Dr. Ashu Sharma’s
Recent Publications

**Book Published:**


- Upinder Dhar, Santosh Dhar, **Ashu Sharma** edited Monograph Series (03/2012), JK Lakshmipat University on “Cases in Management – Experiences in India”, December’ 2012.

**Conferences Paper Presented:**


- “Bull Whip Effect in Supply Chain: Auto Nullifying in Upstream” presented at the 7th International Conference on Operations and Supply Chain Management (ICOSCM) at Antai College of Economics and Management, Shanghai Jiaotong University (SJTU), Shanghai, China, in conjunction with China-Europe International Business School (China), Association of Supply Chain and Operations Management (ASCOM) and South China University of Technology, 22-25 June’ 2013.


- “A Transportation Model For Channel Partners In Grey Cement Industry: A Vogel Approximation Approach” presented at the 44th International Conference of Operational Research Society of India, organized by Calcutta Business School, Kolkata, 6-8 January’2012.


“Information Technology for Enhancing Customer Service and Quality Delivery in Airline Industry” presented at the 7th International ITAM Conference on Technological Innovations and the Future of Culture and Tourism, organized by Korean Data Base Society (Hanyang University), South Korea and JK Lakshmipat University, Jaipur, 28-29 December’2011.

“Price Volatility in Grey Cement: A Challenge on Logistics in Current Business Scenario” presented at the International Conference on Challenges and Opportunities in Asian Economies: The Management Perspective, organized by Poornima Group of Colleges and Poornima University in collaboration with JK Lakshmipat University, Jaipur and Asian Institute of Technology, Bangkok, 8-9 February’2013


“Using The Turnaround Model As A Framework For Improvement And Change With Special Reference To SMEs: A Case Study” presented at the Milagrow World SME Conference, 2009. (Received Best Paper Award)

“Road Ahead for Radio Taxi in Pink City” participated in the ISB-Ivey Global Case Competition, supported by European Foundation for Management Development (EFMD) and Association of Indian Management Schools (AIMS), July 2012.


“Managerial Implications in Turnaround Management” at the UGC National Conference at Maharishi Dayanand Saraswati University, Ajmer (2006)

Research Papers Published:


Also, the paper was listed on SSRN’s Top Ten download list for Operations Research eJournal (20 December’2012)


Ashu Sharma, Ritesh Saxena, TP Sarvanan, Happy Paul “Data Infosys Limited” Cases in Management- Experiences in India, JK Lakshmipat University Monograph series (03/2012), December 2012, Page 157-166.


Also Registered (July,2012) with the European Case Clearing House (ECCH). Cranfield University, United Kingdom, Reference no. 612-018-1.


Chapters in Books:


Cases & Papers Written:

- “Mess to MASH” Ashu Sharma, Atanu Talukdar, Kuldeep Sharma, Apeksha Bhatnagar in Fifth National Case Writing Workshop organised by JK Lakshmipat University in association with AIMS, 14 -16 December’2012.

- “Weaving Relationships” Ashu Sharma, Ajay Chandel, Ritu Sinha in Sixth National Case Writing Workshop organised by JK Lakshmipat University, 8 -10 June’2013.


**Other Projects Undertaken:**

- “Used Spare Parts Inventory Control” for Indian Acrylics Limited, Chandigarh.
- Study on “A newly Set up 100% EOU” for Rana Polycot Limited, Chandigarh.
- “Turnaround Strategy” for Gaurav Agrotech (India) Ltd., Jaipur.
- Guided a number of MRP and SIP Project Reports.
- Study on Forex Risk Management Techniques.
- Study on G.D.R. A detailed view in Indian Perspective.
- Marketing of Essar Cellular Phone and Punwire Pager.
- Practically formulated and suggested promotional strategy to “MOOMELS” a famous Ladies Boutique in KOTA.
- Study of Advertising strategies and effectiveness of print media for HMT and TITAN Watches.