

IIM Raipur Remembered the Unsung Heroes of Freedom struggle

Indian Institute of Management Raipur hosted an event "Remembering the Unsung Heroes of Freedom Struggle of India" on September 4th, 2022 as a part of Azadi Ka Amrit Mahotsav.

On the occasion Honorable Governor of Chhattisgarh, Ms. Anusuiya Uikey was present as the Chief Guest.

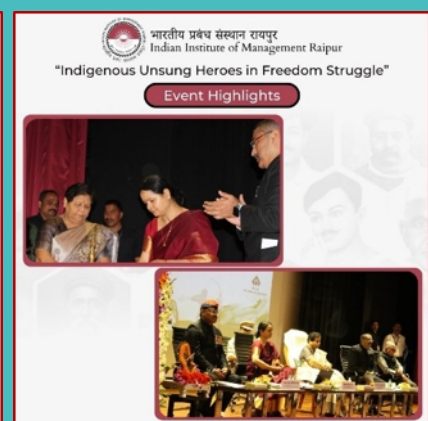
The event commenced with the National Anthem, followed by the lightening of the lamp by the Honorary Chief Guest along with Smt. Alka Tiwari (IAS), Secretary, National Commission for Scheduled Tribes, Dr. Milind Dandekar, Professor, Shri Govindram Seksaria Institute of Technology and Science, Indore, Dr. Ram Kumar Kakani, Director, IIM Raipur and Col. Harindra Tripathi, Chief Administrative Officer, IIM Raipur.

Dr. Anurag Jain, Co-ordinator, NCST, delivered the welcome address by sharing the main reason for organizing the event - to remember the indigenous heroes whose names are lost in history books. Dr. Milind Dandekar later highlighted the contribution of tribal communities during the freedom struggle that are left unacknowledged in the present time.

A short video by NCST was played showing the journey of indigenous communities' post-independence. Smt. Alka Tiwari then addressed the crowd, highlighting the importance of safeguarding the rights and interests of this section of society. She emphasized the role of NCST as a constitutional body aiding the government in the welfare and upliftment of communities.

The Honorable Chief Guest appreciating the PM's initiative of Azadi ka Amrut Mahotsav. She expressed joy at it being celebrated in an institute of national importance. She appreciated the efforts of the institute in organizing the event and paying homage to the unsung heroes of the freedom struggle. She highlighted the need for making all sections of society, especially the students, aware of the rights and policies for indigenous communities. While she applauded the efforts of great freedom fighters such as Mahatma Gandhi and Dr. Subhash Chandra Bose, she highlighted the need to also remember and recognize personalities like Veer Narayan Singh and Rani Durgawati, whose efforts in the freedom struggle are not remembered as widely. She ended her note with a stirring message to students, inspiring them to work with ethics and rigour to build a successful life.

Dr. Ram Kumar Kakani delivered the vote of thanks at the end of the event. He expressed his immense gratitude towards the Honorable Governor for gracing the event. He inspired the students to make use of the opportunity that our economy is presenting as it takes off. He concluded by thanking and appreciating the efforts of everyone involved in making the event a success.



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Our Vision and Mission

Vision

“To become a premier management institution that inspires thought leadership through scholarship and teaching by incorporating an ethos of inquiry, consciousness, and innovation”

Mission

“To provide a learning centric environment that nurtures management thought through research and practice to create future leaders”

Faculty Publications



Prof. Sanjeev Prashar
Professor

Arora, N., Prashar, S., Vijay, T. S., & Parsad, C. (2022). A Consumer Typology Based on Celebrity Endorsement Factors. FIIB Business Review, <https://doi.org/10.1177/23197145221112749>

Abstract: Celebrity endorsement is one of the most prominent advertising and promotional strategies used by organizations to seek consumer attention. It has been examined extensively by academicians in the last few decades. Still, existing studies have not focused much on understanding the typology of shoppers related to specific celebrity-related factors. This study endeavours to segment the consumer market and develop corresponding profiles based on shoppers' importance to various celebrity factors. Survey-based research was undertaken using the mall-intercept technique, and data were collected from shoppers in India. Cluster and correspondence analysis techniques were used on the responses received from 232 survey participants. The results suggested the presence of three distinct clusters, namely 'Indifferent-to-celebrity Buyer', 'Fascinated Buyer' and 'Star Power Buyer'. The findings suggest the clusters—fascinated buyers and star power buyers—are influenced by different components related to celebrity endorsement. The present study contributes to the marketing and celebrity endorsement literature by offering an insight into the need of identifying the differences among the consumers with respect to their propensity of acceptance of a celebrity endorser. These results would help managers in mapping them to target consumer segments with an appropriate celebrity effectively.



Prof. Ranjan Das Gupta
Associate Professor

Ranjan Das Gupta, Soumya G. Deb, Interlinkage between Corporate Social, Environmental Performance and Financial Performance: Firm-mediators in a Multi-country Context, Finance Research Letters (2022), doi: <https://doi.org/10.1016/j.frl.2022.103386>

Abstract: The current study explores the interlinkage between corporate social, environmental performance (CSP) and financial performance of a firm, mediated by its global exposure and corporate governance. We conduct a dynamic fixed effect 2SLS-IV analysis on a comprehensive multi-country data-set and find that financial performance is not significantly impacted by CSP but there is a positive influence when it is mediated by lower internationalization. We also find that a more independent board lowers such value-destroying managerial activities, while the presence of women directors on board, dampens that positive influence of low internationalisation in strengthening financial performance through higher CSP.

Conference Presentation



Prof. Mrunal P. Chavda
Assistant Professor

Chavda, M. P. (October 3-4, 2022). "The Rhetoric of Gandhi and Ambedkar", Paper presented at 87th Annual International Conference of Association of Business Communication, 2022, organized by Association for Business Communication (Virtual).

Abstract: Who excels in rhetoric, Gandhi or Ambedkar? This presentation will describe the use of English by these two Indian leaders and explain their different writing styles by using their autobiographies. Discussing the role of tone in written form, the presenter examines the linguistic data to examine differences in authority, impact, and other language features.

Faculty Development Programme: Series – 1

Indian Institute of Management Raipur organize seven days “Faculty Development Programme” for internal and external faculty members of management education institutions.

The first phase was held on 26th – 29th September, the second phase will commence on 17th – 18th October and the last phase to be commenced on 5th December. The programme is being conducted in collaboration with SP Jain Institute of Management & Research (SPJIMR) for the capacity building of faculty members of management institutions. The FDP workshop is designed around the method of writing business case studies and accompanying teaching notes. It aims to facilitate faculty members to write teaching case studies and simulation based on their subject or interdisciplinary topics and use them to teach related theories and concepts. Both case studies and simulation method comprise of a very close, comprehensive, and exhaustive investigation of a particular business case.

Prof. Ram Kumar Kakani (Director, IIM Raipur) and Prof. Vasant Sivaraman (Professor, SPJIMR) along with Prof. Renuka Kamath (Professor of Marketing, SPJIMR), Prof. Satyasiba Das (Associate Professor, Strategic Management, IIM Raipur) and Prof. Ashok N. Ullal (Professor, Emeritus & Former Dean School of International Business, Reutlingen, Germany) are the facilitators for this program. A wide variety of sessions will be covered under this program.

Weekly Research Seminar

Prof. M Ramkumar faculty of IIM Raipur delivered a research seminar prevention entitled “The mediating role of top management participation and absorptive capacity in the assimilation of e-procurement systems” on 2nd September 2022.

Prof. Satyasiba Das faculty of IIM Raipur delivered a research seminar prevention entitled “The Entrepreneurial Founding Team - Unveiling the Dual Formation Strategy” on 23rd September 2022.

MoU signed between IIM Raipur and AIIMS for academic collaboration

IIM Raipur Director Prof. Ram Kumar Kakani and AIIMS Director Prof. Nitin M. Nagarkar signed an MoU on 27 September 2022 for academic collaboration.

Under this collaboration, both the institutions will encompass exchange of students and members of faculty between the two parties as well as other academic activities, research, and publication, faculty development programme, enhancing skill of working professional, student internship, and joint consulting projects. In addition to these active efforts will be made to develop joint training and research programmes that will be pursued in a collaborative spirit.



Guest Lecture Series



Shri Ram Gopal, Chief Executive Officer Barclays, delivered a talk as guest speaker for our leadership talk webinar series on 3rd September 2022. The topic of the walk was “Emerging Trends in Banking”.



Shri Nishanth Ramesh, Head of Strategic Business Development Cognizant, delivered a talk as guest speaker for our leadership talk webinar series on 8th September 2022. The topic of the walk was “AI for Purpose”.



Shri Rajeev Kumar, Chief Executive Officer Mirketa Inc, delivered a talk as guest speaker for our leadership talk webinar series on 11th September 2022. The topic of the walk was “Career path for MBA graduates in Business and IT Consulting”.



Shri Daiva Prakash, Head- Product Development-New Energy Amara Raja Group, delivered a talk as guest speaker for our leadership talk webinar series on 24th September 2022. The topic of the walk was “Energy Storage will drive the growth of renewables in the future”.



Shri Gaurav Saini, HR Director HMD Global, delivered a talk as guest speaker for our leadership talk webinar series on 27th September 2022. The topic of the walk was “Tackling the Global Challenges & how to prepare yourself to be a successful professional”.

Alumni Committee

The Alumni Committee IIM Raipur hosted Citylytical - The City Chapter Meet in Bangalore on 25th September 2022 for the alumni of IIM Raipur. The event was a trip down the memory lane for the alumni as they reminisced the old times. It was a gala time for everyone in attendance and the alumni reunited with their alma mater to deepen old bonds.



New Faculty Joining



Dr. Ranjan DasGupta has joined IIM Raipur as an Associate Professor in Finance & Accounts area on 1st September 2022. He has done his Ph.D. degree in University of Calcutta. His Area of research interest - Environmental, social, governance (ESG) and firm performance, SDGs, corporate governance, firm's risk-return associations, and family firms' issues.

Dr. Rajesh S P has joined IIM Raipur as an Assistant Professor in Finance & Accounts area on 28th September 2022. He has done his Ph.D. degree in University of Mysore. His Area of research interest Corporate reporting & disclosure, Corporate finance & International finance, Capital markets, including commodities, spill over, & Financial economics and policies prevention entitled "The Entrepreneurial Founding Team - Unveiling the Dual Formation Strategy" on 23rd September 2022.



Dr. S Ram Kumar has joined IIM Raipur as an Adjunct Professor in Marketing area on 16th September 2022.

Post Doc Fellow



Dr. Pinak Sarkar, has joined IIM Raipur as an Post Doc Fellow in Economic & Public Policy area on 15th September 2022. He has done his Ph.D. degree in Centre for Development Studies (CDS), affiliated to Jawaharlal Nehru University (JNU). His Area of research interest Development Economics, Migration in India, Health Technology Assessment (HTA)

Dr. Nutan Shashi Tigga, has joined IIM Raipur as an Post Doc Fellow in Economic & Public Policy area on 26th September 2022. She has done her Ph.D. degree in Center for Development Studies, Trivandrum, affiliated to Jawaharlal Nehru University (JNU). Her Area of research interest Development Economics, Health Economics, Health Systems Research.



Events

Nutrition and Wellness Talk

IIM Raipur hosted a guest talk on nutrition and wellness for the institute's community on 17th September 2022. The programme was jointly organized by IIM Raipur Campus Club and Students' Affairs Committee.

Addressing the event as guest speaker Ms. Shilpi Goel, a well-known nutritionist took the session on a healthy lifestyle and the sources of a healthy diet. She is a Nutrition Expert, certified functional medicine practitioner, health and wellness speaker, and author. She is also the founder of the firm NUTRISHILP aims at blending the traditional food culture with modern nutritional science for a healthy body and mind. The program was graced by the Chief Administrative Officer, Col. (Dr.) Harinder Tripathi (Retd.), Chairperson of Students' Affairs, Prof. R.K.Jana, Prof. Sourya Joyee De, Member of IIM Raipur Campus Club and other dignitaries. The session marked enthusiastic participation from the students, faculty members, and staff along with their families.



International Week of Deaf

The Indian Institute of Management, Raipur celebrated the International Week of Deaf from 19-25th September 2022 on the theme, "Building Inclusive Communities for all" as part of Azadi Ka Amrit Mahotsav.



Student Achievement

Suruti Poddar, Prasham Anand, Ritika Jain, PGP 21-23 Batch, IIM Raipur are the National Runner-ups of the Tata Steel-a-thon 2022. IIM Raipur extends the heartiest congratulations to the team.

Hindi Diwas

हिंदी दिवस के अवसर पर, आईआईएम रायपुर अपने विभिन्न क्लबों और समितियों के नेतृत्व में समारोह की एक शाम प्रस्तुत करते हुए गर्व महसूस कर रहा है।

पहला कार्यक्रम @provakta_iimraipur द्वारा आयोजित किया गया था, जहां विभिन्न छात्रों और संकाय सदस्यों ने कविताओं का पाठ किया और भाषा के महत्व और प्रेम के इर्द-गिर्द घूमती कहानियों को साझा किया।

@hridhaan_iimr ने मस्ती भरी आशुभाषण प्रतियोगिता के साथ शाम को आगे बढ़ाया। यह छात्रों के प्रतिस्पर्धा पक्ष को सामने लाने का एक शानदार तरीका था।

सुंदर शाम का समापन संगीतमय मिश्रण के साथ हुआ। आईआईएम रायपुर की SAC कमेटी का यह एक बड़ा प्रयास था।



Executive Education & Consultancy

E-Learning Programmes Ongoing 2022			
S. no.	Course Title	Commenced From	Programme Faculty Dr./ Prof.
1	Senior Management Programme – II	27-03-2022	Sanjeev Prashar & Sourya JoyeDe
2	Operations Management & Six Sigma-V	05-06-2022	Mohit Goswami & Gopal Kumar
3	Leadership and Change Management-VI	31-07-2022	Anubha Dadhich
4	Applied Financial Risk Management - III	27-08-2022	Yogesh Chauhan & Rajesh Pathak
5	Digital Marketing & Social Media Strategy – IV	25-09-2022	Arunima Shah

E-Learning Programmes Concluded in September' 2022			
S.No.	Course Title	Commenced From	Programme Faculty Dr./ Prof.
1	Human Resource Management – II	26-09-2021	Anubha Dadhich & Damini Saini

IIM Raipur concluded MDP Program on “Vidhan Sabha Secretariat Staff Training” on dated 7-9 September near about 35 participants from different states were visited in our institute for 3 days training programme.



भारतीय प्रबंध संस्थान रायपुर Indian Institute of Management Raipur



"VIDHAN SABHA OFFICERS TRAINING PROGRAM" SEPTEMBER 07-09, 2022 PRS LEGISLATIVE RESEARCH (PRS) - IIM RAIPUR

Seating Row 1 : (Left to Right) Mrs. Ritu Sehgal, Prof. Anubha Dadhich (Chairperson-FL&D, IIM Raipur), Shree P.D.T Achary, Prof. Ram Kumar Kakani (Director, IIM Raipur), Mr. M.R. Madhavan (President, PRS Legislative Research), Prof. S Ramkumar (Adjunct Faculty, S P Jain), Mr. Mithilesh Kumar Mishra

Seating Row 2 : (Left to Right) Mr. Sanjay Kumar, Mr. Jintendra Singh Kanwar, Mr. Giridhar Lal Sharma, Mr. Rakesh Thakur, Mr. Kanwar Singh, Mr. Vishnu Dev, Yadvinder Yadav, Mr. Vikram Bhosale, Mr. Priya Shankar, Mr. Kohijam Klingbishnu Singh, Mr. Ningombam Rabichandra Singh, Mr. Vinod Kumar Mishra, Mr. Krishna Kumar Singh

Standing Row 3 : Mr. Manoj Kumar Asaram Yesansure, Mr. Chakshu Roy (Head of Legislative and Civic Engagement, PRS Legislative Research), Ms. Vrushali Deshmukh, Prof. Sunectha Saggurti (IIM Raipur), Mr. Sudhir Sharma, Mr. Ranu Kumar, Mr. Terence Yanthan, Ms. Niranjana S Menon (Analyst, PRS Legislative Research), Mrs. Ranjana Sehgal, Mr. G. Sheshgiri Rao, Mr. H. Warjri, Mr. Yenso Poangbar, Mr. T. Rymbai, Mr. Chaiba Menhahu, Mr. Manas Gubbi (Programme Officer, PRS Legislative Research), Mr. D. Marbanlang

Campus immersion programme of Human Resource Management Batch- II. was organized in the month of September 2022.



भारतीय प्रबंध संस्थान रायपुर Indian Institute of Management Raipur



Seating Row 1 (Left to Right) : Ms. Anindita Goswami, Ms. Rashleen Kaur Arora, Ms. Amita Rawat, Prof. Damini Saini (Program Director), Prof. Ram Kumar Kakani (Director, IIM Raipur), Prof. Anubha Dadhich (Program Director), Mr. Priyraj Pandey, Ms. Mrunalini M Krishna, Mr. Konjeti Sridhar, Mr. Vinay Shanker, Mr. Deepak Kumar, Mr. Vikas Kulshresth.

Seating Row 2 (Left to Right) : Mr. N R Shine, Mr. Anitra Pal, Mr. Harsha J V, Ms. Anu George, Ms. Tresa Rose John, Ms. Parul Bakshi, Mr. Rakesh Kumar Pathak, Mr. Eshan Rawat, Mr. Kumar Gaurav, Ms. Shilpa V

Standing Row 3 (Left to Right) : Mr. Ninju M.A, Mr. Girish Chandra, Ms. Siddhi Tawde, Ms. Ipsita Mukherjee, Ms. Priyanka Joshi, Mr. Rakesh Kumar Yadav, Mr. Mukesh Kumar Joshi, Mr. Subhas Roy, Ms. Nisha Kumari, Shinu Susan Siby, Mr. Pratap Chandra Panda

Post Graduate Executive Certificate in Human Resource Management Batch-II (September 2021 - August 2022)

of health economics, financial management. A joint meeting of faculty members from both institutes will soon be convened to identify collaborative projects. Prof. Nitin Nagarkar, director and Prof. Ram Kumar Kankani of the MoU in the presence of senior faculty members. Prof. Nagarkar of the MoU would pave way for faculty development programs, students' internship opportunities, joint consulting projects, research and case writing. "AIIMS can benefit from the expertise of IIM-R in hospital management, health economics, and financial management. Both institutes can start full-time and optional profes-



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