



## 5th International Conference on Services Management

### IIMT, Gurgaon Hosts an International Conference on Internationalization, Technology and Consumer Experience, May 19-21, 2011



Institute for International Management and Technology, Gurgaon, organized the 5<sup>th</sup> International Conference on Services Management, from May 19-21<sup>st</sup>, 2011, at Hotel Leela Kempinski, Gurgaon. The conference chair was Dr Vinnie Jauhari, Director IIMT Gurgaon.

The conference co-chairs were Prof Levent Altinay, Oxford Brookes University and Prof. Daniel Mount and Prof. David Cranage, Penn State University, USA. IIMT has been organizing this annual conference for the last seven years and also has been publishing Services related research through its publication, "Journal of Services Research".

The Key note address in the conference was delivered by Mr. Wayne Johnson, Member of ASTRA Board of Directors, USA. He talked about, "Educating our students for the future". He brought out the importance of partnership between industry, academia and universities. Prof. Mahmood Khan, Professor at Virginia Tech Northern Virginia Center USA talked on internationalization, technology and customer experience.

In this era of consumer experience where internationalization and technology play an important role, this conference focused on services and consumer experience and is hosted annually in partnership with Penn State University, USA and Oxford Brookes University, UK. The previous conference was held at Oxford.

There were over 60 universities, from 16 different countries, which participated in this conference and there were over 80 research presentations which were made in the domains of customer experience, customer recovery, customer satisfaction, competencies and deployment of technology in the context of services industry.

Leading Hospitality Professors, with international reputes, such as Prof. Mahmood Khan, Virginia Tech University, Prof. Richard Teare from UK, Prof Bert Van Hoof, Director School of Hospitality, Penn State University participated in the same. Prof. Anna S. Mattila, School of Hospitality, Penn State University, the world's leading hospitality researcher in the area of marketing attended the conference and attended the hospitality Round Table and chaired some of the sessions as well.

The conference focused on areas such as services industry's response to globalization



challenges, competitiveness in services industry, emergence of new business models in the service industry which are led by technology changes and building competencies across various industry areas.

There were numerous panel discussions that were held during the conference and such deliberations were a unique step towards fostering intellectual exchange of research ideas on an open platform.

**Panel discussions were in areas such as Building University Industry partnerships, Excellence in Higher Education and Challenges for Global Hospitality Industry.** Leading industry professionals and academics of international reputation discussed various service related issues, that are pertinent across the globe. The key people who participated in the panel discussions were:

Dr. Sandeep Sancheti, Director, NITK Surathkal, Prof. Vinayshil Gautam, Founding Director, IIM Kozhikode, Mr. Manav Thadani, Vice President, HVS, Mr. Nathan Andrews, Executive Vice President, Lavasa Corporation, Mr. Ajay Bakaya, Executive Director, Sarovar Hotels and Resorts.

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## Best Paper Awards at 5th International Conference on Services Management

The conference culminated by presenting the Best Paper Awards. These were awarded to the following people:



**First Paper Award was awarded to the following study:**

**Exploring Impact of Consumer and Product Characteristics on E-Commerce Adoption: A Study of Consumers in India.** This was authored by **Sanjay K. Jain**, Professor of Marketing and International Business, Department of Commerce, Delhi School of Economics, University of Delhi.

The second author was **Manika Jain**, Assistant Professor, ARSD College, University of Delhi South Delhi Campus, Dhaula Kuan, New Delhi.

**Second Best Paper Award was awarded to Confirmatory Factor Analysis of Determinants of Service Recovery**



This was authored by **Nidhi Sabharwal**, Senior Research Fellow, and **Harmeem Soch**, Senior Lecturer, Department of Commerce & Business Management, Guru Nanak Dev University, Amritsar.

**The Second Best Paper Award was also awarded to Determinants of Net interest Margins (NIM) of Banks in India: An Empirical Study to Madhu Vij**, Professor in Finance, Faculty of Management Studies (FMS) University of Delhi, Delhi.

This study was co-authored by **Dr. Gunjan M. Sanjeev**, Professor &

Head PG Programs, IIMT Gurgaon



**Third Best Paper Award was awarded to Using Customer-Facing Technology to Create New Business Value: insight from the public and private sector into the changing value equation** conducted by **Charla Griffy-Brown**, Associate Professor, The Graziadio School of Business & Management, Pepperdine University, Los Angeles, USA

**The International Journal of Contemporary Hospitality Management Best Paper Award**

This was awarded to the study, 'The impact of revenue management on hotel key account relationships' conducted by **Xuan Lorna Wang**, Middlesex University, United Kingdom.

## Panel Discussion on University Industry Collaboration



**Panel discussion on 'University-Industry Collaboration'** was organised at the 5th International Conference on Services Management. This panel discussion aimed at deliberating on critical issues that academicians face while striving to reach the pinnacle of excellence in higher education. It further explored the various facets of Excellence amongst academicians, who play a pivotal role in shaping the personal and professional lives of cosmopolitan student groups, who further contribute to the cultural, economic and intellectual vitality of the world.

The Panel was chaired by Prof Hubert B Van Hoof, Director and a Professor at School of Hospitality Management Penn State University, US and the eminent panellists were

- Prof Ruth Ann Jackson, Director, Hospitality Leadership Institute, School of Hospitality Management Penn State University, USA
- Prof Sandeep Sancheti, The Director, National institute of Technology Karnataka, Surathkal
- Prof K.B. Akhilesh, Professor, Department of Management Studies, Indian Institute of Science
- Mr Aquil Busrai, CEO Aquil Busrai Consulting

The panel discussion was intense and focused on the initiation of various collaborative programs which could be mutually beneficial to universities and the industry. All speakers gave global examples to highlight the fact that it is essential to establish support mechanisms between the industry and academia so that both could prosper simultaneously and feed off each other. The panel guests shares best practises, from within their institutions and some leading organisations in the world, that have fostered the synergy between such collaboration. The speakers further offered to the gathering realities and



challenges in establishing such collaborations but further deliberated on possible solutions to eradicate the challenges. Issues like development of contemporary curriculum that suits the industry needs, interaction of industry with academicians and students to make them job ready, were discussed at length. The panel discussion was followed by a question answer session which saw important issues being discussed amongst the audience and panel speakers.

This panel discussion was highly appreciated by everyone as it offered contemporary points of view on highly relevant and important issue of collaboration between industry and academia.

## Panel Discussion on Excellence in Higher Education



Panel discussion on 'Excellence in Higher Education' was organised at the 5th International Conference on Services Management and this panel discussion aimed at deliberating on critical issues that academicians face while striving to reach the pinnacle of excellence in higher education. This Panel Discussion explored the various facets of Excellence amongst academicians, who play a pivotal role in shaping the personal and professional lives of student groups, who further contribute to the cultural, economic and intellectual vitality of the world.

The panel was chaired by Prof. Vinayshil Gautam, A Al\_Sager Chair Professor of Management at IIT(D). The panelist were:

- Dr. Sanjaya S. Gaur, Associate Professor of Sales & Marketing & Head- Sales Management Group,

AUT Business School, New Zealand.

- Prof. David Cranage, Associate Professor, School of Hospitality Management Pennsylvania State University, USA
- Prof. Richard Teare, President, Global University for Lifelong Learning
- Dr. Sudhanshu Bhushan, Dean-Student Welfare, IIMT

The panel discussion focused on the key aspects which contribute to excellence in higher education. All panel members shared their opinion and offered suggestion on issues around Accreditation, research investments, attracting faculty to the profession and development investments, fostering industry networks, student experience and thought leadership. Since all panel members were academicians of international repute, they observed that the students must be involved in research assignments that explore the market realities from a global perspective. This prepares them for lifelong learning and makes them internationally acceptable employees. The speakers highlighted, during the discussion, that

accreditation has been an important yet challenging issue of educational inst-



stitutions. Speakers focused on the fact that leaders within educational institutions have to be dynamic, must focus on tough leadership and must inculcate talent amongst their faculty by offering a research oriented culture. The speakers highlighted best practises from UK, USA, New Zealand and other parts of the world, around engaging students meaningfully, fostering the culture of research based knowledge and an ability to think of business problems through established models in theory. The panel discussion was very well received by all academicians present and was followed an intense round of question-answer session amongst the panellists and audience members.

## Heritage Management Workshop at IIMT



The Institute for International Management and Technology, Gurgaon in partnership with Development and Research Organisation for Nature, Arts and Heritage (DRONAH), Gurgaon hosted a workshop on April 28-30, 2011, on Heritage Management. The workshop focused on training professionals in the field of architectural conservation, managers from (government and non-governmental) organizations who are active in heritage management and private organisations, trusts and foundations that own heritage properties.

### Workshop Focus

All participants got an opportunity to learn about available applications of management tools in heritage conservation and delved in the depth of knowledge around issues such as strategy and financial management, corporate social responsibility, museum management, interpretation, heritage tourism and heritage conservation

Module 1 introduced the participants to heritage planning and management, covering conservation planning and legislation, integrated management of historic properties, visitors' management and carrying capacity.

Module 2 covered benefits and means of involving the local community in management and protection of protected as well as unprotected heritage

Module 3 gave an introduction to all aspects of museum management, including maintenance, facilities management, collections management (storage and risk management) and display and interpretation in a museum (visitors/target groups, message, media).

Module 4 covered interpretation of heritage and history of a place/site in the context of tourism, education, outreach and museums.

Module 5 covered aspects of sustainable heritage tourism such as carrying capacity that limit exploitation of the resources at one end and address optimum marketing of the resources at the other.

Module 6 included introduction to means of establishing feasibility of any heritage project/proposal and methodology for developing a business plan. It will cover basics of financial accounting and budgeting pertaining to heritage sites

Featured Speakers in this workshop will include:

### Guest Speakers from DRONAH

Dr. Shikha Jain is Director, DRONAH.

Ms. Cheena Kanwal is Director - Environment, DRONAH.

### Speakers from IIMT

Dr. Sudhanshu Bhushan is Dean-Student Welfare at IIMT.

Mr. Sandeep Munjal is Associate Professor and Assistant Dean at IIMT.

### Eka Cultural Resources and Research (ECRR) Resources

Mr. Pramod Kumar KG, the Managing Director, ECRR, set up the Anokhi Museum of Hand Printing at Jaipur and was its Founder Director.

Ms. Mrinalini Venkateswaran is Projects Manager at ECRR. A JN Tata Scholar and a Ustinov Scholar from Durham University (UK)

### Guest Speakers:

Mr. Rakesh Mathur, President, Welcom Heritage.

Dr. Ajay Khare, Director, School Planning and Architecture, Bhopal.

## Industry Round table on “Global challenges faced by the Hospitality Industry”



During the 5<sup>th</sup> International conference on Services Management, two simultaneous round table discussions were organised, that focused on identifying key challenges faced by hospitality organisations, globally, around areas of Finance, Marketing, HR, Strategy building and stakeholder management. The round table discussions witnessed intense sessions with industry experts and academicians of international repute. The Round Table discussions offered implementable solutions for business situations and highlighted best practises, from all over the world, in propelling the hospitality industry forward. These rountable discussions further acted as an information brewer for the upcoming issue of the reputed international journal *Worldwide Hospitality and Tourism Themes* (WHATT); which is published by the prestigious Emerald Publishing Group. The upcoming special issue of WHATT is being managed and edited by IIMT.

### Round Table 1:. Strategy & Growth Challenges for Global Hospitality

This roundtable discussion highlighted specific challenges for the global hospitality industry around the areas of strategy formulation and growth execution.

The Guest of Honour for this roundtable was Prof. Richard Teare, Editor, *WorldWide Hospitality & Tourism Themes* & President, Global University for Lifelong Learning (GULL), UK. Prof. Teare has held professorships at four UK universities (Bournemouth, Surrey, Oxford Brookes, Derby). In 1988 he founded and then edited for 20 years, the *International Journal of Contemporary Hospitality Management*. He is now the Managing Editor of *Worldwide Hospitality and Tourism Themes*. Emerald Group publishes both these journals. The Chair for this panel discussion was Professor Mahmood Khan.



**Dr. Mahmood Khan**, Professor, Hospitality & Tourism Management, Virginia Tech's Northern Virginia Center, USA.

An eminent academician of international repute, and author of seven books, he has received several awards including Stevenson Fletcher Award for outstanding contribution to hospitality education and research; John Wiley & Sons Award for lifetime contribution to outstanding research and scholarship; Donald K. Tressler Award for scholarship; and Cesar Ritz Award for scholarly contribution

Prof. Khan initiated a thought provoking discussion where he emphasized on the strategies of expansion and sustenance that have global relevance. He suggested that by adopting these strategies, hospitality organizations across the globe would secure themselves from manking any wrong selection which could lead to failure. He shared the examples of top organizations, like McDonalds, and enumerated that such organizations have taken a global point of view and are building sustainable hotels by being socially responsible.

### Eminent panelists for the Strategy Round Table on Hospitality Industry



**Mr. K.B. Khachru**  
Executive Vice  
President South East  
Asia, Carlson  
Hospitality

Mr. Kachru is the *Executive Vice President, South Asia, Carlson Hotels Worldwide - Asia Pacific* and the Managing Director, IIMT. A great leader, he brought in a vision and contributed to the huge success of Carlson brands in India. He has been a key person in setting up IIMT as well. Mr Kachru is a member on number of committees and has been the recipient of several prestigious awards.

Mr. Kachru addressed the audience on the changes that are faced by the global hospitality industry due to the resurrection after the global economic crisis. He suggested that 100% Foreign Direct investment in hotel Industry is an imperative for future growth and economies have to encourage investors to build and manage hotels in India. He emphasized on the role of consultants in offering a strategic direction aimed at the development of hotels and suggested that Hoteliers must shed the inhibition of sharing the organization's details with such experienced consultancy service providers.



**Mr. Nathan Paul Andrews**  
Executive Vice  
President - Business  
Development  
Lavasa Corporation  
Limited

Nathan Andrews is responsible for strategic alliances as well as the sales function at Lavasa. Current areas of focus are the development of the tourism, hospitality, leisure, education and corporate verticals. He has also worked in hospitality, retail and real estate across Asia, Africa and North America.

Mr. Andrews suggested, in his address, that the decision makers in hospitality organizations across the world must acquire the finesse to utilize the correct information available, about all relevant stakeholders. He emphasized on the relevance of correct calculation of customer demand because this offers the hoteliers an opportunity of being innovative. He further spoke on the importance of Employee engagement and nurturing new talent and suggested to policy makers that employee management, in today's era become critical for organizational success.



**Mr. Ajay K. Bakaya**  
Executive Director,  
Sarovar Hotels

Ajay Bakaya has been Executive Director of Sarovar Hotels for over 15 years. He oversees the operations of the 54 hotel group and is involved in new development in India and overseas. Mr Bakaya's 30 years of international hotel experience includes assignments in Africa, Australia, France, India and the UK.

Mr. Bakaya elaborated that technology adaptation has been one of the challenges tasks in front of many hospitality organisations globally. Mr Bakaya addressed the gathering on the need, amongst hospitality organization to harness technology and stay abreast with new opportunities. He strongly believed that conventional methods of reaching customers have become outdated. He suggested to policy makers that Internet, Global Distribution Systems and Mobile Marketing are some of opportunities which need to be explored by all Entrepreneurs and senior level managers, so that the growth chart of the organizations escalates steadily.

# Industry Round Tables at 5th International Conference on Services Management

## Eminent panelists for the Strategy Round Table on Hospitality Industry



**Manav Thadani**, Chairman, HVS South Asia

Mr. Thadani, with partner Stephen Rushmore owns the New Delhi operations of HVS. In 2001, along with Keith Kefgen and Stephen Rushmore, he launched the HVS Executive Search division in India. Under his guidance, HVS-India now also offers services in Marketing Communications, Web Strategies and Asset Management & Strategic Advisory. He is also responsible for successfully holding Hotel Investment Conference - South Asia (HICSA) since its inception in 2005. Mr Thadani suggested that one of the challenges pertinent to the global hospitality industry is the fact that budget hotels are sometimes undermined. He

forecasted that Budget Hotels are the future of the industry and correct profitable evaluations are required to map the opportunities. He spoke on various issues related to employee management like management cost, correct hiring and efficient retention of employees. He said that hospitality organisations need to introduce structured training programmes and succession planning to make sure that their employees are satisfied and in turn, work towards enhancing customer satisfaction



**Amit Kapoor**, Director Business Development, Radisson Hotel, Delhi and Promoter, IIMT.

Amit Kapur has complemented his electronics engineering from Arizona State

University and MBA from The Wharton School of the University of Pennsylvania. He has been associated with prestigious companies likes Intel, USA; Integrated Circuit Systems, California and a venture capital firm based out of Philadelphia.

Mr. Kapur raised pertinent issues faced by hospitality organization globally and elaborated on the barriers created by Bureaucrats and Red-tapism in growing economies. He said entre-preneurs have been facing land acquisition issues and solutions have to be made by the government to fasten up the process. He suggested that the government has to support hoteliers in their growth plans and challenges around acquiring land.

## Round Table 2: Marketing, Finance & HR Challenges for Global Hospitality Industry



This round table discussion highlighted specific challenges for the global hospitality industry around the areas of marketing, finance and Human Resources.

The Chair for this roundtable was Prof. Hubert Van Hoof, Director, School of Hospitality Management, The Pennsylvania State University, USA and the Co-Chair was Professor Sudhir Andrews, Dean, School of Hospitality and Tourism Management, IIMT. The roundtable discussion spanned for an hour and a half and experts from each domain highlighted challenges for the hospitality industry.

### Eminent Panelists for the area of Finance:



**Mr. Akshay Kulkarni**, Resident Director, South Asia, Cushman & Wakefield Hospitality  
Mr. Kulkarni has over 16 years of experience with a strong focus in

real estate advisory specializing in the hospitality space and has worked with a broad range of funds, private investors, corporate houses and hotel brands on assignments covering areas. He joined Cushman & Wakefield Hospitality Asia Pacific team in 2007. He has about 3.5 years experience with the Knight Frank India Pvt. Ltd. as National Director Hospitality & Leisure.

Mr. Kulkarni addressed the gathering on the issues and challenges that are faced by the hospitality organisations globally, around managing finances, revenue maximisation and managing intermediaries. He identified that valuation is the key most challenge for hospitality firms and also highlighted about taxation issues, project delays and the fact that financier's confidence is becoming low on hospitality projects.



**Prof. Daniel Mount**, is an Associate Professor at School of Hospitality Management The Pennsylvania State University, USA. He has

publications in leading International research journals and has been associated with prestigious organizations like Holiday Inns, Inc., Wilson Hotel Management Company and Doubletree Hotels. He also delivers executive education courses range of hospitality issues.

Prof. Mount discussed extensively, financial and taxation issues revolving around hospitality industry in the US context as well as from the global prospective. Prof. Mount highlighted how intermediaries play a major role in maximising revenue for hospitality firms and monetizing inventory. However he further suggested that such intermediaries can also lead to diminished trust amongst customers towards the hospitality firms. Especially in the global context, he highlighted that hospitality organisation face a big challenge of managing a right balance between e-distributors.

### Eminent Panelists for the area of Human Resources (HR):



**Mr. Sanjeev Sethi** Area Director, Human Resource The Leela Palace Kempinski, New Delhi. Mr. Sethi spearheads the Human Resources function with an immediate focus on the

Leela Palace New Delhi. Known as a start up and turnaround specialist in the hospitality industry, Sanjeev has been closely involved with the Grand Hyatt, New Delhi. He has also played a pivotal role in the turnaround of The Imperial New Delhi and ITC Hotels.

Mr. Sethi highlighted the fact that globally, there is a need amongst hospitality organizations to train the employees for multi-taking. He mentioned that hospitality organisations must attract people



## Industry Round Tables at 5th International Conference on Services Management

through organisational culture and processes so that a need for HR consultancy is reduced. He further said that the semi skilled workers of hospitality firms must be trained such that they can serve the guests effectively and by implementing such steps global organisations can eradicate some problems faced by them, in their HR domain.



**Dr. V.P. Singh**

Dr V P Singh is the Executive Director-Human Resources with RJ Corp. A Ph.D. in organization effectiveness, he is known for his association with the academia as well as various public sector undertakings. He has written numerous research papers and has been visiting faculty with reputed business schools.

Dr. Singh talked about the challenges that hospitality organizations are facing,

pertaining to HR. He said that managers must realize the fact that no hospitality organisation features in top 10 employers globally and they must do something to change this. He stirred the audience by suggesting that IIT and IIM graduates do not prefer to join this industry and this scenario is detrimental of the industry. Dr Singh said that the age old pattern of break-shifts spoils work-life balance and hence, it is important that organisations touch employees' hearts by taking care of their emotions. He suggested talent development and competency building as solutions to pertinent problems.

### **Eminent Panelist for the area of Marketing:**



**Prof. David Cranage**

David Cranage is an Associate Professor of Hospitality Marketing in the School of Hospitality Management at

Penn State University and has been a passionate academician for over two decades. Dr. Cranage is an avid researcher and has written numerous mini-cases. He is also the advisor for the student chapter of the Hotel Sales Marketing Association.

Professor Cranage highlighted that hospitality organisations globally, have not evolved, in terms of accepting social media as a means of effective marketing and brand positioning. He highlighted, along with industry examples, from across the globe, the fact that many organisations have been able to monetise their inventory and increase their sales by utilising microblogging sites and social networking platforms to propagate their brands. He brought out the fact that organisations have to think beyond utilising the web for mere banner advertisements and use it more efficiently so that their hostel properties and their brand benefit.

## Editors Workshop Panel at 5th International Conference on Services Management



IIMT organised the Editors Workshop Panel during the 5th International Conference on Services Management, held on 19-21st May 2011, at Leela Kempinski, Gurgaon.

This unique workshop brought together editors of six extremely prestigious international journals and they shared insights, with researchers, academicians and reviewers on the finesse of writing excellent quality research papers. The workshop was chaired by

Prof Levent Altinay, Professor, Oxford Brookes University, Business School. Eminent panellists were:

- Prof. Anna Mattila, Editor, Journal of Hospitality and Tourism Research and
- Prof. David Cranage, Editor- Journal of Foodservice Business Research
- Prof. Richard Teare, Editor- Journal of Worldwide Hospitality and Tourism Themes

- Prof. Vinnie Jauhari-Editor- Journal of Services Research and Journal of Technology Management for Growing Economies

The workshop discussed extremely relevant issues and strategies for getting research work published in International forums. Editors highlighted that the acceptance rate of reputed journals ranges from 4-10% and the authors must, hence, write exceptional technical papers to get published. The review process that goes behind selecting or rejecting a research paper, was discussed extensively. The editors suggested that reputed journals get each paper reviewed twice or thrice and hence, authors must ensure that their methodology is sound, their literature review is very well grounded and the findings offer unique additions to the existing literature.

The workshop was highly appreciated by the audience and the question answer session saw enthusiastic solutions towards increasing publications without compromising on quality work.



Institute for International Management and Technology and Oxford Brookes University conducted a three day workshop on Revenue Management from May 19-21st, 2011 at Hotel Leela Kempinski. This initiative was an effort by IIMT to foray into executive education.



The workshop was being conducted by IIMT Gurgaon and was delivered by Ms. Kate Varini, Senior Lecturer at Oxford Brookes University. She has delivered a range of Revenue Management workshops at France, Switzerland and IMHI, Paris. She has been earlier Director E-Learning-Ecole Hotelier Laussane. The workshop was also being delivered by Jennifer Keen- Director and Co-owner of Total Revenue Solution, UK which offers consultancy in areas of

Revenue Management within hospitality industry.

The workshop focused on revenue optimization strategies, pricing mechanisms, implementation of strategic revenue management and how to effectively influence teams towards strategic revenue management. The workshop also discussed business and market intelligence and helped the participants to forecast and apply the principles of yield management.

More than 40 leading hospitality General Managers and senior managers attended the workshop from all across India. The workshop began with an introduction by Dr Vinnie Jauhari, Director IIMT, to all the participants from the industry, about IIMT. Dr Jauhari further introduced the trainers, who then began the session with the industry professionals. The programme had an ideal mix of Vice Presidents, Associate Director Brand Programme, Revenue Managers, Corporate Managers in Marketing, Finance, HR, General Managers & Heads of Department from various hotels such as Radisson Hotel Delhi, ITC Fortune Mysore, Country Inns and Suites Gurgaon, Wadhawan Holdings Pvt Ltd Mumbai, MGM resorts Chennai and Bangalore, Park Plaza Gurgaon and Country Inn and Suites Greater Kailash. The participants were from varied backgrounds and they brought with them knowledge of operations, optimal leadership, communication skills as well as in-depth knowledge of finance, e-commerce, economics,



marketing, statistical analysis, human resource management, innovation and the science of pricing. The trainers Ms Kate Varini and Ms. Jennifer Keen delivered the programme in an interactive and interesting manner through case studies, discussions, quiz and technical worksheets and exercises. The participants found the workshop completely captivating and they expressed their pleasure about attending the advanced revenue management workshop.

This highly interactive workshop encouraged participants to apply their knowledge to new areas of study and helped them in exchanging ideas with their industry colleagues. Round table discussions that followed practical exercises based on live case studies ensured that key learning was transferred. The Programme ended on the hopeful note that participants will now be able to set up and implement successful hotel revenue optimization strategies as well as evaluate the benefits derived from scientific optimization and pricing approaches which are currently utilized by experts in the field

## Testimonials from some of the participants of Revenue Management Workshop

**1. Mr Raju Louzado; General Manager, ITC Fortune Select JPCosmos Bangalore** *"The workshop was very informative and interesting. I particularly liked Forecasting Concepts, Pricing Strategies and Demand Analysis model at Workshop. The trainers were excellent and also the delegate participation. Look forward to learn more about International Tools and Distribution framework in the future workshops."*

**2. Mr Sanjay Pant GM ITC Fortune JP Celestial Bangalore** *"Vast topics covered, adequately capsule and very good interaction amongst participants."*

**3. Prasenjit Guha; General Manager, Pride Hotels Ltd ,Pune** *"I really liked many things that have been explained. Slides matching with study material helped to connect well and makes the understanding better."*

**4. Mr Mohan Pant; Front office manager Radisson Blu Hotel Indore** *"Quality of speakers was good, highly learned and experienced, team building and revenue generating exercises for all departments."*

**5. Animita Mallick; Director Sales and Marketing, Radisson Blu Hotel Ranchi.** *"Every hotel should undertake for their line managers and second line along with*

*the HODs."*

**6. Mohd Ashique; Front Office Manager Hotel Capitol Ranchi** *"I particularly liked knowledge on issues such as Forecasting, Market Segment and Pricing."*

**7. Mr Kingshuk Chakraborty, Front Office Manager ,Park Plaza Noida** *"Excellent pace and lot of interaction with participants."*

**8. Mr Vishal Shah; Sales and Marketing Manager Sarovar Portico,Indore** *"I particularly liked all the assignments and topic interaction."*

## International Internships for Hospitality Students for 2010-2011

IIMT is proud that its students have exhibited academic rigour and the calibre to get selected for international placements with reputed hospitality organisations, across the globe. Internship offers for the year 2010-2011, have been offered by reputed organisations including :

- Crown Plaza (Malaysia)
- Sunway Resorts (Malaysia),
- Holiday Inn (Malaysia)
- Equatorial (Malaysia)
- Grand Hyatt (Dubai)
- JW Marriott (Dubai)
- Ramada Hotel (Germany)
- Holiday Inn (Germany)
- Maritim (Germany)



A total of 28 students have been selected for above internship opportunities and the other students too, are being selected for Five-Star properties in India and abroad. Not only are the students getting selected at prestigious organisations, they are also being offered lucrative starting salaries and stipend. The selection criteria for these students involved CV presentation, Communication Skills and Work Experience ( if any). The following students leave for their internship fulfilment to Germany, in May/ June 2011:

1. Shiv Jamwal (6 months) Total Stipend offered: Rs. 174840
2. Sunny Kalra (12 months) Total Stipend offered: Rs. 396552
3. Yaduvendra (12 months) Total Stipend offered: Rs. 457560
4. Harsh Oberoi (12 months) Total Stipend offered: Rs. 457560

We wish the students good luck for their future endeavours and are confident that they shall succeed with bright colours.

## International Placements and Internships for Management Students for the year 2010-2011

IIMT is proud that its students, across all cohorts, have exhibited academic rigour and the calibre to get selected for international placements with reputed organisations, across the globe. Students studying under the BBA program with SOME (School of Management and Entrepreneurship), at IIMT have received final placement at reputed MNC's and corporations, in India and Internationally. The Management Students from IIMT are exuberated on receiving placement offers and internship opportunities, with starting salaries of up-to INR 43000, at the following positions:

- Managerial level where the nature of the work involves, planning, strategising, business development, data analysis and market studies, client servicing and communication management.
- Business Development Associates where the nature of the job involves students to indulge in market analysis and strategise/ execute monetisation tactics.
- Relationship Managers where the job description involves interacting with customers, sustaining the existing client base and expanding the client base.
- Management Trainees where the job description involves getting indulged in multi-faceted activities ranging from client management, account management, research and market analysis, representation of the company in the industry etc.
- Research Associate where the nature of the job involves students to apply scientific research on corporate strategy.

IIMT's Management Students are clearly experiencing an edge over their counterparts from other B Schools because of the unique education system at IIMT. Management students, at IIMT, have been developed to think like entrepreneurs who ,further, have the finesse to amalgamate research with market dynamics, to bring about strategic solutions to real-time-business situations faced by service as well as manufacturing organisations.

Business students graduating in the year 2010 and 2011, have received final placement offers from the following organisations:

- Sakshi Advertising (Dubai) - Position: Business Development Executive
- White Box International (Dubai) - Position: Business Development Executive
- Fullerton Securities (India) - Position: Relationship manager
- Aditya Birla Money (India)
- HG Retail (India) - Position: Management Trainee
- The Retirement Plan Company (India) - Position: Research Associate
- HDFC Bank Ltd. (India) - Position: Relationship manager
- InterGlobe Air Transport (India)



Organisations like ICICI Bank Ltd. have agreed to offer IIMT students profiles in the domains of Branch Banking, Operations and Sales. The students will receive starting salaries INR 5 lac (per annum), approximately. The institution is discussing further placement opportunities with RBI and CRISIL and these companies shall soon start hiring students from IIMT, for Pan India positions.

The BBA students went for internships, at the following organisations, for the year 2009-2010:

- Ateliers De Joigny (France)
- eSolutions R&D Lab (India)
- AMRI Hospital (India)
- GGL Hotel and Resorts (India)

## Placement Opportunities for Hospitality Students at IIMT, Graduating Batch, 2011

IIMT is proud that its students have exhibited academic rigour and the calibre to get selected for placements with reputed hospitality organisations, across the globe. Internship offers for the year 2010-2011, have been offered various industry giants. Not only are the students getting selected at prestigious organisations, they are also being offered lucrative starting salaries and stipend. The selection criteria for these students involves CV presentation, Communication Skills and Work Experience (if any). The following are the placement details for the students of hospitality, who shall be graduating in the year 2011 (School of Hospitality and Tourism Management):

Student Name	Company Name	Designation	Department
Sidhi Raj Chitkara	Radisson Hotel, New Delhi	Management Trainee	Human Resource
Sonal Arora	Radisson MBD Hotel, Noida	Management Trainee	Front Office
Rishi Manocha	Radisson MBD Hotel, Noida	Management Trainee	Sales&Mktg.
Nitin Gupta	Radisson MBD Hotel, Noida	HOT Program	F&B Service
Vinay Sankhyan	Radisson Hotel, Ghaziabad	Management Trainee	F&B Service
Yash Vardhan Chopra	Radisson Hotel, Ghaziabad	Management Trainee	F&B Service
Tushar Kapoor	Radisson Hotel, Ghaziabad	Management Trainee	F&B Service
Jigme Wangchuk Lepcha	Selected by Pullman Gurgaon Central Park	Associate Program	F&B Service
Arpit Shirkot	Selected by Pullman Gurgaon Central Park	Associate Program	F&B Service
Ashish Sharma	Selected by Pullman Gurgaon Central Park	Associate Program	F&B Service
Akshit Sarkar	Taj Hotel	Taj Hospitality Trainee	Palace Services
Varun Dogra	Taj Hotel	Taj Hospitality Trainee	Palace Services
Bhavneet Singh	Taj Hotel	HOMT	Kitchen
Surangma Dhingra	Taj Hotel	Taj Hospitality Trainee	Sales&Mktg.
Sabby Walia	Taj Hotel	Taj Hospitality Trainee	Sales&Mktg.
Amrita Kandal	The Oberoi	OCLD	
Alisha Bedi	The Oberoi	OCLD	
Steffi Behl	ITC	Management Trainee	
Khurshid Alam	The Oberoi	OCER	
Naina Garg	The Oberoi, Reservation Cell	Executive	Reservation
Ruchi Oberoi	The Oberoi, Reservation Cell	Executive	Reservation
Divya Sondhi	The Oberoi, Reservation Cell	Executive	Reservation
Mehul Yadav	JW Marriott	F&B Service	
Anuj Sobti	JW Marriott	F&B Service	



## IIMT faculty members complete the Certificate in Teaching in Higher Education (CTHE)



IIMT congratulates its faculty team for successfully completing the Certificate in Teaching In Higher Education (CTHE), from Oxford Brookes University. Oxford Brookes University had won the UKIERI grant for £19000 to implement the certificate for Teaching in Higher Education for young academic staff at IIMT, Gurgaon. The Postgraduate Certificate in Teaching in Higher Education (PCTHE) was a one-year part-time course delivered by a team from the Oxford Centre for Staff and Learning Development (OCSLD) and other colleagues with a broad range of experience in adult, further and higher education.

The course is validated by Oxford Brookes as a postgraduate award carrying 60 M-level credits. Upon completion, IIMT staff can now use the award to apply for membership of the Higher Education Academy which is the professional organization concerned with teaching in Higher Education. This is a long-established and well-respected course that forms part of the 'First Three Years' programme - a support package for new academic staff at Brookes.

The following faculty members, at IIMT successfully completed this one year certificate program:

- Ms. Anjana Singh
- Ms. Anudeep Kaur
- Mr. Gaurav Tripathi
- Ms. Kanika Gupta
- Dr. Meghna Rishi
- Ms. Rati Shukla
- Ms. Rumki Banerjee
- Ms. Sahchi Yadav
- Ms. Sonia Bharwani
- Ms. Sucharita Banerjee
- Ms. Sumbul Khan

All faculty members explored a research topic, under the CTHE program, which revolved around an important pedagogical concern. The aim of this research was to foster a scientific approach towards teaching, amongst faculty members and also to develop innovations in teaching pedagogies. The following research areas were explored by the participants:

**Ms. Anjana Singh:** Research Topic- 'Mentor-Protégé behaviour in mentoring relationship'

The main aim of this study was to explore the unethical risks that are associated with undergraduate mentoring process since the expectations and ethical risks associated with the undergraduate students are unique and different as compared to graduate students. The research was aimed at helping academic institutions to inbuilt these sensitivities when they are trying to formalize their mentorship programme for students.

**Ms. Anudeep Kaur:** Research Topic- 'Teaching Information Systems and Technology to undergraduate management students'

This paper entails the importance of technology in our daily lives. Students, who would be budding managers, need to understand the tools and techniques in order to get efficient and effective outcomes that would help in their decision making on their personal and professional front. So, the author has put forward the formal and informal approaches to increase students' active participation and critical thinking that would help them in understanding the technological concepts.

**Mr. Gaurav Tripathi:** Research Topic- 'Case Based Teaching: How to enhance student learning?'

The paper explores the use of case study method as a pedagogical tool. The research highlighted that the use of cases, helps in providing a simulation in a classroom environment. The applied knowledge is more appreciated by the students than theoretical and abstract knowledge. In case-based-teaching, the role of an instructor is to reduce any issue which hinders students' learning, thereby, delivering to the students, what is necessary. This will help them in getting the practical applications of the concepts discussed in the classroom.

**Ms. Kanika Gupta:** Research Topic- 'Smooth integration of industry speaker's input in classroom sessions in Higher Education'

The paper focuses on the need for industry speaker's integration in the Higher Education and the process of incorporating their input in the classroom sessions. The paper explored the need for industry integrated-teaching in higher education and the role of industry speakers, as being, a medium for this education format. The industry speakers in classrooms open up a horizon of business realities to the students.

**Dr. Meghna Rishi:** Research Topic- 'Fostering students' wholesome learning experience: The use of unique pedagogical tools'

The paper explored the use of innovative

pedagogies in transferring of knowledge, amongst the student community. The research paper suggested a model that suggested varied pedagogical tools under three criteria: Interactive/ collaborative Tools; Technology Supported Pedagogies and Self-Directed Study'. The paper offered implementable solutions to teachers, for involving students and cultivating them for the labour market, by the use of simultaneous pedagogies.

**Ms. Rati Shukla:** Research Topic 'Transition from College to Work: The Role of Mentoring'

The paper identifies the challenges during the transition from student life to the professional world and emphasizes on the role that a mentor plays during the process. Mentoring becomes the solution to all tribulations from 'attendance to attainment', for the young people. Hence the paper will emphasize on the problems faced in the transition of the new graduates and provide suggestions which could help in minimizing the challenges faced.

**Ms. Rumki Banerjee:** Research Topic- 'Student Engagement'

The objective of the paper was to emphasize the role of student's engagement and also to explore different ways to engage students in the learning process with multiple pedagogic activities. The paper, therefore, focused on blending the literature from a variety of research viewpoints. The paper concluded with different strategies for different level of diverse groups of students, for accomplishment of knowledge, throughout academic life.

**Ms. Sonia Bharwani:** Research Topic- 'Looking within: The role of Reflection in Learning'. The paper researched the use of reflective pedagogy in the process of transitioning from theory to practice in context of management education.

**Ms. Sucharita Banerjee:** Research Topic - 'Student Engagement: Methods of creating interest and motivation amongst students'.

The aim of the paper was to study the concept of student engagement with primary focus on generating student interest in their chosen course. It aimed at studying techniques that might foster a change in their learning styles and inculcate a deep approach towards learning.

**Ms. Sumbul Khan:** Research Topic 'Student Engagement'

The paper focuses on pedagogical tools that are used to enhance level of student engagement in a large class set up.

## Faculty Research and Publications

### Dr. Vinnie Jauhari

#### International Publications

1. Jauhari, Vinnie and Gunjan M Sanjeev (2010) Managing Customer Experience for Spiritual and Cultural Tourism: An overview of the Special Issue of WHATT, Special Issue of World-wide Hospitality and Tourism Themes, Vol. 2, No. 5 Emerald UK.
2. Jauhari, Vinnie (2010) How can the consumer experience be enhanced for spiritual and cultural tourism in India? Special Issue of World-wide Hospitality and Tourism Themes, Vol. 2 No. 5, Emerald UK.
3. Jauhari, Vinnie and Michel Benard (2010) University Industry Collaboration: An Open Innovation Approach at Hewlett-Packard, Journal of Technology Management for Growing Economies, Vol. 1, No 1. EBSCO.
4. Chathoth Prakash K, Mak Brenda, Sim, Janet, Jauhari Vinnie and Kamal Manaktola (2011) Assessing dimensions of organizational trust across cultures: a comparative analysis of US and Indian full service hotels, International Journal of Hospitality Management-

- ent, Elsevier, UK June.
5. Chathoth Prakash, Mak Brenda, Vinnie Jauhari and Kamal Manaktola (2011) The Perceived Service Climate Construct and its Impact on Employee Satisfaction, International Journal of Business and Systems Research, Vol. 10, No. 10, 2011.

#### Participation in Workshops and Seminars

1. Emerging Trends in Indian Education, Seminar for School Principals, Hotel Piccadilly, Chandigarh, Sept.18, 2010.
2. Building Stronger Links between Education and Industry, The Inaugural India International Hotel, Travel & Tourism Research, Banarsidas Chandiwala Institute of Hotel Management & Catering Technology, New Delhi. Jan.19-22, 2011.
3. Managing for Growth: Emerging Perspectives in Organising Resources, Managing for growth: emerging perspectives in organizing finance, resources and enterprise' A AI Sager Round Table, IIT Delhi, Feb 11-12, 2011.
4. University Industry Partnership, National Conference on Excellence in Higher Education, IIT Delhi, 1-3 April, 2011.
5. Rethinking the MBA, 3rd Edu Convex,

Towards New Learning Perspectives in Education, India Habitat Center, New Delhi, Feb. 4-5, 2011.

#### Reviewer for Journals

In the year 2010-2011 have reviewed research papers for the following international journals:

Journal of Quality Assurance in Hospitality and Tourism (USA).

Journal of Hospitality and Tourism Research (USA) (Sage USA).

International Journal of Hospitality Management (Elsevier).

International Journal of Contemporary Hospitality Management (Emerald UK).

Journal of Services Research.

Journal of Technology Management for Growing Economies.

#### Editing of International Journals

Edited Special issue of WHATT (forthcoming Sept 2010) published by Emerald, UK.

Theme: How can the consumer experience be enhanced for cultural and spiritual tourism in India?

Editing a Special Issue of WHATT for Oct. 2011 issue-Challenges for the Global Hospitality Industry.

Conference Chair - 5th Conference for Services Management from May 19-21 2011 at Hotel Leela Kempinski.

### Dr. Gunjan M. Sanjeev

- Vinnie Jauhari, Gunjan M. Sanjeev, (2010) 'Managing customer experience for spiritual and cultural tourism: an overview', Worldwide Hospitality and Tourism Themes, Vol. 2 Iss: 5, pp.467-476.
- Research paper titled 'A review on the effects of Banks' Mergers and acquisitions', co-authored with Ms. Rumki Banerji was presented at International conference on Services Management organized by Pennstate University, USA, Oxford Brookes University (UK) and IIMT, Gurgaon held on the 19th-21st May, 2011 at Leela Kempinski, Gurgaon.
- Research paper titled 'Financial risk, Interest rate volatility and asset liability management of banks' jointly authored with Dr. Madhu Vij, presented at the International Finance Conference be organized on 10-12 January, 2011 by Indian Institute of Management, Kolkata (IIMC) at Kolkata.
- Research paper titled 'Amalgamation of Regional rural banks a Panacea?: A myth' presented at the Fifth International Conference on Public Policy and Management 2010 organized on 8-11 August, 2010 by Indian Institute of Management, Bangalore (IIMB) at Bangalore.

### Kanika Gupta, Assistant Professor, IIMT

- Gupta, K. (2011) 'Persistence of the Pecking Order Theory and Market Timing Theory of Capital Structure: the case of Indian listed companies', Proceedings of 5th International Conference on Services Management (May 19-21), Viva Books, India, pp 10.
- Gupta, K. (2011) 'Effect of market conditions, oversubscription and market efficiency on IPO underpricing' Indian Journal of Finance, Vol. 5, No. 2.

### Anudeep Rawal, Assistant Professor, IIMT.

- Attended and published a paper titled 'Factors influencing retail purchasing attitudes and behavior of consumers in Delhi NCR', in National conference 'Emerging Challenges for Global Managers' organized by Algor School of Management and Technology, Gurgaon.
- Rawal A. (2011) 'Adoption of Cloud Computing in India', 5th International Conference on Services Management, IIMT.
- Attended Entrepreneurial Idea generation workshop at MDI organized by SEED, Centre for Entrepreneurship at MDI Gurgaon.
- Attended International Conference on 'Business Intelligence' at IMT, Faridabad on Apr 9, 2011.

### Anjana Singh, Assistant Professor, IIMT

- Rishi, Meghna and Singh, Anjana (2011), 'Corporate Governance and International Best Practises: The case of Satyam', Journal of Services Research (International peer reviewed Journal), Vol. 11, Issue 1.
- 'Fostering wholesome students' learning experience: The use of unique pedagogical tools' presented at the National Conference on 'Excellence in Higher Education', organized by IIT-Delhi on 1-3 April 2011, in New Delhi.
- 'Corporate Social Responsibility in the Indian private Hospital Industry' presented at The 5th International Conference on Services Management organized by IIMT, Oxford Brookes University( UK) and Penn State University (USA) on May 19-21, 2011 in New Delhi.
- 'Innovations in Mobile Application: Emerging Trends' presented at the First International Conference on Computing Business Applications and Legal issues organised by IMT Ghaziabad and Winona State University, USA on March 3-4, 2011 in New Delhi.
- Green Management and Environmental Sustainability: A case of ITC Green Center, Emerald Emerging Markets Case Study Collection (International peer reviewed Publication).

## Faculty Research and Publications

**Rati Shukla**, Assistant Professor, IIMT

- Green Management and Environmental Sustainability: A case of ITC Green Center, Emerald Emerging Markets Case Study Collection (International peer reviewed Publication)
- Emerging Technologies in Eye Sight Correction: Customers Perspective presented at The 5th International Conference on Services Management organized by IIMT, Oxford Brookes University( UK) and Penn State University ( USA) on May 19-21, 2011 in New Delhi.

**Dr. Meghna Rishi**, Associate Professor, IIMT

- Rishi, Meghna and Singh, Anjana (2011), 'Corporate Governance and International Best Practises: The case of Satyam', Journal of Services Research (International peer reviewed Journal), Vol 11. Issue 1.
- Rishi, Meghna (2011), 'Synergy between Internet Technology and Traditional Media: A perspective on Indian marketers', Journal of Technology Management for Growing Economies (International peer reviewed Journal), Vol 2, Issue 1 (Peer Reviewed International Journal). In Print.
- Rishi, Meghna and Bhanawat, Sanjeev (2011), 'New Media preferences in the Indian advertising Industry: A perspective on web advertising agencies and marketers', Trinity Journal of Management, IT and Media, Vol 1. Issue 1.
- Rishi, Meghna and Bhanawat, Sanjeev (2011), 'Internet Advertising amongst Indian Marketers: Industry Verbatim', Media Watch, Vol 3. Issue 1, pg 51.
- Rishi, Meghna and Singh, Anjana (2011), 'Fostering wholesome students' learning experience: The use of unique pedagogical tools" presented at the National Conference on 'Excellence in Higher Education', organized by IIT-Delhi on 1-3 April 2011, in New Delhi.
- Rishi, Meghna (2011), 'Sector-Wise contribution to the Indian Advertising Industry: Media Convergence Model' presented at The 5th International Conference on Services Management organized by IIMT, Oxford

Brookes University (UK) and Penn State University (USA) on May 19-21, 2011 in New Delhi.

- Singh, Anjana and Rishi, Meghna (2011), 'Corporate Social Responsibility in the Indian private Hospital Industry' presented at The 5th International Conference on Services Management organized by IIMT, Oxford Brookes University (UK) and Penn State University ( USA) on May 19-21, 2011 in New Delhi.
- Rishi, Meghna and Singh, Anjana (2011), 'Innovations in Mobile Application: Emerging Trends" presented at the First International Conference on Computing Business Applications and Legal issues organised by IMT Ghaziabad and Winona State University, USA on March 3-4, 2011 in New Delhi.
- Rishi, Meghna (2011), 'Synergy between Systems Audit and Manual Auditing Practises: A case of Jain Chowdhary and Company', Emerald Emerging Markets Case Study Collection, Emerald Publishing, (International peer reviewed Publication).

**Rumki Bandopadhyay**, Assistant Professor, IIMT

- A Review on the Effects of Bank Merger and Acquisitions presented at The 5th International Conference on Services Management organized by IIMT, Oxford Brookes University (UK) and Penn State University (USA) on May 19-21, 2011 in New Delhi.

**Sonia Bharwani**, Assistant Professor, IIMT

- From Fungible to Memorable An Exploratory Study of Competencies Required to Create Customer Experiences in the Hospitality Industry' presented at The 5th International Conference on Services Management organized by IIMT, Oxford Brookes University (UK) and Penn State University (USA) on May 19-21, 2011 in New Delhi.
- From Capacity Expansion to Capability Enhancement Identification and Development of Skills in the Indian Hospitality Industry, Keeping in View the Global Context' presented at The 5th International Conference on Services Management organized by IIMT, Oxford

Brookes University( UK) and Penn State University ( USA) on May 19-21, 2011 in New Delhi.

- Bharwani S. and Durgamohan, M. 'Reflection: A Process from Theory to Practice', Paper accepted for presentation at the National Conference on Excellence in Higher Education to be held on April 1-3, 2011, at IIT, New Delhi.
- Case on Oberoi Hotels & Resorts accepted for publication in Emerald's Emerging Markets Case Collection.

**Gaurav Tripathi**, Assistant Professor, IIMT

- Service Economies of China and India - A Comparative Study presented at The 5th International Conference on Services Management organized by IIMT, Oxford Brookes University (UK) and Penn State University (USA) on May 19-21, 2011 in New Delhi.
- Choudhary, H. and Tripathi, G. 'An analysis of Inventory Turnover and its impact on financial performance in Indian organised Retail Industry', Journal of Services Research, Vol 12, Issue 1 (In Print).

**Sandeep Munjal**, Assistant Dean, IIMT

- City Palace Udaipur: A Case Study for Sustainable Heritage Tourism through Services Enhancement presented at The 5th International Conference on Services Management organized by IIMT, Oxford Brookes University (UK) and Penn State University (USA) on May 19-21, 2011 in New Delhi.

A team of IIMT faculty presented their papers on issues are "Excellence in Higher Education" at the National Conference held at IIT Delhi from 1st-3rd April 2011. The team included:

**Dr. Vinnie Jauhari** (Director-IIMT) who presented a paper titled 'Industry-Academia Partnership'.

**Dr. Durgamohan** (Program Director-BBA) and **Ms. Sonia Bharwani** (Asst. Prof.- IIMT): Paper 'Reflection: A process from theory to practise'.

**Dr. Meghna Rishi** (Associate. Prof.- IIMT) and **Ms. Anjana Singh** (Asst. Prof.-IIMT): Paper: Fostering students' wholesome learning experience: The use of unique pedagogical tools.

## First Graduation ceremony to be held on 3<sup>rd</sup> Sep 2011

IIMT is proud to organise its First Graduation ceremony, which will be held on 3<sup>rd</sup> September 2011.

This Graduation Ceremony will be a platform to acknowledge the success of IIMT students. The ceremony aims to celebrate the beginning of IIMT's students' professional life and will foster motivation amongst all its students to exhibit the same enthusiasm and intellect at their work lives, as they exhibited during their college years. All students would be felicitated with certificates and the meritorious students will be presented awards. All faculty members, who have successfully completed the Certificate in Teaching in Higher Education, shall also receive their certificates during the Graduation Ceremony. This day shall mark a milestone in the history of IIMT and will bring together all students and faculty to collectively celebrate their success.

## IIMT Alumni Meet, Dec. 18<sup>th</sup>, 2010



Institute for International Management and Technology –Oxford Brookes University organized its second Alumni meet on 18<sup>th</sup> Dec. 2010 at Radisson Hotel – New Delhi. It was a social get together of 100 ex-IIMT student's global network who were reminiscent of their nostalgic stay at the school. Sudhanshu Bhushan-Dean - Student Experience welcomed the alumni on the occasion. The Director of IIMT, Dr Vinnie Jauhari shared the future plans of the institute along with the new campus update with the old students. Alumni were enthusiastic about the new PGDBM program in Business Management to be started at IIMT from 2011. Mr Sudhir Andrews , Ex-Dean IIMT informed the students of the new initiatives being taken by the School of Hospitality and Tourism Management , including the new PG program to be started next year in Hospitality Management.

Mr Sulabh Chabbhra, President of IIMT Alumni shared details on the activities and plan for the IIMT Alumni Association. The key members of IIMT Alumni were also introduced. One of IIMT's Alumni- Sulabh Mehra was also felicitated as Distinguished Alumni for his venture, "Radio TukTuk" launched in Gurgaon. IIMT has to its credit Alumni who have set up ventures and are quite successful. Sulabh



Chabbhra along with Ankit Bajaj, started Ask Birbal which is an ITES solution. Ho Shin Nian is another

venture with which IIMT Alumnus- Raghav Kudesia has been associated. Harsh Neerav started a café on his own. There are IIMT students who embark on the journey of entrepreneurship every year.

IIMT has a track record of 100% employability and entrepreneurship for every batch for the last ten years in hospitality and business management.

It was a nostalgic fun filled evening which ended with a gala dinner. The old students acted like inspirers for the existing ones everyone engaged in heart- warming conversations around their alma mater and their futures.

## Prof Mahmood Khan and 19 students from Business School at Virginia Tech University, USA. visit IIMT



Dr Vinnie Jauhari, Director-IIMT, took a session for the MBA students of the Business School at Virginia Tech University, USA. Prof Mahmood Khan accompanied them to India for a cultural sensitization. The group comprising of 19 students, visited IIMT on 9<sup>th</sup> January 2011. Dr Jauhari gave the students a lecture on 'Indian Culture and Work Ethos'. The session was highly valued by the students who seemed enriched after understanding the implications of cross-cultural work settings. The International students were excited to learn about the Indian culture, work values at Indian organisations and the HR practises that promote a healthy work-environment for teams of cosmopolitan nature.

## Eminent academicians and industry professionals visit IIMT



**Mr. David Mathews**

General Manager- Trident Hotels, Gurgaon

Mr. David Mathews, General Manager of

Trident, Gurgaon visited IIMT on February 7<sup>th</sup> 2011 and conducted a session for the third year students of hospitality management.

Mr. Mathews is an OCLD graduate and has done his M.Sc. in International Hospitality Management from Buc-

kingham University, UK. He has over 11 years experience as a General Manager of leading hotels across India of which 6 years have been in the capacity of GM of Wildflower Hall, an Oberoi Resort in the Himalayas.

Mr Mathews conducted a session on 'Strategic Orientation of the Oberoi Group' and spoke to the students about the positioning of the luxury resorts and the strategies to manage the product portfolio of such properties. He gave practical insights to the students on how operations, in a hotel are aligned with the overall strategy. He enumerated the details of strategising the actual hotel inventory and discussed the roles of the people who are required to deliver the product. He further stressed, to the students, the importance of inter-departmental synergy because such symbiotic relations help in delivering excellence in the customer experience offered by luxury hotel chains.

The lecture was very well received by the students and the session concluded with an intense question answer session.

## Knowledge Sharing Sessions initiated at IIMT

As a part of enhancing the student experience, knowledge sharing sessions (KSS) have been initiated at IIMT, by Dr. Durgamohan, Professor and Program Head, BBA and M.Sc, IIMT. These sessions involve presentation of unique ideas, by the faculty to all the academic members at IIMT. The objectives of these sessions are: to provide a platform for the faculty to share their research / readings with fellow faculty, to augment the knowledge base of the faculty, to foster better and fruitful academic interaction amongst the faculty and ultimately create a repository of knowledge, which can be accessed by every member of the institute.

The first session was held on 10<sup>th</sup> September 2010, wherein Dr. S. Bhushan, Dean – Student welfare shared his research on innovation. The second session was held on 2<sup>nd</sup> December 2010, wherein Dr. M. Durgamohan discussed the findings of a research paper on Asian and American leadership styles.

## Barbeque Grill has been introduced at the Canteen at IIMT



IIMT, in its zest to enhance the overall experience of all studying as well as working in the institution, initiated the Barbeque Grill at the Cafeteria. Regular lunc-hes at the cafeteria are now accompanied by mouthwatering dishes like Paneer Tikka and Mutton Steaks. IIMT Students have been relishing the experience of grilled delicacies at Lunch and the Cafeteria remains abuzz with students' chatter while they enjoy sumptuous meals.

### “How to get published?”- Workshop Conducted by Prof. Levent Altinay



Prof. Levent Altinay, Professor, Oxford Brookes University, Business School, conducted a workshop, for faculty members at IIMT, on 17<sup>th</sup> May 2011, on ‘How to get published’. Professor Altinay is an eminent academician and serves as Professor of Strategy and Business Development, at Oxford Brookes University Business School. He has authored many textbooks and his research work has been published in several journals of international repute. He also serves on the editorial boards of prestigious international journals.

From his extensive research experience and editorial expertise, Prof. Altinay offered a step by step guide to all participating faculty to ways to get their research work published and how could research quality be improved. He began with highlighting the importance of a well grounded research question that flows from extensive review of extant literature. He emphasized that unless a research gap is not identified by the author, the paper might be rejected by the review committee at the onset. He highlighted that top-tier international journals have an acceptance rate of 3-4% and only papers with extremely good quality and academic rigour, get accepted for publication. Hence, for educators in India, to match the global benchmarks, attaining finesse towards writing quality research becomes imperative. Prof Altinay stressed that the chosen research methodology, for any research must be backed by clear objectives and must be followed by a crisp discussions and implications section. He said that unless the industry and academia does not benefit from the findings of the research, it would not add any value to the existing works. He motivated the participating faculty to work towards collaborative research work with researchers of

International repute. This helps in expanding the repertoire of each author and offers a global perspective to research works.

The session lasted for more than two hours and was very well received by all the participants. They thanked Prof. Altinay profusely for familiarizing them with the review process behind each research work and cautioning them on mistakes that could lead towards the rejection of a paper.

### Research Methods Workshop for Academic Success, 20th Dec. 2010



A two day long, research methods workshop was organized at IIMT and was conducted by Prof Sanjaya S. Gaur, Associate Professor of Sales & Marketing & Head-Sales Management Group, AU Business School, Faculty of Business & Law, Auckland University of Technology, Auckland, New Zealand.

All faculty at IIMT enthusiastically participated in this workshop and gained immensely. The workshop addressed an important issue of becoming successful academic in management discipline by developing skills to publish successfully

There is an increasing realization among Indian business schools and scholars about the importance of research for a successful and satisfying academic career. With the rejuvenation of Indian economy, there is also a great demand for India-based research internationally. However, most of the scholars in Indian business schools are not able to tap this opportunity, as is evident by the near absence of scholarly contributions in leading management outlets by India-based scholars. We are confident, that given the talent we have in Indian business schools, we can change this situation, provided we know the rules of the publishing game. And this workshop intended to

address the rules of this game. The workshop covered the following areas in the span of two days:

#### What is a good research?

- Publishable vs. interesting
- How to choose the right topics for conducting publishable research?
- How to convert an idea into a paper?

#### Research Design

- Qualitative vs. quantitative research
- Experimental research
- Survey research
- Secondary data based research

#### Key Research issues

- Theoretical contributions
- Empirical contributions
- Well crafted article/dissertation
- Reasonable data
- Sound methodology
- Handling reviews

#### Fundamentals of Statistics

- First and second generation methods of MV Statistics
- Overview of different statistical packages including SPSS and LISREL / AMOS

#### Two Broad Analytical Aspects

- Measurement
- Hypothesis Testing

#### Reliability beyond Cronbach alpha Dimensionality for Latent variable models

- Exploratory factor analysis
- Confirmatory factor analysis

#### Construct Validation

#### Regression models

- Hierarchical Regression Analysis
- Dealing with multicollinearity
- Moderated Regression
- Plotting interaction effects
- Testing for mediation

The workshop was interactive and all participant were encouraged to bring their own problems/dissertation/paper ideas for one to one discussions.



## Awards and Recognitions for IIMT Faculty

### Award for IIMT Faculty: Emerald Publishing's Case Competition

IIMT is proud that some faculty have received the very prestigious award from Emerald Publishing, for the Case Competition, held at an international level. Emerald's Emerging Markets Case Studies Collection announced these awards to support authors of teaching cases based in India. The award was aimed at supporting faculty and doctoral students at leading business schools in India who wish to write decision-oriented teaching cases on Indian business as well as on business and management practices in other emerging economies.

The case proposals submitted for the competition, were selected after being reviewed, first, by Regional Editors, followed by a review from Chief Editors and finally from an independent body of reviewers, from across the world. The winners for the case Writing Competition are:

#### Dr. Gunjan M. Sanjeev, Professor and Head-PG Studies:

1st Prize of INR 7500

#### Dr. Meghna Rishi, Associate Professor

2nd Prize of INR 5000

Editorial Support for publishing to Ms. Anjana Singh, Assistant Professor and

Ms. Sonia Bharwani, Assistant Professor



Ms. Anjana Singh



Ms. Sonia Bharwani

### Best Paper Award at the 5th International Conference on Services Management



**Dr. Gunjan M. Sanjeev**, Professor and Head, Post Graduate Programmes and Industry Programmes, IIMT, for received the second best paper award at the 5th International Conference on Services Management. Her research work was titled 'Determinants of Net interest Margins (NIM) of Banks in India: An Empirical Study' and was authored along with Professor Madhu Vij, Professor in Finance, Faculty of Management Studies (FMS) University of Delhi.



**IIMT congratulates Dr. Meghna Rishi** (Associate Professor, IIMT) for received an award in the merit list of the Emerging HRD Thinker's Award declared by the Indian Society for Training

and Development. Her Research Work was titled 'Talent Development and Attrition Management of entry-level executives: A perspective on Indian Hotels'. This empirically tested work highlighted the unique needs of entry level employees and offered strategies and solutions to HR managers for engaging such employees and reducing the attrition rate amongst them, thereby benefit the productivity of the organisation.



**IIMT congratulates Ms. Kanika Gupta** (Assistant Professor-IIMT), as her research paper titled 'Internet deployment in the spiritual tourism industry: the case of Vaishno Devi Shrine' has been selected for inclusion in prestigious **Emerald Publishing group's Emerald Reading List Assist**; Emerald's free, unique, peer-reviewed reading list service provided to all Emerald subscribers. The service is comprised of a collection of 50 reading lists and accompanying editorials, covering subjects across Emerald's portfolio areas. Each reading list contains 60-80 Emerald articles and has filterable data markers that help the user to refine content searches. These indicators provide information on the article's practical, literary and pedagogical features, allowing for fast, easy and idiosyncratically-led content searches.

## Successful Validation of Post Graduate Programs at IIMT



Oxford Brookes University has approved the validation of 10 PG programs at IIMT, which include 5 PGDMs (Post Graduate Diploma in Management) and 5 M Sc's.

The validation team comprised of five members nominated by Oxford Brookes University. The team was very impressed by IIMT's campus presentation, investment and the developments on the campus front. The team arrived at IIMT on 13th Jan., 2011 and were taken to the Admissions Lounge where all the major accomplishments at IIMT in the last one year were documented and photographs of all major events were displayed. The team looked at the following:

- Campus layouts
- Marketing efforts

- Scheduled Conference
- Journal of Services Research
- Journal of Technology Management for Growing Economies
- Publications of international papers and awards
- Books published by IIMT faculty
- IIMT-Oxford Brookes University Innovation Challenge
- Students events
- Alumni Association photographs and Award to Sulabh Mehra for launching the Radio Tuk Tuk Services In Gurgaon
- Placements and Global Internships
- Visits of Leading Firms at IIMT
- Round Table to Assess Training Needs for the Hospitality Industry in India co hosted with Penn State in Dec 2010

After the daylong iterations, the validation committee commended IIMT on the following:

- a. Great vision and leadership along with impressive campus development plan along with very impressive investment.
- b. Commend IIMT on having glowing students with a great experience and

respect for the institution.

- c. Commended on the design of the program.
- d. Commended on the stakeholder approach followed at IIMT for the programs in terms of getting the buy in from industry mentors, prospective students, setting up channel partner relationships, prospective firms for internships and placements driving value to the student community.
- e. Commended on the quality of placements.
- f. Congratulated IIMT for the level of partnership between students and staff.
- g. Congratulated IIMT for the partnership with OBU staff and IIMT staff.
- h. Commended IIMT on the formative feedback offered by the faculty to the students contributing to the productivity and efficiency.
- i. Commended IIMT on the level of assessment and feedback that is being given to the students.



In July 2010, the students' life at IIMT was made even more exciting and energetic by key initiatives that were taken by Dr. Sudhanshu Bhushan, Dean - Student Welfare at IIMT. A faculty council was formulated for the execution of extra-curricular activities across cohorts from the Business School and well as the Hospitality School. The Faculty Council comprised of the following faculty members at IIMT:

Gaurav Tripathi, Ms. Anjana Singh, Mr. Sanjay Sharma, Ms. Sucharita Banerjee,

### Student Activities During 2010-11

#### Business Plan

*Faculty lead for the activity:* Rumki Bandhopadhyay and Kanika Gupta

*Student winners:* Shahnaz Hussain (First Position)

Abhishek Verma, Kaveri Vij, Ridhi Raj Chitkara (2nd Position)

#### The InQuizitive

*Faculty lead for the activity:* Gaurav Tripathi

*Student winners:* Sasha Menon, Rahul Bajaj (First Position)

Tushar Malik, Sunny Kalra (2nd Position)

Rahil Wats, Vibhor Kaushik (3rd Position)

#### Rangoli - Rang De

*Faculty lead for the activity:* Sonia Bharwani

*Student winners:* Ridhi Raj Chitkara, Abhishek Verma, Kaveri Vij, Divya Sondhi (First Position)  
Amrita Kandal, Shreya Nigam, Rishabh Gambhir, Sidhi Raj Chitkara (2nd Position)

#### Off the Cuff

*Faculty lead for the activity:* Sonia Bharwani

*Student winners:* Shahnaz Hussain, Kaveri Vij (First Position)

Abhishek Verma, Avantika Paracer (2nd Position)

#### AdVenture

*Faculty lead for the activity:* Sumbul Khan

*Student winners:* Amrita Kandal, Yuvraj Berry, Sidhi Raj Chitkara (First Position)

Kaveri Vij, Divya Sondhi (2nd Position)

#### Corner Kick

*Faculty lead for the activity:* Sanjay Sharma

*First Position (SHTM 2009):* Dilawar Singh Shaheed, Himanshu Mahajan, Kushal Singh Tanwar, Sameer Sharma, Sunil Dwivedi, Akshay Sud, Akshit Dhingra

*Second Position (SHTM 2007):* Ashish Sharma, Paras Raj, Abhishek Verma, Shailendra Singh, Khurshid Ahmed, Rishabh Gambhir, Sabby Walia, Sahil Gianchandani  
Best Player: Sunil Dwivedi

Ms. Sonia Bharwani, Ms. Sumbul Khan, Ms. Kanika Gupta, Ms. Rumki Bandyopadhyay.

Along with this, a student council was constituted which saw representation from each cohort.

The following events were organised under this initiative:

- InQuizitive competition
- Rang De- Rangoli Competition
- The Business Plan
- Off the cuff
- Ad-Venture
- Corner Kick
- The Chef's Competition
- Cricket Tournament
- Indoor games including Table Tennis, Chess and Carom.
- Inclass activities including Quiz, Collage Making Competition and Extempore.

On March 17th 2011, IIMT organised the 'Showcase - The Talent Competition', to felicitate the winners of all these activities with cash awards, trophies and

certificates. The event was organised under the guidance of Dr. Sudhanshu Bhushan (Dean, Student Welfare-IIMT). Ms. Sonia Bharwani (Asst. Professor-IIMT) and Mr. Gaurav Tripathi (Asst. Professor-IIMT) lead managed the activities along with other faculty and student members.

The Talent Competition was followed by the Student Activities Awards Presentation Ceremony to felicitate the winners and participants. This marked the culmination of the Student Extracurricular Activities at IIMT for the academic year 2010-2011.

IIMT felicitated 4 outstanding students with cash prizes; awarded 25 trophies; 20 gift packs for in class activities and 50 medals. All winning students also received certificates. This ceremony was followed by the Talent Contest where students displayed their dancing and singing skills. The Complete List of all the winners along with the Faculty coordinators for each event is mentioned below:

**Sabby Walia, Shikha Gupta, Akshit Sarkar, Sahil Gianchandani (First Position)**

**Rishi Minocha, Divya Sondhi, Kaveri Vij, Rishabh Gambhir, Ashish Sharma (Second Position)**

#### Quiz

*Faculty lead for the activity :* Gaurav Tripathi and Anjana Singh

*Student winners:* Abdul Aziz, Sehar Kaur, Gaurav Sharma, Akshay Brar (First Position)  
Rishi Minocha, Divya Sondhi, Kaveri Vij, Rishabh Gambhir, Ashish Sharma (Second Position)

#### Extempore

*Faculty lead for the activity:* Kanika Gupta and Sumbul Khan

*Student winners:* Tansha Saxena, Nupur Mangla (First Position)  
Nitesh Yadav, Yatika Kataria (Second Position)

#### Talent Show

*Faculty lead for the activity:* Sonia Bharwani and Gaurav Tripathi

*Student winners:* Harsh Oberoi (First Position)  
Aashmita Tandon, Divya Sondhi, Kaveri Vij (Second Position)



## Extra Curricular Activities

### Cricket Tournament at IIMT



With the start of the ICC Cricket World Cup, students and faculty at IIMT also geared up to support and cheer Team India. To get the momentum, IIMT organized its Cricket Tournament on 20<sup>th</sup> Feb, 2011. The event was executed by the ideation and implementation from Dr. Sudhanshu Bhushan (Dean-Student Welfare-IIMT) and Sanjay Sharma (Assistant Professor-IIMT). Teams from various cohorts participated to play the round robin matches. A total of five teams with each team having seven players participated and the matches were played according to the IIMT format (Similar to T20).

The cricket ground was thundering with enthusiasm and initially the match was being dominated by the SHTM 2010, team. The other group SHTM 2008, which was led by the student Jatin Choudhary, lost their chance of winning to the SOME 2008 team (School of Management and Entrepreneurship). SOME 2008 team, was riding on a match winning knock by their captain Dilawar Gulia who eventually ended up getting the best batsman award for scoring 120 runs in three matches. The match of the tournament, as it turned out to be, was between the IIMT staff team and the final year students. The staff team led by Mr. Shailendra Singh Negi (Program Coordinator-IIMT) was essentially a batting team with dangerous players such as Sanjay Sharma (Assistant Professor, IIMT), Abhishek Shrivastava (Examination Coordinator, IIMT), Gaurav Taneja (Marketing Executive, IIMT) and the captain himself. However, students Shailendra Singh Tanwar and Abhishek Verma, cast a brilliant bowling spell on them which eventually led to the entry of the students' team, in the finals. In the final match, Abhishek Verma scored 88 runs (not out) and the SHTM 2007 team, amassed a huge total. Shailendar Singh Tanwar won the best bowler award and Abhishek Verma won the man of the series award for a total of 170 runs in 3 matches and 4 wickets.

A special mention has to be made of all the students who supported in the execution of the event: Alisha Bedi, Amrita Kandal, Ridhi Raj & Sidhi Raj.

Once again IIMT students and the entire

IIMT Team have proved how the blend of talent, ability and attitude transpired into memories that will be cherished for a life time. Sports are the greatest medium of engaging and bringing all the four cohorts closer to each other.

Abhishek Verma

SHTM 2007

### IIMT Sports Week

IIMT considers the all round development of students, an important element of holistic education. To foster the same, 'Sports Week' was organised for students belonging to all cohorts from SOME and SHTM. Sports Week was organised with the aim to inculcate team-work and sportsman-spirit amongst students. The activity saw senior students collaborating with junior students and also saw staff members (of IIMT) formulating teams with students. It strengthened the bonding between all students and induced them to cheer and rejuvenate themselves through lively activities. Students participated with enthusiasm and the campus was vibrant with energetic student teams who were keen on winning various competitions. The winners of different sports events are:



#### Table Tennis (Singles)

**Winner-** Aman Gupta  
**Runner Up -** Shailendra Singh

#### Table Tennis (Doubles)

**Winner -** Sanjay Rawat/ Abhishek Shrivastava  
**Runners Up -** Shailendra Singh/ Abhishek Verma

#### Chess

**Winner -** Abhishek Verma  
**Runner up -** Mehul Yadav

#### Carrom (Singles)

**Winner -** Tushar Malik  
**Runner up -** Aman Gupta

#### Carrom (Doubles)

**Winner -** Aman Gupta/Tushar Malik  
**Runner up -** Hardit Singh Grover/ Vikramjit Singh Chahal

Mr. Sanjay Sharma, Assistant Professor-IIMT, was the faculty coordinator for the event and the Sports Week was initiated and conceptualised by Dr. Sudhanshu Bhushan: Dean- Student Welfare. Senior

students including Abhishek Verma, Ridhi Chitkara, Amrita Kandal and Sidhi Chitkara, exhibited their expertise in event co-ordination and were helpful in making the execution of the event, successful.

### Business Quiz at IIMT

IIMT, in its quest to amalgamate studies with extra-curricular activities, organised Business Quiz for the students of School of Hospitality and Tourism (SHTM-Cohort 2008). Ms Anjana Singh (Assistant professor-IIMT) and Mr Gaurav Tripathi (Assistant Professor) organised this Quiz. The students were enthusiastic and competed to answer maximum questions, with zest and intelligence. IIMT congratulates the winners of the Quiz:

Akshay Singh Brar (Hospitality School, Third year Student)

Gaurav Sharma (Hospitality School, Third year Student)

### Collage Making Competition at IIMT



On 10<sup>th</sup> March, 2011, Ms Sonia Bharwani (Asst. Professor-IIMT) and Ms Sumbul Khan (Asst. Professor-IIMT) organised a collage making competition with the theme – "Day in the life of India". Participating groups were allotted an hour for the activity and this included the time for ideation and execution. They were judged on the following criteria - creativity, aesthetics, team effort, adherence to the time limit, Winning team – Amrita Kandal, Alisha Bedi, Sabby Walia, Shikha Gupta, Akshit Sarkar, Vikram Chahal (Hospitality School, Graduating Students).

Runners Up – Rishi Minocha, Divya Sondhi, Kaveri Vij, Rishabh Gambhir, Ashish Sharma (Hospitality School, Graduating Students).

### Extempore Competition

On March 11, 2011, an Extempore Competition was organised for first year students of both SOME and SHTM cohorts, by Ms. Kanika Gupta (Assistant Professor, IIMT) and Ms. Sumbhal Khan (Assistant Professor, IIMT). The activity was very well received by the students and they participated with full enthusiasm and fun. The winners of the Extempore Competition are:

First: Tanisha Saxena and Nupur Mangla (BBA, First year Students)

Runner up: Yatika Kataria (BBA, First year Student) Nitesh Yadav (Hospitality School, First year Students).

## College Events

### Event organised by Hospitality Students

#### **Zaika India Ka- A Joyful Experience:**



Indian culture is a very diverse culture in itself; this culture has created its own unique identity in the minds of several people and has also left a strong impression of its uniqueness in the hearts of the youth. The concept of Zaika India Ka was a tribute to salute the uniqueness of this diverse culture. Before the management team finalized this particular theme for the event to be hosted on 12<sup>th</sup> February 2011. A series of meetings and debates were held to select and understand the appropriateness of this theme. Zaika India Ka was a perfect blend of Indian food and Indian culture that formed a strong base for this theme. It gives me indeed pleasure to take you through the journey of Zaika India Ka and share with you some of the memorable experiences during the planning and execution of this event.

A suitable management team plays an essential role in planning and execution of an event. The Management Team of our event comprised of the following members who carried out their roles and responsibilities to the best of their ability. The team comprised of Vaibhav Seth (Event Coordinator), Avantika Paracer (Human Resource Manager), Rahil Wats (Marketing Manager), Vibhor Kaushik (Restaurant Manager), Simarneet Singh Chaddha (Executive Chef), Gagan Bajaj (Assistant Operations Manager) and Aman Gupta (Finance Manager).

Once the team was formulated we had to face two major challenges. The first one was to select a suitable theme for the event and seek the approval of the senior management which were the faculty members. After this the second major challenge that approached us was to search and convince companies who could sponsor our event. We managed to overcome both these challenges in the following way, first we developed a concept for the theme keeping in mind the diversity of the Indian culture and prepared a power point presentation wherein we gave an insight of the entire concept. This included the title of the theme, highlights of décor, entertainment, target market and a time-plan which was prepared for completing all activities associated with the event in a specified

time frame. Secondly we divided the task of arranging sponsors among all team members and this helped us to acquire sponsorships from few companies in terms of either cash or kind.

The next phase included staff recruitment and training another crucial task was associated with the event. Therefore the entire management was involved in the training sessions so that the staff could be trained in an effective manner and they can put up a memorable event. After the training sessions, our next step was to finalize the entertainment package and the décor as these were the two components which could change the face of the entire venue and put life into the event. The entire management team paid attention to each and every minute



detail while finalizing the décor. These include the color combinations of vibrant colors like orange and green, light effects to light up the venue and Flex which were depicting the Indian culture. The entertainment included puppet show, magic show, and a Rajsthani folk dance. This added immense value to the entire event and gave the guests a feel of the theme.

The menu for the event was a north Indian cuisine which was a perfect blend with the theme. The guests who attended the event complimented the efforts of the entire team. This appreciation that our team received from the guests was a priceless reward that we received for our team work.

To conclude I would say, that organizing this event was a life time learning experience of the entire team which would be cherished in our hearts for times to come. On behalf of my entire team I would like thank the entire team of Institute Of International Management and Technology who supported us in every possible way during the tenure of organizing this event.

**Avantika Paracer  
(Cohort SHTM 2008)**

#### **IIMT Master Chef**

IIMT was very proud to hold its Second IIMT Chef Competition on Friday, the 21<sup>st</sup> January 2011, for all students across the SHTM and SOME cohorts. All students were divided into groups of two and the students had to prepare a three course

menu comprising of a starter, the main course and dessert. They had full freedom to choose their own menu,



decide their own ingredients, cooking methodology, table set up and drinks menu. There was a lot of creativity on display and the five judges for the event were thrilled to see students' creativity translating into appetizing food.

Twenty students, forming ten separate teams, participated in the competition and each team was extremely enthusiastic about the presentation and layout. The students displayed their culinary expertise and prepared mouthwatering dishes with finesse.

The winners of the competition were:

- Akshit Sarkar and Shikha Gupta who prepared mouth watering Chicken Crostini as 'Starter' Stuffed Chicken Breast with Cheese Sauce as 'Main Course' and Chocolate Meringue for 'Dessert'.
- The runners up were Bhavneet Singh and Aakriti Taneja. They prepared Tiger Prawn Salad for 'Starter', Sea Bass on Fettuccini in Cream Sauce for 'Main Course' and Chocolate Muffin with Vanilla Sauce for 'Dessert'.
- The Best Budding Chefs' title was given to Tushar Malik and Sunny Kalra. They prepared Murg Tangdi for 'Starter'; Murg ka Mela for 'Main Course' and Grilled Coconut Barfi for 'Dessert'.
- Winners for Best starter: Bhavneet Singh and Aakriti Taneja. They prepared exotic Tiger Prawn Salad.
- Best Main Course: Akshit Sarkar and Shikha Gupta .
- Best Dessert: Harsh Oberoi and Nikhilesh Khanduri. They prepared soft and gooey Chocolate Lava Cake.



## Students Sharing Experience

### Placement at 'The Oberoi Centre for Learning and Development'



It all began as a challenge to excel at the OCLD (Oberoi Centre for Learning and Development) interviews, a pre-mium institute of great repute, internationally. Moments of stress were grave because I had opted out of participation in other placement opportunities and I knew well that only 25 candidates would make it to OCLD, from across INDIA. In preparedness to the five step interview and, as an IIMT Student, I received unconditional support from our faculty. The first round was a brief self introduction and interaction with the representing Trident, HR team. Being selected, was a great feel good factor and next, was a task again to

accomplish successfully, a meeting with the General Manager of Trident, Gurgaon. I was very nervous but the General Manager, Mr. David Matthews, created good comfort level for an interesting interactive session and this was truly a morale booster, taking forward my preparation for the next round with the OCLD Faculty.

December 10<sup>th</sup>, 2010, was to decide my fate on whether I would go to the final round! A day long process, it was mostly about General Knowledge and the Internship experience in London. The results declared about a month later, and I spent the most fearful time spent awaiting the outcome. Finally, results wer announced and it was my time to celebrate as I was selected!

The grand finale, interview with Mr. PRS Oberoi, Mr. Vikram Oberoi and the senior management was scheduled on January 21<sup>st</sup>, 2011 at The Oberoi, New Delhi. An early morning prayer, positive thinking and last minute rehearsals was the order of the day, for me. Mr. PRS Oberoi, an

institute by himself, initiated specific queries, i.e. reason to join the organisation, loyalty and commitment, besides an overall assessment including exposure during internship. All panel members asked questions and were supportive; the interview lasted for 25 minutes.

Results were declared the same day and Mr. Woodbridge, Dean, OCLD, handed me the offer letter. Joyous moments filled with contentment, as me and my peer, Amrita Kandal, who represented our premier institute 'IIMT' and had the opportunity to make the institute proud.

I could not have successfully achieved the chosen path without the untiring support of Professor Sudhir Andrews, Ex-Dean, School of Hospitality and Tourism Management, IIMT. Thank You Sir and a big thanks to all members of the faculty at IIMT.

**ALISHA BEDI – SHTM 2007**

**Hospitality Student, Graduating Batch, 2011**

### Management Temperament Sorter conducted for the BBA students



During the module, Self Awareness and Career Planning, all students were made to take the Management Temperament Sorter Test and our Module Leader, Dr. Meghna Rishi informed us well in advance about the same. This test apart from being a vital aspect of our module, made us excited and curious about exploring ourselves in depth, through a distinctive medium. Everyone was keen to take this test and genuinely showed their interest in it.

Ms. Shivani Garg, the reputed psychologist was being to conduct this test for us and reveal our strengths and weaknesses, which played an important role for us to get jobs and to have clarification about future plans. She cordially helped us in the initial stage of attempting the questions on which our personality had to be evaluated. These resp-

ponses helped her team to effectively draw the scores which typically suggested who we are as a person and also identified our personal challenges. We all were really excited to know what our traits were and what our personality type was. We got the result of this test after one week. It compared our preferred areas that we had chosen for ourselves with the suggested specialization i.e. the domain in which we are most likely to be fit for, according to the test. This test helped us understand our temperament fit for the five primary management domains namely - Systems, HR, Marketing, Operations and Finance. Every student was tested on a total of 30 personality traits associated with the domain of business management, which were further categorized for each man-agement specialization. Gra-aphical representation of the scores obtained in different management domains was also shown which demonstrated that the domain where the student get the highest score, was the one which was ideally suited for the student. At the second level of evaluation, strength of each personality trait within the students was represented through a

scatter diagram. Everyone was given ample time to go through their result.

Later everyone was called for a one on one session with the psychologist, to discuss their personality and other dilemmas that students had about their careers, personality traits and future options. The psychologist was very friendly and hence it was easy for everyone to put up their queries to her. This test exhibited everything in such a manner that it helped us comprehend our shortcomings, so that we could improvise upon them to make better career decisions. The temperament sorter acted as a smart tool to make us aware about ourselves. The outcomes of this test simply charted out our future course of action. The psychologist, who was invited by IIMT took great interest in solving everyone's complications and gave best opinions, appropriate solutions and wide range of choices to everyone. She also encouraged us to get in touch with her for any kind of reference in future.

**Gurdhiraj Kaur**

**BBA Student, Graduating Batch, 2011**

## Supervised Work Experience for IIMT Students



I am really very excited to go to Germany for my Supervised Work Internship, though I am also a little nervous to go to different country with different culture and language. I am really thankful to our college, IIMT, for providing such an opportunity to get ourselves out of the shell and begin the making of our lives. I am really thankful to our teachers that they made us capable of working internationally. I would not have been able to gain any knowledge if our teachers were not there for us. They have been really supportive and motivating throughout our first year. Now I am really energized to go to Germany and just waiting for the date to come so I can fly to Germany. I have promised to myself that I will make my college and family proud and will not let them down.

**Harsh Oberoi (SHTM 2010)**



It's great feeling, to realize that I am going to Germany for my Supervised work Experience. I would really like to thank my college, IIMT, for giving me this immense prospect and without their support it would have been very difficult to manage it. My special thanks to Mr. Tapan Ishwad who have truly worked hard for our interviews and supported us at each stage. My sincere thanks to Prof. Durgamohan for really helping me in understanding the German language, their culture and Ms. Anjana for motivating me to work and learn in Germany. I am really looking forward to my Supervised Work Internship in Germany and all set to go and work there. I have also joined German language classes. I am really looking forward to this Internship.

**Sunny Kalra (SHTM 2009)**



I am really looking forward to my Supervised work Internship, after knowing that I had an opportunity to go abroad. My family too, is very excited after knowing the countries where IIMT is sending us for an internship. We were asked for our preferences from Germany, Dubai and Malaysia, I was pretty sure that it has to be Germany. The interview went on very well and the interviewer was quite impressed with all of us. I got selected to a hotel in Munich for an entire year.

The college played a huge role in the whole process. Placement office was very supportive in helping us to know and complete the entire formalities. Our institute also arranged special sessions where we were told about the city, the hotel and the kind of work expected from us. I joined a school of language to learn German. Soon we had our second interview where we were being tested on our German language. That interview was quite tough, as I was still learning the language and wasn't very confident. The lady taking my interview complemented me on my speed of learning German. As it will be my first trip abroad without my parents, I have to become responsible and assure them that I can manage myself all alone. In the end all that matters is that I am going to be working in a 4 star hotel in Munich with the aim of learning so that I can make IIMT and my parents proud.

**Yaduvendra Mahendru (SHTM 2010)**

## Industry Speak: An Experience with BBA Final Year Students at IIMT



“Students must have initiative; they should not be mere imitators. They must learn to think and act for themselves-and be free” - Cesar Chavez

The quote above describes my experience with the final year BBA students at IIMT. Career Guidance of young adults forms the base of professional services at Career Mentors, and so this bunch of young, energetic and focused individuals were my clients on the 5th and 9th of March this year, wherein my task was to empower them with self awareness and clarity on future courses of study and career. As a Psychologist, I have always believed that there is no student who is inferior or lacks potential. My experience says that students have no dearth of respect for teachers and value those individuals who dearly mentor. My experience at IIMT with this group of students further reaffirmed my belief. Having got a day to get mentored,

I saw these students make the most of it. They obviously seemed highly enthusiastic about getting themselves evaluated on my MANAGEMENT TEMPERAMENT SORTING TEST. They had the zeal to genuinely know more about self and go with the right choices in life. Their humility and marked sense of ownership towards their decisions touched my heart. Though it's a homogeneous group out there, but for life and for decisiveness, they are quite heterogeneous and that only goes on to show their levels of sincerity. The best time of our interaction was during the one-on-one counseling session. The wonderful part of my interaction with them was that each and every student was completely non-egoistic about the test outcomes and it was great to see their quest for discovering more about themselves. Their demeanor was that of a little curious child who is only eager to learn and to be better. Their questions were intelligent and to my surprise, they actually prepared at their end to make the most of the one-on-one counseling session. I am confident that it is this humble and nonarrogant stance in their minds which would take them to great heights in their lives. I wish them the best of luck for their future endeavours.

**Shivani Garg**, Head Psychologist, Career Mentors.



### **My journey through IIMT and beyond. Founding Member, Kake da Hotel**

During the school life, I was an international sportsperson, winning many championship in equestrian (horse riding) both nationally and internationally until the day of tragedy which led to a broken knee and complete bed rest for over an year, not too familiar with academics I was the target point for humiliation. Poor performance in school became a regular monotony of life...

#### **The changing experience-IIMT**

As graduation appeared to be the past, my career counselling started taking its toll, with many counsellors and a hundred suggestions as well as research, about which university will get the correct exposure of hospitality management along with higher level education. I wanted to study subjects focused on business development and management and everything seemed to be so confusing until, one of the most reputed hotelier Mr. Rajiv Gujral suggested IIMT, a part of Radisson hotel group, affiliated with Oxford Brookes University.

Choices are many, but it's highly important to make the correct choice at the correct time. I am glad I did that by choosing IIMT. The faculty at IIMT was not impressed with my low grades that I had achieved during school performance. During the interview which was directly with the IIMT Director, I came out with the complete truth, I told the Director that I had a will to achieve and accomplish tasks. I suggested that my sports performance is considered and also promised to achieve same results in academics. I was thankful to be accepted by this institution and since the trust was built during the initial stage I immediately focused my attention to academics.

The first year results during college again showed poor performance and I was called upon by the faculty. It was impressive that instead of putting pressure or putting me through humiliation, the faculty understood the root cause of this poor performance and guided me to the correct direction with a lot of support throughout the 4 years BSc.(Hons.) program.

My graph became only better and better in the following years, I was achieving great results, my dedication made me achieve best grades in certain subjects. It was a complete turnaround of my personality, the support throughout the years, including the year of supervised work experience was much more than any student's expectation. I was able to relate theory with practical business realities. I can clearly vouch for the fact that the course, at IIMT has been structured very well.

During the last year, a subject in honors degree known as entrepreneurship caught me by surprise. It was here when I began to care more about actualization and realistic business models instead of the marks which could have been attained by making a flawless business model theoretically, but could have been left with many loop holes to be implemented practically.

I am now successfully expanding a chain of restaurants called Kake da hotel. It is a heritage brand established since 1931 and was a standalone property. But now, through this knowledge and experience gained at IIMT, I have been able to make the correct use of this brand. We are currently operating 3 units within Delhi and 6 more are opening up by the end of 2011. By 2014, our domestic approach will expand to other territories and cities within India. Simultaneously Global expansion projects are under theoretical construction.

#### **Operating restaurants consumes most of the time leaving a person with no personal life to lead is a complete myth.**

I am currently working on more projects besides the heavy load of managing multiple restaurant units and expanding them. Soon I will be launching a magazine specializing on restaurant industry; the project is at its completion and the first publication will be released in August 2011.

Besides restaurants and magazine, I am a pianist and have taken up photography as a hobby. Time management was an important learning I gained through IIMT, the intense pressure of submissions and exams during the college time made me learn how to cope up with pressure in the correct manner. It helped me eliminate pressure and made me proactive as a personality. At 22 I am happy to achieve these goals, but the thirst is never enough and I am confident that the coming years will turn out to be in my favor. Learning is never ending and I look forward to whatever comes by.

The base is the most important part for the building and choosing the correct one is extremely important otherwise the entire building may collapse. In my case I chose IIMT and I am extremely happy and proud about the decisions that I made. Thank you IIMT for all the support provided and thank you for playing a crucial role in changing my personality. You shall always remain a reason behind my success.

#### **Tushar Chopra (SHTM 2006)**



**Karan Khanna  
(SHTM Cohort  
2005)  
Front Office  
Manager, Delta  
Regina Hotel,  
Canada**

When I received the good news that I have been promoted to be the Front Office Manager at the Delta Regina hotel, Canada, I was extremely excited. I have received the HOD position in just 2 years. I immediately shared this good news with all my faculty at IIMT as it wouldn't have been possible without their help and support. I am really excited about the position and consider IIMT as a stepping stone towards my Success.



**Harsimran Singh  
(SOME Cohort  
2006)  
Cost Controller  
at Ramada Hotel  
& Suites, Ajman,  
UAE**

"I have successfully been promoted to the position of Cost Controller at Ramada Hotel & Suites, Ajman, UAE. Although challenging, the job seems very exciting and hopefully I will be able to meet the expectations of the employers. I would like to Thank all my faculty who have nurtured me at IIMT for all their support and guidance. Without their help and knowledge sharing these milestones would not have been possible".

## New Members of IIMT Family

IIMT in its quest to nurture the best talent in the country, is expanding its academic and non-academic team.



**Mr. Arvind Kochar, Chief Administrative Officer.**

Mr. Kochar was earlier working with KMG Infotech Limited as Vice President – HR & Operations, a 62 cr. company with 300+ employees. He has over 20 years of work experience which is a combination of corporate and entrepreneurial experience. He has expertise in Strategic Management of operations and HR, business development, budgeting & cost control.



**Dr. Kakoli Sen, Program Director (PGPM) & Associate Professor.**

She has 17 plus years of work experience with 6 years in the corporate sector and 11 plus years in Teaching, Training, Academic administration, Program Management, Content development and Client Relations. She has previously been the founding editor for the IILM inhouse magazine and Associate Dean - Student Affairs. Prior to IILM assignment, Dr. Sen has been the Regional Training Manager (North & East) with Educomp for some of their global clients.



**Dr. Tanuja Kaushik, Associate Professor**

Dr. Tanuja Kaushik has about 10 years of enriching teaching experience. She holds an MSc. Degree, MCA Degree, MCom. Degree and has also completed Post Graduate Diploma in Business Management. She has a passion for teaching and has been actively involved in developing modules as per the requirement of industry. Her areas of interest include Quantitative Techniques, Operation Research, Operation Management, Management Information System, E-Commerce, Project Management and Business Research.



**Dr. Kalpana Maheshwari, Associate Professor**

She has 11 years of experience in academics and administration. She has a vast experience of teaching, training and co-coordinating programs. Her core area of Interest is OB and HR. She has been a part of many Faculty Development Programs and workshops conducted by different institutes.



**Ms. Garima Gupta, Assistant Professor**  
She holds a PGDM specializing in Finance and is a commerce graduate.

She brings with her, corporate work experience in varied areas of Finance.

She started her career with a leading Financial Research Company - Evalueserve as a Business Analyst. She has also worked with companies like Copal Partners and Sapient. She has primarily worked in the areas of Investment Banking and Financial Research, which is a good value add to the practical knowledge that she brings to her classes.



**Ms. Kirti Bhatia, Assistant Professor**

Kirti, has over nine years of experience in Industry and academics. She holds a BEd degree, an MA degree, MBA degree, holds an MPhil. and is pursuing the PhD. She has also handled other tasks like student counseling and mentorship, Programme Inchargeship etc. Her areas of interest include; Human Resource Management, Organizational Behaviour, Entrepreneurship Development, Business Communication, Behavioral Communication.



**Debpriya De, Senior Lecturer**

Educational Qualification: Diploma in Hotel & Catering Management, B.A. He has over 13 years of Hospitality Industry experience and has worked with various hotel chains like Park Group of Hotels, Carlson Hospitality, Piccadilly Hotels & Resorts & with Ramada. He has held senior positions like Operations - Head.



**Mr. Bikash Sharma, Manager – Placements.**

Mr. Sharma was earlier working with All India Professional & Management Association (AIPMA) as Head-Training & Placement. He has also worked with organizations like ICFAI as Deputy Manager – Academic Monitoring Cell. He has done PGDBA from ICFAI Business School, B.Com & P.U.Com from St. Anthony College, Shillong and ICSE from St. Edmund's School, Shillong. He has around 10 years of work experience.



**Ms. Hanci Arora, Assistant Manager, Admissions**

Ms. Arora holds the degree of MBA in Finance and has an experience of 4 years.

She has earlier been associated with IIPM as a Career Development Manager.



**Mr. Sunil Kumar, IT Assistant**

Mr. Kumar has done Diploma in hardware and networking from Global Net and is Microsoft Certified System Engineer from Global Net.



**Mr. Ashish Kumar Tiwari, Web Developer & Database Administrator**

Mr. Tiwari has completed his MCA, ADCA, PGDCA and has more than 5 years of experience. He holds expertise in database administration, projects and website testing, managing and developing payment gateways and managing web hosting servers.



**Mr. Rakesh Raghav, Accounts Officer**

Mr. Raghav has completed his MA in Finance and has over 3 years of experience.



**Mr. Ajaya Kumar Pandey, Assistant Librarian**

Mr. Pandey has done B.A., M.LIS and D.C.A. he has over 5 years of experience



**Ms. Rasmi Ranjeeta Muni, Library Assistant**

Ms. Muni has completed her B.Sc. (Hons.) and B.LIS. She has over 4 years of experience



**Mr. Arun Kumar Pal, Office Assistant**

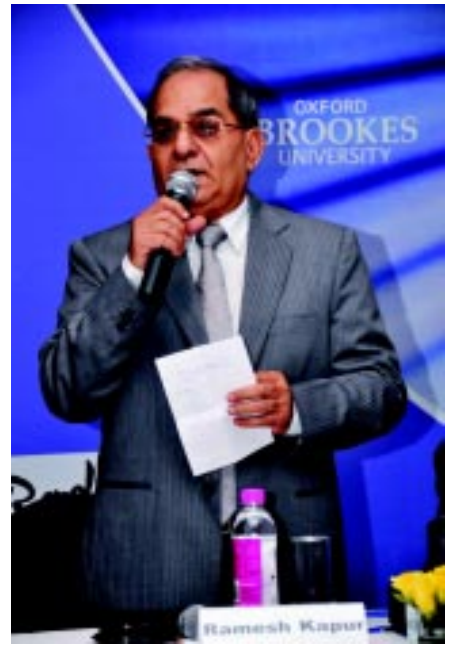
Mr. Pal has over 5-6 years of experience and assists in official tasks at IIMT.



**Mr. Neeraj Pandey, Data Entry Operator and DTP Operator**

Mr. Pandey has over 3 years of experience in company paper point as DTP Operator he has completed his graduation from Delhi University and has also done course on Desktop Publishing from NITC from New Delhi.

# Picture Gallery (5th International Conference on Services Management)



## IIMT's New Campus

### Bhoomi Poojan at IIMT's New 16 Acre Campus

Auspicious ceremony of Bhoomi Poojan, was organized at the new campus of IIMT, on Sohna Road. The ceremony aimed at seeking divine blessings at the initiation of construction of the new state-of-the-art campus of the institution, spread across 16 acres. The ceremony was attended by all faculty and staff members of the IIMT Family and everybody was delighted at the institution's progression towards world-class infrastructure.



### EDITORIAL TEAM

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