



DELHI INSTITUTE OF ADVANCED STUDIES

Plot No. 6, Sector-25, Rohini, Delhi-110085

(NAAC Accredited 'A' Grade Institute)

(Approved by AICTE & Affiliated with GGSIP University for B.Com(H), BBA, MBA & MBA (FM) Programmes)

(An ISO 9001:2015 Certified Institution)

International Symposium on Business Schools and Emerging Employment Opportunities – 19th-20th December 2019

DIAS organized a “Two-Day International Symposium on Business Schools and Emerging Employment Opportunities” on 19th and 20th December 2018 in the Conference Hall. The Symposium was an initiative under the aegis of Academic Committee – MBA, organized by Dr. Shilki Bhatia – HOD, MBA Department and Ms. Neelu Walia – Academic Coordinator, MBA Department.



There were two resource persons for the Symposium – Dr. Raj Garg and Dr. Avinandan Mukherjee. The symposium was attended by all the faculty members and office staff.

The Resource Person for 19th December 2018 was Dr. Raj Garg, Executive Coordinator, China Business Programs, Professor of Marketing, Indiana University of Pennsylvania, USA. His primary research area is in the field of Affective and Attitudinal response to Advertising using varying types of affective cues under different cultural contexts. He has given numerous presentations in E-Business and Globalization of Markets in many countries. He has served as Editor of the Journal of E-Business for 5 years, and currently serving as Editor for the Journal of Digital Business. He gave his presentation on Multi-site Licensing of Physicians in China, India and the US: A Comparison. He talked about Medical facilities provided in various developed and



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developing countries and employment opportunities for the management students in the medical sector.



On the second day of the International Symposium the resource person was Dr. Avinandan Mukherjee, Dean of the AACSB-accredited Lewis College of Business and Professor of Marketing at Marshall University, USA. His areas of academic interest include Marketing Analytics, Brand Management, Services Marketing, Sustainability and Environmental Management, Digital Marketing, Health Care Management, and International Business. He discussed about the role of Business Schools in the coming times. He also conversed about the Digital Disruption and how the digitalization is affecting each part of our lives including education sector. He talked about how automation is moving the working of current business managers and ways of preparing the students accordingly.

It was a very enriching experience for the faculty members and office staff.

The resource persons were felicitated with Mementos as a token of respect and appreciation by Dr. S.N. Maheshwari, Academic Director and Professor Emeritus, DIAS. A vote of thanks was proposed by Dr. N Malati, Director, DIAS.