



सिद्धिमूलं प्रबन्धनम्
भा. प्र. सं. इन्दौर
IIM INDORE

R&P

RESEARCH & PUBLICATIONS REPORT
2017-18



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IIM INDORE

INDIAN INSTITUTE OF MANAGEMENT INDORE

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INDIAN INSTITUTE OF MANAGEMENT INDORE

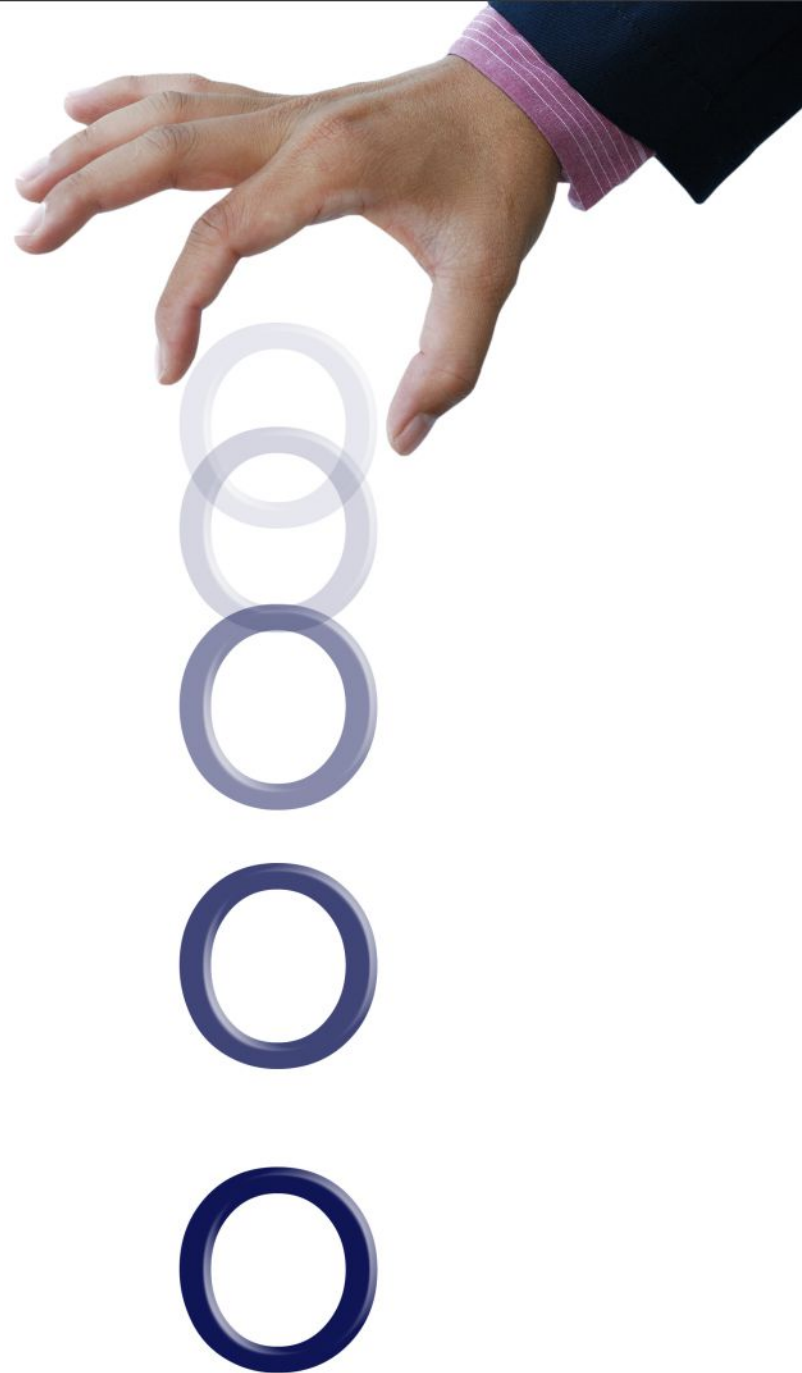


IIM Indore seeks to be a contextually-relevant business school with world-class academic standards that develops socially-conscious managers, leaders and entrepreneurs. IIM Indore is committed to:

- Excellence in management education, research, and training.
- Use of contemporary participant-centric pedagogies and teaching methods.
- A presence in emerging segments of management education.



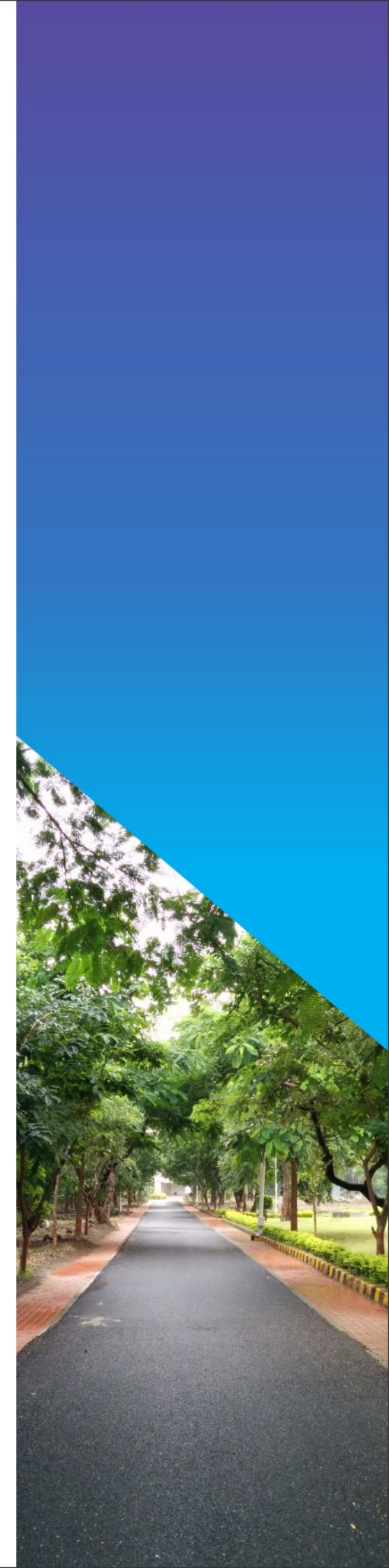
MISSION



R&P

RESEARCH & PUBLICATIONS
REPORT

2017-18





From the Director's Desk

I am delighted to see the high quality standards that are being maintained by our colleagues and students at IIM Indore. I look forward to even more impactful publications in the years ahead and I am sure they will help make management scholarship and practice richer.

Prof. Himanshu Rai
Director, IIM Indore



Dean's Message

Management education in India is witnessing a paradigm shift with greater emphasis than ever before on application of knowledge. Business schools and Institutions are aiming to bridge the "knowing-doing-being" gap and prepare students for an increasingly complex business environment.

In this scenario, it becomes even more important for management school faculty members to focus on the creation of knowledge that can be applied and has a significant "impact". Important stakeholders like the business corporations, government, and society at large expect management schools to provide them with insights that help solve complex problems. We, at the Indian Institute of Management Indore (IIM Indore) are conscious of these expectations and are striving to meet these through the research endeavors of our faculty body. A review of the annual Research and Publication Report will reveal a compelling upshift in the quality and impact of research being conducted at IIM Indore. The number of research articles in journals rated in the FT50, A* and A categories has seen a significant increase. At the same time, more faculty members are working closely with the industry and writing business cases on real life problems. It is heartening to note that research projects of faculty colleagues at IIM Indore are being used by the central and state government agencies to address specific issues. Today, IIM Indore also has a well-established doctoral program and several of the doctoral candidates are producing good quality research articles.

The initiatives of the Research and Publication Committee have made important contributions in enhancing the overall research culture at IIM Indore. 11 faculty members availed of seed money grant, while 7 faculty colleagues attended research skill development programs at prestigious international institutions. Faculty members were also actively involved in presenting their research at top international conferences and forums. It is safe to say that IIM Indore has crossed a significant milestone in its journey towards becoming a contextually relevant business school with world class academic standards. At the same time we are aware that greater challenges lie ahead and are gearing up to face these and take the institution to the next level of recognition. As a leading management institution that seeks to be contextually relevant, world class, and socially conscious, the Indian Institute of Management Indore aspires to make significant contributions to the creation and dissemination of knowledge in management and related areas. This report captures the research and publications by faculty and doctoral students at IIM Indore during 2017-18.

Prof. Ranjeet Nambudiri
Dean (Academic)

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About IIM Indore

Established in 1996, Indian Institute of Management Indore (IIM Indore) has been a leader in the field of management education, interfacing with the industry, government and PSUs. It is promoted and nurtured by the Ministry of Human Resource Development, Government of India and is an institute of national importance under the Indian Institutes of Management Act 2017.

IIM Indore received its first international accreditation from the Association of MBAs (AMBA, a UK-based accreditation agency), for four full-time programmes – Two Year Post Graduate Programme in Management (both at Indore and Mumbai), One Year Full Time Post Graduate Programme in Management (EPGP) and Five Year Integrated Programme in Management (IPM, 4th and 5th Years). IIM Indore is now among the few B-Schools in India accredited by AMBA, and the fourth IIM in the country to receive this prestigious accreditation. IIM Indore's EPGP is accredited under the MBA category, and IIM Indore's PGP (Indore and Mumbai) and IPM (4th and 5th years) under the MBM category of AMBA accreditation.

Pursuant to the Indian Institute of Management Act 2017, IIM Indore started awarding degrees in two programmes. During the 19th Annual Convocation, IIM Indore conferred Master of Business Administration degree to students successfully completing the 2-year Post Graduate Programme in Management (PGP). Bachelor of Arts (Foundations of Management) and Master of Business Administration (Under the Dual Degree Programme) were conferred to students successfully completing the 5-year Integrated Programme in Management (IPM).

Programmes

1. Post Graduate Programme in Management (PGP)
2. Post Graduate Programme in Management, Mumbai (PGP-Mumbai)
3. Five-Year Integrated Programme in Management (IPM)
4. Fellow Programme in Management (FPM)
5. Fellow Programme in Management-Industry (FPM Industry)
6. One-Year Full Time Post Graduate Programme in Management (EPGP)
7. Post Graduate Programme in Management for Executives, Mumbai (PGPMX)
8. Management Development Programmes (MDPs)
9. General Management Programme for Executives (GMPE)
10. Virtual Learning Programme for Executives (VLPE)
11. Faculty Development Programme (FDP)
12. Certificate Course in Business Management for Defense Officers (CCBMDO)

Faculty Members
Communication Area



Sitting (L-R): Madhuri Shrivastava, Abha Chatterjee, Shweta Kushal, Urjani Chakravarty
Standing (L-R): Dibyadyuti Roy, Swatantra, Amrita Joshi

Finance Area



Sitting (L-R): Mehul Ashok Raithatha, Radha Mukesh Ladkani, Keyur Thaker, VK Gupta, Yogesh Maheswari, LV Ramana
Standing (L-R): Hariprasad B, Pradip Banerjee, Debasish Maitra, Gaurav Singh Chauhan, K Kiran Kumar, Kousik Guhathakurta, Arnab Bhattacharya, Saumya Ranjan Dash

Economics Area



Sitting (L-R): Siddhartha K. Rastogi, Subhasankar Chattopadhyay, Ganesh Kumar N, Dipayan Datta Chaudhuri, Sneha Thapliyal, Deepak Sethia
Standing (L-R): Jyosankar Bhattacharya, Debojyoti Mazumder, Anup Pramanik, Ajay Sharma, Karthikeya Naraparaju, Rahul Nilakantan, Indrajit Thakurata, Sutirtha Bandyopadhyaya

Humanities and Social Sciences Area



Sitting (L-R): G Venkat Raman, Shruti Tewari, Surbhi Dayal, Iragavarapu Sridhar
Standing (L-R): Ajit Phadnis, Biswanath Swain, Akhaya Kumar Nayak

Information Systems Area



Sitting (L-R): Rajhans Mishra, Prabin Panigrahi, Shubhamoy Dey, Madhukar Daya
Standing (L-R): Sanjog Ray, Mukul Gupta

Operations Management & Quantitative Techniques Area



Sitting (L-R): Saurabh Chandra, Sayantan Banerjee, Sanjay C. Choudhari, Aekta Agrawal, Bhuvanesh Pareek, Omkar D. Palsule Desai, Nagarajan Krishnamurthy
Standing (L-R): Vinay Singh Chawan, Harshal Lowalekar, Rohit Kapoor, Pritam Ranjan, Aditya Maheswari, Sujay Mukhoti, Hasmukh Gajjar, Bhavin J. Shah

Marketing Area



Sitting (L-R): Sanjeev Tripathi, KR Jayasimha, Sabita Mahapatra, Ashish Sadh, Rajendra Nargundkar, Saripalli Bhavani Shankar
Standing (L-R): Subin Sudhir, Aditya Billore, Manoj Motiani, Bipul Kumar, Abhishek Mishra, Vikas Goyal

Organizational Behavior & Human Resources Management Area



Sitting (L-R): Meenakshi Aggarwal Gupta, Kajari Mukherjee, Kamal Kishore Jain, Pawan Kumar Singh, Sumit Kumar Ghosh
Standing (L-R): Nobin Thoims, Shrihari S. Sohani, Gopal Mahapatra, Amitabh Deo Kodwani, Ranjeet Nambudiri, Sushanta K Mishra

Strategic Management Area



Sitting (L-R): Srinivas Gunta, Prashant Salwan, Swapnil Garg, Shubhabrata Basu
Standing (L-R): Kamal Sharma, Manish Popli, DL Sunder, Sasanka Sekhar Chanda, Risikesha T. Krishnan

Support for Research and Publications

The mission of IIM Indore is to be a contextually-relevant business school with world-class academic standards that develops socially-conscious managers, leaders and entrepreneurs.

In recent years, IIM Indore has grown in strength and today has over 100 highly qualified Faculty. The Institute is committed to provide a conducive environment for Faculty to pursue research interests, leading to publications in high quality journals.

IIM Indore's internal performance management system for Faculty places strong emphasis on research and publications. Confirmation and promotion are dependent on good performance on this dimension. The Institute recognizes the Faculty's high quality publications through monetary awards.

The Institute actively looks for opportunities to organise high quality conferences and workshops. Last year, IIM Indore organized the 8th International Conference for Excellence in Research and Education (CERE), the 2017 IIM Indore- NASMEI Summer Marketing Conference and the 5th Biennial Indian Academy of Management Conference.

The Institute devotes considerable resources to its doctoral programme, the Fellow Programme in Management, which is one of the flagship programmes of the Institute.

The Institute has taken a number of steps to promote research activities. IIM Indore provides seed money for new research projects, grants for collaboration, support for research skill enhancement and recognition of outstanding research contributions.



Young Faculty Research Chair

Young Faculty Chairs are offered to junior Faculty (typically assistant professors, but associate professors could also be considered) who have demonstrated outstanding research potential. The Chair positions are intended to support development of such faculty to enable them to become thought leaders in their respective fields. The Chair's tenure is for three years and consists of additional compensation and a research grant. Professor Ajay Sharma, Faculty, Economics Area, and Professor Manish Popli, Faculty, Strategic Management have been appointed as the Young Faculty Research Chairs in the year 2017-18.

Earlier Professor Sushanta K. Mishra, Faculty, Organizational Behavior and HRM Area, and Professor Omkar D. Palsule Desai, Faculty, Operations Management and Quantitative Techniques Area, had been appointed as the Young Faculty Research Chair in the academic years 2014-15 and 2015-16 respectively. Professor Abhishek Mishra, Faculty, Marketing Area, had been appointed as the Young Faculty Research Chair in the year 2016-17.



Manish Popli
Strategic Management



Ajay Sharma
Economics



Abhishek Mishra
Marketing

Research Collaboration

External Scholars Visiting IIM Indore

Today a substantial portion of the best research happens through collaboration. There is a need to support collaboration between IIM Indore and the best Faculty and researchers outside the Institute. IIM Indore Faculty working with researchers outside IIM Indore can invite their collaborators from reputed institutions (domestic or international) to spend up to two weeks per year at IIM Indore to work on collaborative projects. IIM Indore supports the collaborator's travel from any domestic location in India to Indore, and back to a domestic location. IIM Indore would also host the collaborator at the MDC for a maximum of two weeks.

Every scholar visiting IIM Indore under this scheme is expected to make a seminar presentation to the IIM Indore community some time during his/her visit to IIM Indore. A brief overview of collaborative research of IIM Indore Faculty through hosting external scholars during 2017-18 is as follows:

Faculty Name	Project Name	Collaborator	Collaborator Affiliation
Pritam Ranjan	From Small Data To Big Data: Complex Computer Modelling and Optimization	Abhyuday Mandal	University of Georgia, Athens, USA.
Srinivas Guntur	Mission Drifts in MFIs	K. S. Ranjani	Assistant Professor, NITIE, Mumbai.

IIM Indore Faculty Visiting External Institutions

This scheme is aimed to support collaboration between Faculty members at IIM Indore and researchers from outside India. This is a competitive grant. A maximum of three such grants are provided every year. It is expected that the research collaboration would result in publication in a leading academic journal.

The grant can be used to support travel and subsistence expenses up to eight weeks of stay outside India. A brief overview of collaborative research of IIM Indore Faculty nominated to visit foreign institutions during 2017-18 is as follows:

Faculty Name	Project Name	Collaborator	Collaborator Affiliation
Pritam Ranjan	Inverse Problem For Dynamic Computer Simulators Finding Optimal Locations For A Host of Turbines In The Minas Passage (The Narrowest Passage In The Bay of Fundy, NS)	CD Lin Hugh Chipman	Queens University, Canada Acadia University, Canada.
Saumya Ranjan Dash	Stock Price Synchronicity and Investor Sentiment: Implications For Market Participants and Corporate Investment	Robert Brooks	Monash University, Australia
Shruti Tewari	Experience At Mass Gatherings: From Social Identity To Health	Nick Hopkins	School of Social Sciences, University of Dundee, Scotland, UK.

Seed Money Projects

This category of projects is intended to provide support to Faculty to develop research ideas, complete literature reviews, test questionnaires and other preliminary research activities that would lead to full-fledged research projects. In the case of research based on secondary data, this category of projects would possibly cover the entire research project.

Case-writing projects and course development projects may also be considered as seed money projects. The budget of a seed money project can be used to cover payments for research assistance, travel, communication and incidentals. Computer hardware and software will ordinarily not be funded through seed money projects. Seed money projects are expected to result in at least one IIM Indore working paper and a seminar presentation.

If the project is for case development, the expected outcome is a case for registration. A brief overview of IIM Indore Faculty who were extended support under the seed money project scheme during 2017-18 is as follows:

Faculty	Project Name
Biswanath Swain	Effects of Exclusive Dealing On Dealership
Gaurav S Chauhan	Identifying : (i) Patterns in Firms' Allocation of Working Capital and, (ii) Relationship between these Allocations and Firm Value
K Kiran Kumar	International Linkages of NIFTY Futures Contracts: Price Discovery And Hedging Effectiveness
Manish Popli	Role of Affect Heuristics in M&A Premia Payment
Omkar D Palsule Desai	Market Dynamics in the Processed Onion Market in India
Prashant Salwan	Unraveling the Industry Architecture and Creating a New Value Proposition
Swapnil Garg	Highway PPP Project
Saurabh Chandra	Analyzing the Development of Coastal Shipping for Indian Freight Transportation
Sanjeev Tripathi	Effect of Countdowns on Consumer's Perception of Resource Depletion
Sanjeev Tripathi	Branding Dilemma a M-junction
Surbhi Dayal	Comparative Study of Primary Schools of India and the United Kingdom

Research Skill Development

Given the rapid changes in technology and the emergence of new and powerful methodological tools, it is important to support continuing development of faculty research skills. In many disciplines, there are also new emerging sub-fields which offer new opportunities for research, and Faculty may need to be exposed to such sub-fields. A number of reputed institutions within India and outside, offer courses and workshops to support the development of research skills. Many conferences also have colloquia for professional development and paper-writing skills.

To enhance research skills in the Institute, IIM Indore nominates Faculty to attend such workshops and colloquia at the Institute's expense. A brief overview of IIM Indore Faculty members who attended skill development programmes at other institutions during 2017-18 is as follows:

Faculty Name	Details of the Workshop/Course/Programme	Institute/University Name
Ganesh Kumar N	Ninth Annual Workshop on Research Design for Causal Inference, sponsored by Northwestern University and Duke University	Northwestern Pritzker School of Law, Chicago, IL, USA.
Hariprasad B	Ninth Annual Workshop on Research Design for Causal Inference, sponsored by Northwestern University and Duke University	Northwestern Pritzker School of Law, Chicago, IL, USA.
Karthikeya Naraparaju	17 th Session of the Institutional and Organizational Economics Academy (IOEA).	University Paris-Dauphine, Sponsored by the French National Centre for Scientific Research(CNRS).
Madhusri Shrivastava	Course on Intercultural Competences	Utrecht University, Netherlands.
Sabita Mahapatra	Latent Variables Modelling and Structural Equation Modelling (SEM) for Social Science Research	London School of Economics
Surbhi Dayal	ME405 Qualitative Research Methods	London School of Economics
Vinay Singh Chawan	Ninth Annual Workshop on Research Design for Causal Inference, sponsored by Northwestern University and Duke University.	Northwestern Pritzker School of Law, Chicago, IL, USA.



Foreign Collaborations

IIM Indore has exchange programmes with the following international business schools for its students and faculty members



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Alba Graduate Business School, Greece



Asian Institute of Management, Manila



Auckland University of Technology, New Zealand



Baruch College, City University of New York, USA



Bocconi University, Italy



Egade Business School, Mexico



EM Lyon (Ecole de Management) France



EM Normandie, France



EM Strasbourg Business School, France



ESC Troyes, France



ESIC Spain



Frankfurt School of Finance & Management, Germany



France Business School, Clermont, France



IAE Aix Graduate School of Management, France



ICN Business School, France



IESEG School of Management, France



International School of Management, Germany



KEDGE Business School, France



Munich Business School



MCI Management Center Innsbruck, Austria



Montpellier Business School, France



Munster School of Business & Economics, Germany



NEOMA Business School Reims Campus, France



SKEMA, France



Solvay Brussels School of Economics & Management, Belgium



The Coppead Graduate School of Business, Brazil



The University of Erlangen Nurnberg, Germany



Umea, Sweden



Vienna University of Economics & Business, Austria



Harvard Business School Colloquium

IIM Indore nominates Faculty to the Harvard Business School Colloquium on Participant Centered Learning on an annual basis. All costs related to attending the Colloquium are borne by the Institute.

The following three Faculty members were nominated to the Harvard Business School Colloquium in the year 2017-18:



Professor Aditya Billore
Marketing



Professor Nobin Thomas
OB & HRM



Professor Sanjay Choudhari
OM & QT



Recognition for Excellence in Teaching

IIM Indore has been taking several initiatives to enable Faculty to realize their full academic potential. In this direction, IIM Indore initiated a process by which the Best Teachers are recognized. IIM Indore has been recognizing such talent on an annual basis for the last few years after considering quantitative measures such as student feedback, and qualitative factors such as, innovation in course design and delivery.

This year, Professors Manish Popli, Siddhartha Rastogi and Sayantan Banerjee received the Awards for Excellence in Teaching.



Professor Manish Popli
Strategic Management



Professor Siddhartha Rastogi
Economics



Professor Sayantan Banerjee
OM & QT

Research Output: Summary

Research and publication accomplishments of IIM Indore during the academic year 2017–2018 (April 2017 to March 2018) in various forms namely, books, peer-reviewed journals, publications, cases, working papers, conference presentations, research projects etc. are given below.

Research Output: Faculty



Others Activities



Gaurav Singh Chauhan



Chauhan, G. S., and Huseynov, F. (2018). Corporate financing and target behavior: New tests and evidence. *Journal of Corporate Finance*, 48, 840-856.

Abstract: This study addresses recent concerns in capital structure literature about the reliability of tests of target-following behavior. Using a novel testing strategy, we examine whether, and to what extent, firms' financing choices—rather than the movement of their debt ratios per se – concur with the target-following behavior. We find that firms' financing decisions are not generally consistent with systematic target-following. Our results remain unchanged when we examine an extended period of time and also when we consider that firms may have a range of target debt ratios rather than a unique target, or varying financial constraints.

Our results are also robust to different target specifications and our methodology can reliably distinguish target behavior from random financing. Further tests also confirm our results by suggesting that the firms' financing decisions are not primarily driven by deviations from the firms' target debt ratios.

Shrihari Sohani



Sohani, S., and Singh, M. (2017). Multilevel analysis of ambidexterity and tagging of specialised projects in project-based information technology firms. *International Journal of Operations and Production Management*, 37(9), 1185-1206.

Abstract: The purpose of this paper is to understand the expression of ambidexterity at the 'between' projects level as well as the 'within' project level in project-based information technology firms (PBITF). The research also provides a framework for the classification of specialised projects. This classification is essential to clarify the level of attention the project would receive with respect to appropriation of resources and the requisite management bandwidth. This paper draws on a nine-month long field-based qualitative study and ensures rigorous triangulation of the findings through analysis of archival data and actual project artefacts. The authors bring forth three critical implications for practice. First, strategizing ambidexterity at the level of 'between' projects and 'within' projects is heavily dependent on the interaction among distributed actors and partners. Second, routines and actions to deal with manpower constraints are completely different at the two levels. Lastly, the classification framework of the specialised projects proposed here should enable firms to appropriately apportion resources to engagements that are strategic in nature. The study extends the concept of ambidexterity to the 'within' project level and finds it relevant at the lowest level in the project-based structure. Also, the framework for the classification of specialised projects that is provided can assist decision makers in PBIT firms to decide organisational response to such projects.

Ajay Sharma



Sharma, A., and Das, M. (2018). Migrant networks in the urban labour market: Evidence from India. *The Journal of Development Studies*, 54(9), 1593-1611.

Abstract: This paper analyses informal channels of the job search process through migrant networks in the urban labour markets in developing countries. Using a novel approach and nationwide sample survey, we measure various aspects of migrant networks such as, size, diversity, efficiency and experience content, and estimate their effect on probability of employment. Our findings suggest that migrant stock (having experience content) has an inverted-U relationship with the probability of finding a job for a migrant. The share of employed workers in a migrant network (efficiency) and different origin identity (diversity) positively affect employment outcome through weak ties. Further, the migrant network effect is more active in larger cities as compared to smaller urban areas. The implications of this study indicate the importance of non-market informal channels in job searches, and the need for integrating labour markets to harness the benefits of larger positive network externalities.

Kamal Sharma



Sharma, K. R., and Dixit, M. R. (2018). Longevity challenges and leadership interventions: Strategy journeys of two Indian banks. *Business History*, 60(2), 178-201.

Abstract: This article studies the strategic journeys of two Indian banks in evolving socio-political and economic environments, spread across eight decades. It provides a holistic view of longevity challenges by exploring interdependencies between a firm's internal dynamics, external environment and its leaders. This article covers the growth of Canara Bank and Syndicate Bank in distinct phases of unrestricted, regulated, and centrally planned economic environments, and in changing socio-political scenarios. It uses within-case and across-case analysis, contextualized in such conditions, to provide rich insights about measures adopted by firms for their long-term survival and sustenance.

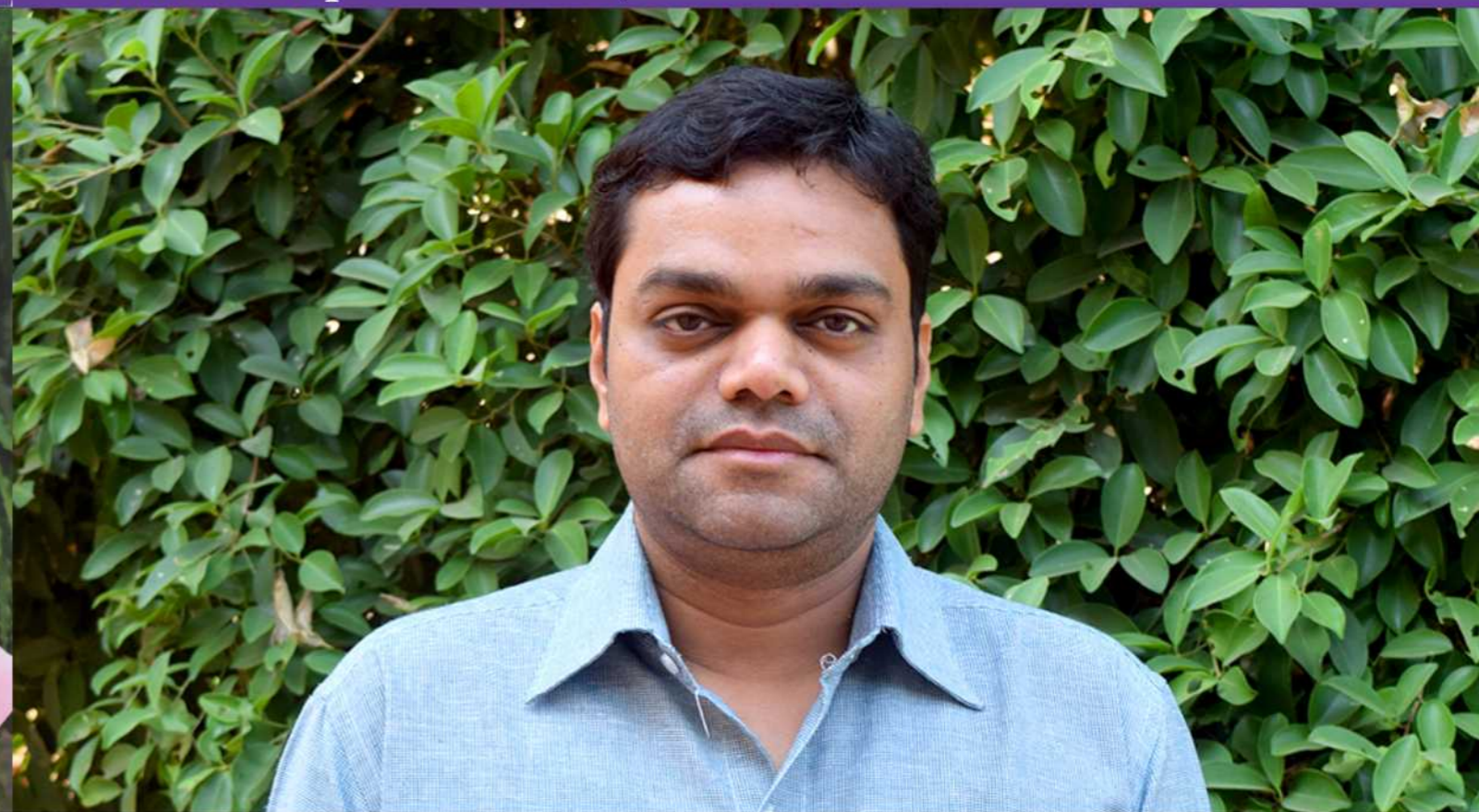
Manish Popli, Radha Ladkani



Popli, M., Ladkani, R., and Gaur, A. (2018). Business group affiliation and post-acquisition performance: An extended resource-based view. *Journal of Business Research*, 81, 21-30.

Abstract: Prior research on post-acquisition performance suggests positive, negative or no wealth creation for the acquiring firms. Grounding our arguments on an extended resource-based view, the current article proposes that business group-affiliated firms leverage their affiliation advantages to attain superior long-term acquisition performance, relative to standalone firms, especially in emerging economies such as India. Additionally, we hypothesize that both within-group heterogeneity, manifested as prior group experience, group diversification and intra-group variation in the form of horizontal ties through boards of directors, also affect long-term post-acquisition performance of affiliated firms. The findings, obtained with a buy-and-hold abnormal returns method applied to a sample of 468 majority stake mergers and acquisitions, both domestic and cross-border, by Indian firms during 2005–2013, provide robust support for the theoretical arguments.

Mukul Gupta



Gupta, M., Kumar, P., and Bhasker, B. (2017). DPRel: A meta-path based relevance measure for mining heterogeneous networks. *Information Systems Frontiers*, 1-17.

Abstract: Mining a heterogeneous network requires measuring the relatedness between objects represented as nodes in the network. Relevance measurement on objects in a heterogeneous network is a challenging problem. Many researchers transform a heterogeneous network into the corresponding homogeneous network and then apply conventional similarity measures. However, this approach involves information loss since various path semantics are lost in the transformation process. In this paper, we study the problem of relevance measurement on objects in a heterogeneous network and propose a meta-path based semi-metric measure for relevance measurement on objects in a general heterogeneous network with a specified network schema. The proposed measure incorporates path semantics by following the specified meta-path. For measuring relatedness between objects using the proposed measure, the heterogeneous network is converted into a bipartite network consisting of source and target type objects following the specified meta-path. To validate the effectiveness of the proposed measure, we compare its performance with the existing meta-path based semi-metric measures applicable to heterogeneous networks. Experiments are performed on real-world datasets to show the effectiveness of the proposed measure.

Rahul Nilakantan



Gangopadhyay, P. and Nilakantan, R. (2018). Estimating the effects of climate shocks on collective violence: ARDL evidence from India. *Journal of Development Studies*, 54(3), 441-456.

Abstract: This paper examines the causal relationship between climate shocks and collective violence in India using annual data over the period 1954–2006. We use the ARDL bounds testing approach to deal with problems of autocorrelation and non-stationarity of key variables. Rather than rainfall, we find that it is maximum temperature that has long and short run effects on collective violence, with unidirectional causality from temperature shocks to riots. A one standard deviation increase in maximum temperature over the long run average increases the number of riots by 55 per cent. Return to long run equilibrium after a temperature shock takes approximately 15 years. The insignificance of rainfall holds whether we consider rainfall levels or rainfall growth. Given the absence of long run relationships between income levels / growth and riots, it is unlikely that the income channel is the one through which climate affects riots in India. Instead, the evidence suggests a psychological channel through which temperature affects riots in India, with hotter temperatures being associated with increased levels of aggression.

Rajhans Mishra



Sharma, R., and Mishra, R. (2017). Investigating the role of intermediaries in adoption of public access outlets for delivery of e-Government services in developing countries: An empirical study. *Government Information Quarterly*, 34(4), 658-679.

Abstract: The study investigates the role of intermediaries in influencing the adoption of public access outlet that are being set up for delivery of e-Government services, especially in rural areas. In order to identify possible factors of adoption, an exploratory study is first carried out with stakeholders. Findings of the exploratory study, supported by extant literature on technology acceptance, service quality and trusting belief, form the basis for the proposed research model which is empirically tested with 328 respondents from 77 villages in 12 districts in India using Partial Least Square (PLS) technique with hierarchical modelling. Findings of the study suggest that behavior of the intermediaries manning these outlets, reliability of the outlet and facilities available at the outlet have significant effect on service quality of the outlet which, in turn, has a positive effect on citizens' intention of availing e-Government services. Other factors of adoption that are identified to be significant are ease of obtaining service, usefulness of the outlet and positive word-of-mouth among the user community.

Sanjeev Tripathi



Tripathi, S. (2017). Et tu, Brute? How unfair!. *Journal of Retailing and Consumer Services*, 39, 79-92.

Abstract: Marketing literature has consistently suggested that retailers should invest in building trust, since customers' trust in the retailer results in a number of benefits for the retailer. The objective of this article is to understand the impact of buyers' prior trust in retailers on their price unfairness perceptions. To investigate this, we conduct three experiments; the findings of the first experiment suggest that buyers' prior trust in retailer has a dual impact (forgiveness and betrayal) on their perception of price unfairness. Trust helps to reduce price unfairness perceptions when the magnitude of the price increase is small, but accentuates this when the price increase is large. Moreover, forgiveness acts as a mediator between price increase and perceived price unfairness. This mediation effect of forgiveness depends upon a shopper's prior trust in the store. The second experiment replicates these findings in a real life experimental setting and thus establishes the robustness of the findings in real life contexts. The third experiment extends the boundaries of this research by demonstrating that the effect of trust on price unfairness perception depends on the nature of comparisons i.e., whether the price comparison is made with one's own past price or with a price paid by someone else.

Sumit Kumar Ghosh



Ghosh, S. K. (2017). The direct and interactive effects of job insecurity and job embeddedness on unethical pro-organizational behavior. *Personnel Review*, 46(6), 1182-1198.

Abstract: Unethical pro-organizational behaviour as a means used by employees to combat job insecurity has not previously been addressed by researchers. This study contributes to the literature through its empirical examination of the link between job insecurity and unethical pro-organizational behaviour. The results of the analysis reveal that both job insecurity and job embeddedness are positively linked to unethical pro-organizational behaviour. Further, the relationship between job insecurity and unethical pro-organizational behaviour is moderated by job embeddedness. The study's results indicate that managers should be aware that employees who run the risk of losing their jobs might be inclined to perform pro-organizational behaviour that could be unethical. Intrinsically, such acts could be detrimental to the organization's long-term health and therefore managers should be vigilant and timely in discouraging such behaviour.

Shubhamoy Dey & K.R. Jayasimha



K. A. Vakeel, K. Sivakumar, K. R. Jayasimha, S. Dey (2018), Service failures after online flash sales: role of deal proneness, attribution, and emotion, *Journal of Service Management*, 29(2), 253-276

Purpose: The purpose of this paper is to focus on failures in online flash sales (OFS) and to explore why consumers participate in an OFS even after experiencing service failure. It also examines the role of deal proneness, attribution, and emotions.

Design/methodology/approach: Using a mixed method approach to gain insights into the relatively unexplored phenomenon of OFS, this research uses netnography followed by a survey study.

Findings: The findings show that deal-prone customers tend to ignore service failures during OFS and re-participate in future. In the context of OFS, failures attributed to internal locus of attribution (LOA) also have a negative effect on re-

participation compared with failures attributed to external LOA. Furthermore, there is a three-way interaction among deal proneness, LOA and past emotions. The results show that negative past emotions further exacerbate the impact of attribution on the link between deal proneness and re-participation.

Originality/value: In contrast with prior research, the paper shows that consumers participate even after service failure. The proposed difference between customers who experience different LOA and past emotions offers insights into their behavior after service failure in the new context of an online/electronic commerce event – flash sales. This paper specifically explores the role of internal LOA and finds that it has a more negative impact than external LOA on re-participation.

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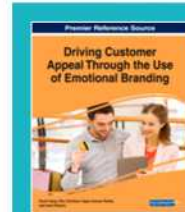
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Kumar, M., **Popli, M.** and Gaur, A. (2017). Role of Search Pressure and Slack on direction of Search. Presented at 77th Annual Meeting of the Academy of Management at Atlanta, USA during August 4-8, 2017.

Chhabra, A. and **Popli, M.** (2017). Uncertainty Avoiding Behavior and Payment Mode Decisions in Cross-Border Merger and Acquisitions. Presented at SMS Annual Conference at Houston during October 28-31, 2017.

Ramana, L.V. and Chhillar, P. (2018). Corporate Ownership Structure and Sustainability of Firms. Presented at Conference of Academy of Economics and Finance (AEF), at Houston, USA during February 15 -17, 2018.

Shrivastava, M. (2017). Looking Back with Pride: Teaching Management Lessons through Revivalist Media Texts. Presented at the 15th Annual Conference on Communication and Mass Media at Athens Institute for Education and Research (ATINER), Athens, Greece during May 8-11, 2017.

Shrivastava, M. (2017). Blurred Lines and Sharp Divides: India's experience with Fake News. Presentation at the symposium organised during the 15th Annual Conference on Communication and Mass Media at Athens Institute for Education and Research (ATINER), Athens, Greece during May 8-11, 2017.

Shrivastava, M. (2017). Stealing my Thunder... Systematically, case presented at the 6th Asian Management Research and Case Conference 2017 (AMRC) at Faculty of Business Studies, University of Dhaka, Bangladesh during May 23, 2017.

Swain, B. (2017). Ladder of Successful Collective Voluntary Action: Insight for Ethical and Successful Business. Presented at 16th International Conference on Corporate Social Responsibility and 7th Organizational Governance Conference held at University of Derby, Buxton Campus, UK during August 30-September 1, 2017.

Swain, B. (2017). Fate of CSR in India: An Integrated Ethical Failure. Presented at 4th International

Conference on CSR, Sustainability, Ethics and Governance at Murdoch University, Perth, Australia during July 26-28, 2017.

Swain, B. and Nayak, A. K. (2017). Bad Apple or Bad Barrel: Ethical Assessment of Organizational Wrongdoing. Presented at 24th Annual International Vincentian Business Conference at the Institute of Business and Professional Ethics, DePaul University, Chicago, Illinois, USA during October 26-28, 2017.

Swain, B. (2018). Is CSR an Ethical Addition from a Manufacturer of Socially Controversial and/or Environmentally Incompatible Product(s)? A View from India, *International Conference on Sustainability and Business* at IIM Calcutta during January 13-14, 2018.

Sohani, S.S., and Sinha P. (2017). Mis-Orchestration of Ambidexterity within Projects: The Paradox of Inflexibility Encountered by High Discretion Project Managers. Presented at 31st ANZAM Conference, Australia New Zealand Academy of Management during December 5-8, 2017.

Luthufi, M., **Sohani S.S,** and Varkkey (2017). B., TV Journalists Perception and Expectation about HR in an era of Digital Newsroom Transformation: A Qualitative Enquiry. Presented at *INDAM Conference* at IIM Indore during December 18-20, 2017.

Pandey, J. and **Sohani, S.S** (2017). Leakage in Labour Pipeline of Women IT Employees in India. Presented at *Pan IIM Conference*, IIM Lucknow during December 14-16, 2017.

Luthufi, M., **Sohani, S.S,** Varkkey (2017). B. Quality of Work Life of Television News Journalists in India. Presented at *Pan IIM Conference*, IIM Lucknow during December 14-16, 2017.

Tewari, S. (2017). The Legacy of Social Identity Theory: Emerging Issues & Challenges. Presented at 27th Conference of National Academy of Psychology, IITKGP during December 22-24, 2017.

Tewari, S. (2017). Unfolding the Group Biases: Role of Attention. Presented at *National Academy of Psychology*, IITKGP during December 22-24, 2017.

Tewari, S. (2018). Attention, Inhibition, Group Membership & Affective Evaluation. Presented at *IITD* on January 13, 2018.

Tewari, S. (2018). Psychology of Fake News: Blend of Identity & Familiarity. Presented at *National Conference on Recent Advances in Cognition and*

Health, BHU during February 26-27, 2018.

Tewari, S. & Tiwari, G. (2018). Identity and Scene Perception. Presented during a Poster Presentation in *Annual Conference of the Association for Cognitive Science*, University of Hyderabad during October 5-7, 2017.

Thomas, N. (2017). Investigating New Management Initiatives (NMIs) in a textile SME: Case of emerging tensions and struggles in implementation and operation. Presented at 31st ANZAM Conference at RMIT University, Melbourne during December 6-8, 2017.

Invited Talks

Gunta, S. (2017). Delivered Invited Talk on Case Teaching and Writing at MDP on Academic Writing and Publishing at *ABV-IIITM*, Gwalior on December 21, 2017.

Kumar, B. (2017). Delivered Invited Talk on Business to Business Marketing at *Tata Steel* at Indore, on July 20, 2017.

Mukhoti, S. (2017). Delivered Invited Talk on Time for Volatility: A Lead-Lag Correlation Perspective at *International Indian Statistical Association Conference (IISA 2017) on 'Statistics and Data Science for better Life, Society and Science'*, Hyderabad, on December 27-30, 2017.

Ranjan, P. (2017). Delivered Invited Talk on Calibration of Two Delay Blowfly Model using Gaussian Process based Emulator at the *IISA 2017 International Conference on Statistics*, Hyderabad, on December 30, 2017.

Ranjan, P. (2017). Delivered Invited Talk on Batch-Sequential Designs for Estimating Multiple Contours from a Complex Computer Simulator at the *IASSL 2017 International Conference*, Colombo, Sri Lanka on December 28, 2017.

Ranjan, P. (2017). Delivered Invited Talk on a Comparative Study of Discrete-time Stochastic Volatility Models' at *Statistical Methods in Finance (StatFin) 2017*, at Chennai on December 17, 2017.

Ranjan, P. (2017). Delivered Invited Talk on Inverse Problem for Dynamic Computer Simulators at 5th IIMA International Conference on Advanced Data Analysis, Business Analytics and Intelligence (ICADABAI-2017) at Ahmedabad on April 9, 2017.

Ranjan, P. (2017). Delivered Expert Talk on Applications of Statistics in Engineering at *Medicaps University*, Indore on March 19, 2018.

Ranjan, P. (2017). Delivered Invited Talk on 'Computer Experiments - A Brief Overview' at Indian Statistical Institute Delhi on May 3, 2017.

Ranjan, P. (2017). Delivered Invited Talk on Statistical Modelling and Inference for Computer Experiments at Indian Institute of Technology, Indore on April 18, 2017.

Roy, D. (2017). Under the Postcolonial Gaze: Narrativizing Performances of Anxious Masculinity in Indian Video Games at the Humanities and Social Sciences Lecture Series, IIT Roorkee, India, August 2017.

Management Cases

Chandra, S., Agarwal, A., and Choudhari, S. (2017). *Agarwal Automobiles: fuel station forecasting and inventory management Spreadsheet*. Ivey ID-7B17D016. Ivey Publishing.

Garg S. and Rastogi, N (2018) *Road Learnings: The first Road PPP of India. A case on Public-Private partnerships evolution-* under review with IIM Indore Case center.

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Garg, S. and Venkatraman, G (2017) *Diesel Gate: Catching dirty fish in murky waters.* A case on Business ethics under review with IIM Indore Case center IIMI/Case Center/GM/02/17-18

Nambudiri, R., Ramnarayan, S., and Xavier, C. (2017). *Apigee: People management practices and the challenge of growth*, Ivey ID: 9B17C022. ISB/Ivey Publishing

Shrivastava M. (2017). *Stealing My Thunder... Systematically*. Journal of Case Research, 8(2).

Blogs

Nargundkar, R. (April 4, 2017). *Highways and Laws* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/04/highways-and-laws.html>.

Nargundkar, R. (April 4, 2017). *Pageviews Gone Mad* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/04/pageviews-gone-mad.html>.

Nargundkar, R. (April 7, 2017). *Of retreads and reincarnation* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/04/of-retreads-and-reincarnation.html>.

Nargundkar, R. (April 10, 2017). *Gone Mad-the Brand* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/04/gone-mad-brand.html>.

Nargundkar, R. (April 11, 2017). *The Hundred Year Old Man...Book Review* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/04/the-hundred-year-old-manbook-review.html>.

Nargundkar, R. (April 11, 2017). *4,00,000 and Going* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/04/400000-and-going.html>.

Nargundkar, R. (April 18, 2017). *Spices Make Us* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/04/spices-make-us.html>.

Nargundkar, R. (April 21, 2017). *Text Book Nostalgia* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/04/text-book-nostalgia.html>.

Nargundkar, R. (April 25, 2017). *Local Flavours* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/04/local-flavours.html>.

Nargundkar, R. (May 4, 2017). *Ads and Creativity* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/05/ads-and-creativity.html>.

Nargundkar, R. (May 11, 2017). *Two Moving Experiences* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/05/two-moving-experiences.html>.

Nargundkar, R. (May 12, 2017). *Life, The Universe and Everything- Book Review* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/05/life-universe-and-everything-book-review.html>.

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Nargundkar, R. (May 28, 2017). *Strictly Speaking* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/05/strictly-speaking.html>.

Nargundkar, R. (May 30, 2017). *Distance Makes the Heart Grow Fonder* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/05/distance-makes-heart-grow-fonder.html>.

Nargundkar, R. (June 14, 2017). *Descriptive Names* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/06/descriptive-names.html>.

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Nargundkar, R. (July 3, 2017). *Resolute Resolutions* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/07/resolute-resolutions.html>.

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Nargundkar, R. (July 16, 2017). *HPCL Training Program* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/07/unique-partnership-with-hpcl.html>.

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Nargundkar, R. (July 27, 2017). *Learnings- IIM Indore NASMEI Marketing Conference 2017* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/07/learnings-iim-indore-nasmei-marketing.html>.

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Nargundkar, R. (August 2, 2017). *Ragas and their classification* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/08/ragas-and-their-classification.html>.

Nargundkar, R. (August 3, 2017). *Marketing Orientation in Government* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/08/marketing-orientation-in-government.html>.

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Nargundkar, R. (September 1, 2017). *Managing a Business School- Alumni* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/09/managing-business-school-alumni.html>.

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Nargundkar, R. (December 2, 2017). *Ruled Out?* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/12/ruled-out.html>.

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Publications of FPM Participants

Chakrabarti, P., and Kumar, K. K. (2017). Does behavioural theory explain return-implied volatility relationship? Evidence from India. *Cogent Economics and Finance*, 5(1).

Chhabra, A., and Popli, M. (2018). Inter organizational imitation and payment mode decisions in cross-border acquisitions. *Strategic Change*, 27(1), 43-51.

Mazumder, S., and Jain, K. K. (2017). Framework for identifying appropriate alliance governance structure for a knowledge process outsourcing organisation in an as-a-service delivery scenario. *International Journal of Strategic Business Alliances*, 6(1/2), 50.

Mendhurwar, S., and Mishra, R. (2018). Emerging synergies between Internet of Things and social technologies. *Journal of Global Information Technology Management*, 21(2), 75.

Pant, A., and Nidugala, G. K. (2017). Macro Determinants Of Car In Indian Banking Sector. *The Journal of Developing Areas*, 51(2), 59-70.

Sharma, R., and Mishra, R. (2017). Investigating the role of intermediaries in adoption of public access outlets for delivery of e-Government services in developing countries: An empirical study. *Government Information Quarterly*, 34(4), 658-679.

Sikarwar, E., and Nidugala, G. K. (2018). Ownership structure, hedging incentives and exchange rate exposure. *International Journal of Corporate Governance*, 9(1), 52.

Vivek, P and Nidugala, G. K. (2017). Indian Stock Market Reaction To Interest Rate And Inflation Announcement. *Bank Parikrama*, 42(1-2).



Visitors to the Institute

April 17, 2017	Mr. Abhinav Goel, Country Head – Emerging Corporates at India Ratings & Research (formerly Fitch Rating India)
April 24, 2017	Professor P.D. Jose, Faculty, IIM Bangalore.
May 5, 2017	Professor Pulak Ghosh, Faculty, IIM Bangalore. Professor Richard M. Burton, Duke University, USA. Professor N.K. Sharma, IIT Kanpur.
May 7, 2017	Professor Rajendra Srivastav, Dean, ISB Hyderabad. Professor Ramadhar Singh, Distinguished Professor, Ahmedabad University.
May 25, 2017	Mr. Girish Balachandran, Managing Partner, On Purpose Consulting.
June 8, 2017	Mr. Nitin Pangarkar, National University of Singapore.
June 10, 2017	Mr. Masayoshi Tamura, GM, Digital Solutions and Services Group, Hitachi – India.
June 24, 2017	Mr. Ashwani Lohani, Chairman and Managing Director, Air India Ltd. Mr. Satish Nadiger, MD & CEO, John Deere Mr. N Mohan, CEO, Aerosoles Europe (subsidiary of TATA International) Mr. Anshul Mittal, Chairman, CII, MP Region Mr. Aditya Shrivastava, Sr. VP, Volvo Eicher, Indore.
June 26, 2017	Mr. Satya Saurabh, Dubai.
July 1, 2017	Mr. Rajeev Chopra, CEO, iBahn Illumination Private Limited Mr. Rahul Jagannathan, Senior Manager (Sales and Marketing), Urban Ladder
July 2, 2017	Mr. Neelkanth Mishra, Managing Director and India Credit Analyst, Credit Suisse
July 3, 2017	Mr. Chetan Tolia, Former CEO and Executive Director, WREPL
July 4, 2017	Dr. Divya Gupta, Chairperson, Jwala – Om Nagpal Sodh Sansthan and Happydaddymom initiative
July 8, 2017	Ms. Delna Avari, Consultant, Mentor and Former Head of Marketing at Tata Motors
July 11, 2017	CA Arvind Chawla, Indirect Tax Expert
July 13, 2017	Dr. Mrs. Sayalee Gankar, MIT World Peace University, Pune. Mr. Virat Chirania, Senior Art of Living Faculty
July 15, 2017	Mr. Abhay Prasad Hota, MD & CEO, National Payments Corporation of India (Mumbai Campus) Dr. Archana Upadhyay, Manager – HR, HPCL (Mumbai Campus) Ms. Sonia Shrivastava, Head, Vodafone Foundation Mr. G. Sridhar, AGM, CSR, NTPC Ms. Dimple Gujral, CFO, Teach for India Ms. Kruti Bharucha, Country Director, ARK India
July 17, 2017	Mr. David Akov, Consul General of Israel
July 20, 2017	Mrs. Patricia Poupon, Director of Alliance Francaise de, Bhopal. Ms. Arati, CFA Institute Dr. Ajoy Kumar, Country Head, JSS Medical Research and Former IPS Officer
July 24, 2017	Shri Sanjay Dubey, Commissioner, Indore. Dr. Ajay Jain, Sr. Gastroenterologist, Choithram Hospital Dr. Sanjay Dixit, Secretary, ISOD Dr. Sudesh Sharda, Liver Transplant Surgeon, Choithram Hospital

July 27, 2017	Mr. Anand Khedkar, Hindustan Times Mr. Ashutosh Mishra, Mint National Head & MPCG Head Mr. Yogi Patidar, United Works Corporation, Indore. Mr. Stefan Haves, Cirque Director, Lee Kong Chian School of Business, Singapore Management University Professor Philip Charles Zerrillo, Professor of Marketing (Practice), Lee Kong Chian School of Business, Singapore Management University
July 28, 2017	Ms. Rama Bijapurkar, Indian Management and Marketing Research Consultant Professor Raji Srinivasan, McCombs School of Business, University of Texas, Austin. Professor Manoj Agarwal, School of Management, Binghamton University Professor P. Venugopal, XLRI, Jamshedpur. Professor Moutusy Maity, Faculty, IIM Lucknow. Professor A.K. Jain, Faculty, IIM Ahmedabad. Professor S. Ramesh Kumar, Faculty, IIM Bangalore. Dr. Sanjeev Varshney, Faculty, XLRI Jamshedpur. Professor Rajesh Aithal, Faculty, IIM Lucknow. Professor Prafulla Agnihotri, Faculty, IIM Calcutta. Professor Prashant Mishra, IIM Calcutta. Professor Rajeev Kumra, IIM Lucknow. Mr. Atul Bengeri, Regional Manager at Dell EMC Professor Ramendra Singh, Professor, IIM Calcutta. Ms. Shweta Shrivastava, AVP Marketing, The Kraft Heinz Company Mr. Abhishek Verma, Director (Innovation Practice), Nielsen
Aug 1, 2017	Shri Shiva Shankar Menon, Former Foreign Secretary
Aug 2, 2017	Ms. Anjali Bhargava, Special Correspondent, Business Standard Ms. Rama Chari, Director, Disability and Equal Opportunity Centre Mr. Ashwani Dahiya, Global Chief Talent Officer and Head of HR (Corporate), Cipla
Aug 3, 2017	Mr. Saikat Mirta, Director, Trust and Safety, Google
Aug 6, 2017	Ms. Anna Chandy, Chairperson of The Live Love Laugh Foundation (Mumbai Campus) Mr. Ambi Parameswaran, Founder of brandbuilding.com and Ex CEO of FCB Ulka (Mumbai Campus) Mr. Ajeet Khurana, Steering Committee Member of NASSCOM Start-up Warehouse (Mumbai Campus) Mr. Leslie D' Monte, National Technology Editor, MINT (Mumbai Campus) Mr. Nandagopal Rajan, Editor New Media, The Indian Express (Mumbai Campus) Mr. Abhishek Joshi, Vice President and Head of Marketing, Analytics & Content Syndication – Digital Business, Sony Pictures Network India (Mumbai Campus)
Aug 9, 2017	Mr. Sujit Kumar, Times Group Ms. Megha Sethi, MPCG Education vertical
Aug 29, 2017	Mr. Venkatesh Shukla, ex-chairman of The Indus Entrepreneurs (TiE)
Aug 30, 2017	Mr. Aaron Friedland, Founder and Executive Director of The Walking School Bus
Aug 26, 2017	Mr. M.K. Surana, Chairman and Managing Director, Hindustan Petroleum Corporation Ltd. (Mumbai Campus)

Nov 10-12, 2017	Mr. Kishor Kharat, MD & CEO, Indian Bank Ms. Madhavi Prathi, Paralympic Swimmer Mr. Srijan Pal Singh, Social entrepreneur and Founder of Kalam center Ms. Milee Aishwarya, Editorial Director, Penguin Random House
Nov 16, 2017	Miss Jaahnavi Sriperambuduru, Mountaineer with multiple Guinness World Records
Nov 17, 2017	Mr. Tarun Alan, Founder of Smart Consulting Mobile Application Mr. Kamal Deep Bhatia, Start-up called College Door
Nov 29, 2017	Mr. R.S. Sachdeva, Head, Volvo Eicher, Indore. Ms. Vijaya Deepti, CEO, Tata IQ, Bangalore. Dr. Vikas Manjrekar, Head Innovation Labs, Avtec.
Dec 1, 2017	Prof. R. Srinivasan, Faculty, IIM Bangalore.
Dec 2, 2017	Mr. Ramki Subramanian, Head, Business Development at Reliance Industries Ltd.
Dec 7, 2017	Ms. Samriti Makkar Midha, Psychologist and works with POSH Ms. Sana Hakim, Advocate and works with POSH
Dec 9-10, 2017	Mr. Prashant Choubey, ASP Traffic, Indore Police. Mr. Sunil Patidar, In-charge of traffic management, Police Department, Indore. Mr. Himanshu Pandey, Assistant Manager, Technosys Security Systems Ms. Twinkle, Incuspaze
Dec 13, 2017	Mr. Sanjeev Sinha, CEO, Sun and Sands
Dec 18-20, 2017	Professor Dharm P.S. Bhawuk, Shilder College of Business, Hawaii, USA. Professor Nagaraj Sivasubramanian, Duquesne University, Pittsburgh. Professor Preet Aulakh, Schulich School of Business, Canada. Professor Pradip Khandwalla, Former Professor, IIMA. Professor Vasanthi Srinivasan, Faculty, IIM Bangalore. Professor Naresh Khatri, Vice President, INDAM, University of Missouri, USA. Professor Pawan Budhwar, Aston University, UK. Professor Arup Varma, Loyola University, Chicago, USA. Professor Jyoti Bachani, St. Mary's College, California, USA. Ms. Aaradhana Lal, VP, Sustainability, Lemontree Ms. Nirmala Menon, CEO, Interweave Consulting Professor Anoop Madhok, Schulich School of Business, Canada. Dr. B. Ravindran, Emeritus Professor, Institute of Life Sciences, Bhuwaneshwar. Professor Arup Varma (Former President and co-Founder of INDAM from Loyola University, Chicago USA). Professor B. Mahadevan, Vice Chancellor, Chinmaya Vishwavidyapeeth Swami Samarpananda, Ramkrishna Mission, Vivekananda University Professor E.S. Srinivas, Professor, XLRI Jamshedpur. Dr. N. Ravichandran, Professor, IIM Ahmedabad.
Dec 29, 2017	Capt. Vinod Nair, Ex-army commando and a leading corporate trainer on leadership Mr. Aditya Bhat, Head, Jio Studios Capt. Gajanan Karanjikar, Head, Coastal Shipping, Integrated Logistics Solutions
Jan 19-21, 2018	Ms. Veena Arora, International Taekwondo Champion Ms. Leena Duwadi, Editor-in-chief of Witty Feed

Jan 22, 2018	Mr. Jitendra Singh, SP, Cyber Security Cell
Feb 16, 2018	Ms. Meenakshi Lekhi, Honorable Member of Parliament, Supreme Court Lawyer and National Spokesperson Ms. Malini Gaur, Honorable Mayor of Indore Mr. Sameer Arora, Chief Marketing Officer, Syntel Mr. Warun Nayar, Chief Operating Officer, Sciformix Mr. Dheeraj Gangrade, Executive Director, PwC Mr. Bharat Sastry, CEO, Vistaprint Ms. Mini Nair, CEO, Essel Finance Home Loans Ltd Ms. Dimple Bawa, Founder, Cheers to Life Foundation
Feb 23, 2018	Dr. Gopichand Katragadda, Group Chief Technical Officer, Tata Sons (and ex-Managing Director, GE, JFWTC, Bangalore) Ms. Aparna Piralal Raje, Columnist and Author, HT Mint Mr. Yogi Sriram, Corporate HR and Member of the Executive Committee, L&T Ltd Mr. S. Venkatesh, President-Group HR, Management Board Member, RPG Enterprises Mr. Vivek Paranjape (Ex-HP, Asia Pacific and Ex-HR Adviser, Reliance Industries Mr. Visty Banarjee, Ex-CHRO, Godrej Group) Mr. M. Lakshmanan, NHRD Network Mumbai President
Feb 24, 2018	Mr. Sushil Borde, Head, Reliance Innovation Leadership Centre Mr. Tushar Pradhan, CIO, HSBC Global Asset Management Mr. Arun Chearie, Ass. Director, SAS Institute Mr. Tushar Pradhan, CIO, HSBC Global Asset Management Mr. P.S. Jayakumar, MD & CEO, Bank of Baroda
March 27, 2018	Mr. Rahul Razdan, CEO, Reliance Jio Messaging Services Pvt. Ltd Mr. Shantiswarup Panda, Chief Marketing Officer, Raymond Ltd.
March 28, 2018	Mr. Aditya Ghosh, President and whole-time Director, Inter Globe Aviation Limited (IndiGo Airlines)



Distinguished Guests



Mr. Ashwani Lohani,
Chairman and Managing Director, Air India Ltd.



Ms. Dimple Gujral,
CFO, Teach for India



Shri Shiva Shankar Menon,
Former Foreign Secretary



Ms. Veena Arora,
International Taekwondo Champion



Mr. Aditya Ghosh,
President and whole-time Director,
InterGlobe Aviation Limited (IndiGo Airlines)



Mr. Sanjeev Sinha,
CEO, Sun and Sands

Seminars & Workshops Organized by FPM Participants

SN	Date	Workshop/ Presentation Title	Name of Guest Faculty/Speaker	Affiliation
1	May 24, 2017	Mission drift in Microfinance	Prof. K S Ranjani	Professor of Finance at NITIE Mumbai
2	June 15, 2017	Small Area Estimation with Mixture of Random Effects	Prof. Abhyuday Mandal,	Department of Statistics, University of Georgia
3	June 19-20, 2017	Causal Inference and Data Analysis	Prof. Rahul Telang	Carnegie Mellon University, USA
4	July 24, 2017	(Brown Bag Session) Does Advisor Network Position Facilitate Cross-Border Acquisitions by Emerging Market Enterprises?	Prof. Sathyajit Gubbi	University of Groningen
5	July 30, 2017	Writing Cases	Ms. Debolina Dutta	Alumni FPM (Industry) IIM Indore & Director and Head of HR, India at VF Corporation, Bengaluru
6	Aug 2, 2017	Return Time Leniency in Online Retail: A Signaling Theory Perspective on Buying Outcomes'	Prof. Deepak Iyengar	Central Washington University
7	Aug 17, 2017	Interaction with FPM students	Mr. Sachin Nandgaonkar	Member of the Management Board of the RPG Group
8	Sept 11, 2017	(Brown Bag session) How Does Regulation Affect the Relation Between Family Control and Reported Cash Flows? Comparative Evidence from India and the United States	Prof. Neerav Nagar	IIM, Ahmedabad
9	Sept 21, 2017	Talk on his book : Blood Red River	Prof. Rohit Prasad	MDI Gurgaon
11	Nov 13, 2017	Extremes of log-correlated Gaussian field	Prof. Rishideep Roy	Assistant Professor in the area of Decision Sciences and Information Systems at IIM Bangalore
12	Nov 14, 2017	(Brown Bag session) Weaving analytics for Effective Decision Making	Prof. Arindam Banerjee	Prof. of Marketing and Quantitative Methods at IIM Ahmedabad
13	Nov 24, 2017	(Brown Bag session) 'I' seek uniqueness and 'WE' avoid risk: The role of consumer motivation in retail shopping	Prof. Gopal Das	Assistant Professor of Marketing at the IIM Rohtak

Expert talks by Industry Interface Office

SN	Date	Workshop/ Presentation Title	Name of Guest Faculty/Speaker	Affiliation
14	Nov 28-30, 2017	Workshop on 'Ethnographic Method'	Dr. Tommaso Sbriccoli	School of Oriental and African Studies (SOAS), University of London
15	Dec 13 ,2017	Emptying of government schools: small schools and school consolidation	Dr. Shivakumar Jolad	Assistant Professor, Physics and Social Science at Indian Institute of Technology Gandhinagar (IITGN)
16	Dec 16 ,2017	Life after Ph.D	Prof. Kumar Kunal Kamal	Assistant Professor, OBandHRM at IIM Udaipur
17	Dec 22 ,2017	(Brown Bag session) new product introduction strategies	Prof. Amlsh Sharma	Mays Business School at Texas AandM University
18	Jan 02 ,2018	Supplier Unionization: Implications for Firm Performance and Customer Concentration	Prof. Shailendra Pandit	Associate Professor at University of Illinois at Chicago
19	Jan 23 ,2018	Contrasting Leadership of Zhang Ruimin and Ren Zhengfei as They Face Selection of Their Successors	Prof. Arie Lewin	Duke University
20	Feb 16 ,2018	(Brown Bag session) Role of Statistics in the Era of Bigdata	Prof. Rajeeva L Karandikar	Chennai Mathematical Institute
21	March 13, 2018	Integrating Technology and Concerns of the Underserved in Delivering Health Care	Dr. Pankaj Shah & Dr. Shobha Shah	Managing Trustee, SEWA Rural and Director, Community Health Program Superintendent, Kasturba Hospital
22	March 14, 2018	Modern Slavery, Violence, and Consumer Sovereignty	Prof. Rohit Varman	Professor. of Marketing, Indian Institute of Management Calcutta

Date	Programme Name	Resource Person	Number of Participants
May 13, 2017	Winning at NewProduct Development	Prof. Abhishek Mishra	29
June 24, 2017	Industry Meet	Mr. Ashwini Lohani, CMD AirIndia	150
June 26, 2017	Strategising in VUCA World	Professor Srinivas Gunta	120
July 29, 2017	HR Initiatives for Managing Attrition	Prof. Shrinath Jaggannathan	21
July 2017- Feb 2018	Industry Interface Programme	TEAM IIO	600+
March 8, 2017	CEO Meet	Mr. NinadKarpe, Chairman, CII-Western Region and Director -Aptech Ltd.; Mr. Bhagwat Nagori, Director, Oswal Computers and Consultants Pvt Ltd and Mr. Parag Satpute, MD, Sandvik Asia Pvt. Ltd	-
May 09, 2017	Growth prospects and future plan for young generation joining family business.	Prof. Kajari Mukherjee	50
Oct 27, 2017	Accelerating Organizational Sales	Prof. Manoj Motiani	47
Nov 25, 2017	Theory of Constraints	Prof. Harshal Lowalekar	50
Nov 29, 2017	Session on Fostering Innovation	Prof. Rishiksha T. Krishnan, Director, IIM Indore; Mr. R.S. Sachdeva, COO, Volvo Eicher, Pithampur; Ms. Vijaya Deepti, CEO, Tata IQ, Bangalore and Dr. Vikas Manjrekar, Head Innovation Labs, Avtec. Pithampur.	30
Dec 13, 2017	Tie MP Event	Mr. Sanjeev Sinha, President at India Japan Partnership Fund	350
Dec 29, 2017	Talk Series on Leadership	Professor Ranjeet Nambudiri, Faculty, IIM Indore; Capt. Vinod Nair, an ex- army commando & a leading corporate trainer on leadership; Mr. Aditya Bhat, Head, Jio Studios; Capt. Gajanan Karanjekar, Head, Coastal Shipping, Integrated Logistics Solutions; and Prof. Dibyadyuti Roy, Faculty, IIM Indore.	70-80



Date	Programme Name	Resource Person	Number of Participants
Feb 16, 2018	Prabodhan-A Leadership Conclave	Ms. Meenakshi Lekhi, Honorable Member of Parliament, Supreme Court Lawyer and National Spokesperson, Ms. Malini Gaur, Honorable Mayor of Indore, Mr. Sameer Arora, Chief Marketing Officer, Syntel, Mr. Warun Nayar, CEO, Sciformix, Mr. Dheeraj Gangrade, Executive Director, PwC, Mr. Bharat Sastry, CEO, Vistaprint,	
Feb 23, 2018	Negotiations	Professor G Venkat Raman	20

Economics Lecture Series

SN	Topic	Speaker	Designation	Date
1.	Optimal Monetary Policy	Dr. Siddhartha	Assistant Prof., Economics, Humanities & Social Sciences Department, IIT Kharagpur	Dec 15, 2017
2.	FDI, International Fragmentation & the Health Sector	Dr. Kausik Gupta	Prof., Economics, University of Calcutta	Feb 08, 2018
3.	Mechanism Design for Land Acquisition	Dr. Soumendu Sarkar	Assistant Professor, TERI School of Advance Studies, New Delhi	April 12, 2018
4.	Constructing a Pressure Index in Cricket Matches	Dr. Divyoyoti Bhattacharjee	Post-Doctoral Fellow, XLRI Jamshedpur, Faculty, Department of Statistics, Assam University	Aug 07, 2018

INDAM

Indian Academy of Management

5th Biennial Conference of the Indian Academy of Management December 18 and 20, 2017

Conference Theme:
Indian Insights:
Integrating Individuals,
Institutions & Innovations



The Conference witnessed the presence of a large number of experts and keynote speakers from India and abroad, and focused on Indian insights to understand and manage the complex interplay among individuals, institutions and innovations. The Conference had 186 paper presentations by delegates from IIMs, IITs, NITIE, XLRI and other B-schools.

Followed by a pre-conference workshop on December 17, the inaugural ceremony took place on December 18 in the presence of Professor Pradip Khandwalla, Professor Vasanthi Srinivasan, Faculty, IIM Bangalore and Professor Rishikesha T. Krishnan, Director, IIM Indore.

While talking about global aspects of research, Professor Khandwalla said that we are global, but we are also Indians; and we need to focus on India and its problems while doing research.

The Conference witnessed many workshops in three days, with topics ranging from management, teaching effectiveness to learnings from Panchatantra and publications and professional development. These were conducted by experts and faculty from the country and abroad.

Round Table Discussions on themes like Diversity and Inclusivity; Innovation and Organization; Leadership, Values and Ethics: Indian Insights; also took place. Apart from various technical sessions, a new book by Professor Pradip Khandwalla named

'Fast Forward Toward Civilizational Greatness: Agenda for India' was released during the Conference.

Ceremony also took place on the last day. The winners are as follows:

INDAM Award Ceremony

- INDAM Lifetime Achievement Award:** The award was received by Professor Farok Contractor (Distinguished Professor in the Management and Global Business Department at Rutgers Business School, USA) and Professor DM Pestonjee (School of Petroleum Management, Pandit Deendayal Petroleum University, Gandhinagar, GSPL Chair Professor since July 2009).
- INDAM Fellow Awards:** The award was received by Professor S Ramnarayan, Clinical Professor of Business at the Indian School of Business (ISB), Hyderabad, India and Professor Sumit Kundu, James K. Batten Eminent Scholar Chair in International Business [2012-Present], at the Florida International University.
- Emerald/INDAM Indian Management Research Fund Award:** Winning project was titled 'Bridging institutional voids through institutional work: Case of institutional intermediaries in India' /By Debabrata Chatterjee, Professor Indian Institute of Management Kozhikode and Sreevas Sahasranamam, Chancellor's Fellow, Strathclyde Business School.



Highly Recommended Projects

S.No.	Title	Name of the Authors
1.	Motives and Impact of Volunteerism: a study of Vidhyadaan Program in India	Devyani Mourya Research Scholar (OB & HRM), IIM Indore and Professor Sushant Kumar Mishra, Professor (OB & HRM), IIM Indore.
2.	Modelling the decision-making behaviour of farmers in the context of contract farming in India	Nilanjan Dutta, Ph.D. Scholar, Department of Management Studies, Indian Institute of Technology Madras and Arshinder Kaur, Associate Professor, Department of Management Studies, Indian Institute of Technology Madras.

INDAM 2017 Awards Joint Winners

S.No.	Title	Name of the Authors
1.	Organizational Innovation: An Analytical Study of Transformational Leadership, Creative Self-Efficacy and Physical Work Environment in Indian Automobile Industry	Akriti Chaubey and Chandan Kumar Sahoo
2.	Socio-structural Embeddedness in Board Interlocks: Examining Firm Performance of Ordinary and Indian Business-Group firms	Jaideep Ghosh and Amitava Dutta

Joint Runners

S.No.	Title	Name of the Authors
1.	Linking Interactional Injustice to EVLN Outcomes: Effects of Psychological Contract Violation and Conscientiousness (A moderated mediation model)	Arpana Rai & Upasana A Agarwal
2.	The Impact of Trust on Online Shopping Attitude Among Women Shoppers in India	Nupur Arora & Aanchal Aggarwal

Each of the two winners got a prize of Rs. 30,000/- and the two highly recommended awardees received a prize of Rs. 20,000/-.



2017 IIM INDORE - NASMEI SUMMER MARKETING INFORMATION SYSTEMS CONFERENCE

July 27-29, 2017



The most awaited conference of the year, Summer Marketing Conference, was held at IIM Indore on July 27-29, 2017. The Conference was organized by the Institute in collaboration with North American Society for Marketing Education in India (NASMEI). The theme of the Conference focussed on identifying ways of enriching customer value through unique product offerings supported by strong branding. The Conference witnessed more than 300 paper presentations, keynote addresses and workshops, and provided a platform to research scholars to interact with brilliant minds from various fields.

The inauguration of the Conference took place with the lamp lighting ceremony by Mr. Stefan Haves, Cirque Director; Professor Philip Charles Zerrillo, Professor of Marketing (Practice), Lee Kong Chian School of Business, Singapore Management University and Professor

Rishiksha T. Krishnan, Director, IIM Indore. In his welcome address, Professor Krishnan spoke about the various topics to be discussed during the Conference and appreciated the efforts put by the organizing committee for conducting the Conference so effectively.

This was followed by a talk on 'Importance of Customer Value in Contemporary Research' by Professor Zerrillo. He began his talk discussing about what marketing is and what role it plays in today's scenario. Mr. Stefan Haves, renowned for movies like Stalled (2000), Punch Drunk (1998) and A Thrilling Ride Through Kooza (2007) then enthralled the gathering by sharing his experiences. Engaging the audience, he said that everyone today prefers to sit and be a spectator, while one should always try to be a participant.

The second day of the Conference began with a talk by Ms. Rama Bijapurkar, Indian Management and Marketing Research Consultant. She spoke on the topic—‘Customer Value- What the Industry Needs’. She shared insights about how the changing consumer market is affecting marketing strategy of industries.

This was followed by a talk by Professor Raji Srinivasan, McCombs School of Business, University of Texas, Austin. She spoke on the topic—‘Creating Value by Managing Customers (Not Products)’.

Professor Manoj Agarwal, School of Management, Binghamton University then addressed the audience on the topic—‘The Value of Customer Value to the Firm’. He noted that it is time to link marketing with metrics and develop correlation between CLV and firm value.

This was followed by a talk by Professor P. Venugopal, XLRI, Jamshedpur. He discussed the topic—‘Incorporating Sustainability in the Realm of Marketing’. He said that the amount of resources we are consuming today are driven by social norms and well-being is decided by the amount of things we buy and accumulate.

Professor Moutusy Maity, Faculty, IIM Lucknow spoke on the topic—‘Consumer Decision Making in a Multi-Channel World’. Discussing about the role of channels in customer decision making, she noted that a channel can be offline or online, but we tend to ignore many offline channels these days.

Professor A.K. Jain, Faculty, IIM Ahmedabad spoke on the topic—‘A Course for Bringing the Customer into the Board Room’. He emphasized on the role of customer on shaping business strategy.

Professor S. Ramesh Kumar, Faculty, IIM Bangalore then spoke on the topic—‘Consumer Behavior in the Digital Age’. He emphasized the need to blend digitalization with culture.

Next talk was by Dr. Sanjeev Varshney, Faculty, XLRI Jamshedpur. He spoke on the topic—‘Consumer Behavior Research Trends and its Application to Product & Service Marketing’. He focused on doing relevant research which has managerial implications.



The last two keynote addresses for the second day were by Professor Rajesh Aithal, Faculty, IIM Lucknow and Professor Prafulla Agnihotri, Faculty, IIM Calcutta. Professor Aithal spoke on the topic—‘Informal Markets and Customer Value’. Professor Agnihotri spoke on the topic—‘Disruptive Marketing’.

The third day witnessed technical sessions, along with various keynote addresses. Professor Prashant Mishra, IIM Calcutta spoke on the topic—‘Marketing Discipline at Cross Roads: Challenge and Prospects’. This was followed by a talk by Professor Rajeev Kumra, IIM Lucknow, which revolved around the topic—‘Bottom of Pyramid: Setting a Research Agenda’. Mr. Atul Bengeri, Regional Manager at Dell EMC also addressed the audience. He spoke on the topic—‘Creating Citizen Value’. He spoke about evolution of cities and how the concept of smart cities developed. Professor Ramendra Singh, Professor, IIM Calcutta spoke on the topic—‘Customer Value at the Bottom of Pyramid’. Discussing about the BOP, he noted where value co-creation at BOP could go wrong, what value creation is and what are the positioning challenges faced by BOP in value co-creation. The concluding talks were by Ms. Shweta Shrivastava, AVP Marketing, The Kraft Heinz Company who delivered a talk on the topic—‘Creating Customer Value’ and Mr. Abhishek Verma, Director (Innovation Practice), Nielsen; who spoke on the topic—‘Measuring Customer Value Through Research’.

Workshops

The Conference witnessed three workshops as well. The first Workshop of the Conference focused on teaching and research, on the topic—Teaching with Cases conducted by Professor Philip Charles Zerrillo, Singapore Management University. He used a case to enhance the participants’ skills to think logically and learn how to dissect and then solve problems. The second Workshop was on the topic—Perspective on Research and Publishing, conducted by Professor Raji Srinivasan, McCombs School of Business, Texas University, USA and Professor Manoj Agarwal, Binghamton University, USA. The speakers spoke at length about perspectives in research and publications. The third Workshop was also conducted by Professor Raji Srinivasan and Professor Manoj Agarwal on the topic—Networking with NASMEI. This Workshop was aimed at nurturing selected research proposals from top scholars across the country and the world, and taking them to the next level.

Awards

Best Paper
Awards



Doctoral Category

Users Information Privacy Concerns and Privacy Protection Behaviours in Social Networks: Evidence from India—by Kishalay Adhikari and Rajeev Kumar Panda (Rs. 25,000/-).

Overall

1. Does Counterfeiting Overrule the Marketplace?—Consumption Practices and Social Consequences: Exclusion and Inclusion—by Ajitha Soundararaj and Vj Sivakumar (Rs. 25,000/-).
2. Retail Therapy Shoppers Segments: Exploring the Differences in Personality, Shopping Orientation and Impulse Buying Tendency—by Jasveen Kaur and Chandandeep Kaur (Rs.15,000/-).
3. Technology Readiness Towards Banking Self Service Technologies in India—by Aditi Naidu and Romi Sainy (Rs. 10,000/-).

Teaching With Cases Awards were won by Varsha Jain and Brijesh S, who received the award of Rs. 7,000/- each. The Best Proposal Award was won by Ranjitha G.P. from IIM Kozhikode, who received a prize of Rs. 15,000/-. Two awards under the category Research Perspective were also declared. These were won by C. Senthil Nathan from SRM University and Rohit Vishal Kumar from IMI Bhubaneswar. Both won award of Rs. 5,000/- each.

The valedictory session took place in the evening where participants shared their experiences during the Conference. The session had Professor Sharad Sarin, XLRI Jamshedpur and Professor Ashutosh Dixit, Cleveland State University, USA as guests. They noted how the Conference would help the participants enhance their knowledge in the field of marketing. They appreciated the efforts put in by the Institute in organizing such a huge event.





सिद्धिमूलं प्रबन्धनम्
भा. प्र. सं. इन्दौर
IIM INDORE