, Jiwaji University Gwalior, Madhya Pradesh on October 31- November, 2015 for paper entitled “Chase Effect of Product Performance and Price on repurchase Intention: A study of Toothpaste in India”

#### **10. PhD awarded to the faculties of the institute**

- Ruturaj Baber has been awarded PH.D in Management on topic Antecedents and Consequents of Market Orientation: A Study of Public and Private Sector Banks in Madhya Pradesh on 27.08.2015 from Jiwaji University.

#### **11. Faculty Club Event**

- PIMG Faculty Club is an informal club based on the concept of “Sensitivity Training” that aims at improving interpersonal relationships among faculty members of the institute by taking them away from the workplace. The communication network followed by Faculty Club is Hierarchy Free and is based on Star Communication Network of Organization Behavior which implies that every person can interact with every other person in the network directly. The club and its activities help in creating a personal as well as professional bond between faculty members which eventually inculcates the spirit of cooperation, coordination and team work among the faculty members and also enhances their overall performance at work that benefits the institute as well.

##### **Faculty Club Events (July-December 2015)**

##### **Farewell of Dr. Aashish Mehra**

The farewell of Dr. Aashish Mehra was organized on 31<sup>st</sup> August, 2015 between 3:00 to 5:00 P.M. in the institute premises itself. It was a small get together of all the faculty members where everyone shared their experiences with Dr. Mehra during his work tenure and wished him a bright future ahead. As per the tradition of PIMG Faculty club, our Director, Dr. S.S. Bhakar presented him with a token of remembrance that would keep the memories of Prestige, Gwalior alive in his heart.

##### **Birthday Celebration – 17<sup>th</sup> September, 2015**

Birthday celebration of Dr. Ravindra Pathak, Prof. Nitin Shrivastava, Prof. P.K. Singh, Prof. Chanda Gulati, Mr. M.S. Jha, Dr. Amitabha Maheshwari, Dr. Richa Banerjee, Prof. V.S. Bhadouriya, Prof. Devendra Sharma, Dr. Garima Mathur, Prof. K.K. Yadav, Prof. Ram Kumar Plaiwal, Prof. Rajesh Gupta, Prof. Vani Agrawal, Prof. Reeta Chauhan and Dr. R.P.S. Kaurav was organized on 17<sup>th</sup> September, 2015 at Hotel Radiance, Gwalior between 3:00 to 5:00 P.M. Approximately 30 faculty members were part of this celebration.

There was an Early Bird Competition for the members arriving within a given time period that was between 2:45 to 3:00 P.M. The competition was won by Prof. Chanda Gulati. After this competition cake cutting ceremony was held and all the birthday boys and girls were given books of their choice as their birthday gift. Pre Lunch, a game of Housie was played that had around 20 prize winning opportunities and most of the faculty members won multiple prizes.

Overall it was a well enjoyed evening where everyone got a chance to know each other well and discuss things out of their routine job.



## DIRECTOR' DESK



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



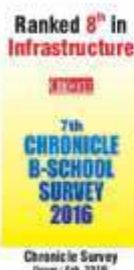
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