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COMMUNIQUÉ

Indian Institute of Management Raipur's Newsletter

8th Annual Convocation 2019

Indian Institute of Management Raipur conducted its 8th annual convocation on 25th April 2019. The Institute graduated a total of 179 students from the 2017-19 batch and 54 students from the 2016-18 batch. 8 PhDs were also granted at the convocation this year. The Chief Guest Dr. Ram Sewak Sharma, Chairman, Telecom Regulation Authority of India, Smt. Shyamala Gopinathan, BoG, Chairperson, IIM Raipur and Prof. Bharat Bhasker, Director, IIM Raipur graced the ceremony.

Chief Guest, Dr. Ram Sewak Sharma in his convocation address, enumerated wonderful incidents from his life to drive home the point of doing the things you really want to do. Chairperson of the Board of Governors, Smt. Shyamala Gopinathan began her address by expressing her compliments to Prof. Bharat Bhasker on winning the Best Director Award. Ms. Gopinathan congratulated the students and their parents for their achievements. She urged the students to serve the nation. Prof. Bharat Bhasker, Director, IIM Raipur brought to light several accomplishments of the Institute in the Director's Report.

The IIM Raipur convocation ceremony also saw gold medals being given away for scholastic performance. Among the Post Graduate Programme (PGP) students, Rahi Jain received the Chairperson's Gold Medal for scholastic performance in academics, Nandini Busireddy received the Director's Gold Medal, Shailja Tiwary received the PGP Chairperson's Medal and Sylvester Samuel received the Medal for best overall performance.

In Inner Pages

8th Faculty Development Programme (FDP)

Indian Institute of Management Raipur organised five days Faculty Development Program for faculty members under Technical Education Improvement Program (TEQIP) – III at VW Canyon during May 20-24, 2019. The Training program was attended by about 38 participants comprising of Professors, Associate Professors, Assistant Professors from engineering colleges across the states of Chhattisgarh, Maharashtra, Gujrat, Karnataka, Bihar Jharkhand, Haryana, Uttar Pradesh, Madhya Pradesh, Odhisha and Tripura. The Program was centered on various themes, namely Improving Governance, Use of ICT, Vision, Mission and Goal in Academia, Participant Centered Learning, Financial System in Academic Institutes, Building Team, Accreditation Process, Building Interpersonal Relations, Developing Industry Interface, Knowledge Systems, Funding for R & D Projects, Student Teacher Interaction, Managing Laboratory, Project Management, Implementation of GIAN, Procurement Management, Managing Stress, and Developing Global Networks. Prof. M. Kannadhasan and Prof. Dhananjay Bapat were the Program Directors and Prof. Sanjeev Prashar, Dean (Academics) was the TEQIP Coordinator.

Placement PGP 2017-19

IIM Raipur announced the completion of Final Placements for PGP 2017-19 class. The batch of 207 students witnessed over 150+ recruiters participating in the campus recruitment process. The students were offered various coveted roles in the areas of Finance, Sales and Marketing, Strategy & Consulting, Operations, General Management, and HR. The average salary package for the class was Rs. 14.53 LPA marking it an ebullient year to year growth of 16.70% while the median salary of Rs. 14.12 LPA, indicating a very well distributed and stable recruiting across students and sectors. While the highest domestic placement package offered to the class is Rs. 24.06 LPA, the average placement package for the top 25% is at Rs. 18.56 LPA – another significant achievement on year to year growth.

New Course for Working Executives

Indian Institute of Management Raipur inaugurated its 2019-21 batch of Post Graduate Program in Management for Working Executives (PGPMWE) on 6th April, 2019. Prof. Mohit Goswami, Chairperson (PGPMWE) welcomed the students and threw light on the student's overall profile including work experience and educational background. Prof. Sanjeev Prashar, Dean (Academics) shared the broad ethos of IIM Raipur's academic system. Prof. Bharat Bhasker, Director, IIM Raipur delivered the welcome address for students. He underscored the role of contemporary management education in modern day's disruptive and dynamic era. The inauguration program concluded with Chairperson of the program thanking Director, Dean (Academics), faculty members, and students present.

The program aims to prepare mid and senior level executives to take up higher responsibilities within their respective organizations without hampering their professional engagement with their organizations. The twenty-four months program having batch strength of around 70 is spread over eight terms of three months each in a manner that classes would be held on alternate weekends. Previously also the Institute has successfully run such programs. The participants are from many reputed private and public sector enterprises belonging to diverse domains including mining, management consulting, softwares, automobiles, hospitality services, healthcare etc.

Anti-Terrorism Day

Indian Institute of Management Raipur observed Anti-Terrorism Day at the Administrative Block on 21st May 2019. Prof. Bharat Bhasker, Director, IIM Raipur read out the Anti-Terrorism pledge, which was followed by the faculties, officers and employees present there. 'Anti-Terrorism Day' is observed every year to uphold and promote peace, social harmony and understanding among all fellow human beings and fight the forces of disruption threatening human lives and values.

Faculty Publications

Prof. Mohit Goswami
Assistant Professor

Goswami, M., Sarma, P. R. S., & Kumar, G. (2019). Integrating Enablers of Sustainable Freight Transportation and Perishable Commodity Supply Chain. *International Journal of Strategic Decision Sciences (IJSDS)*, *10*(2), 25-48.

Abstract: Extant research has addressed the challenges pertaining to sustainable freight transportation and those associated with transportation of perishable commodities in disparate ways in that enablers of sustainable freight transportation have not been mapped with the considerations of transportation related to perishable commodities. This is characterized by short product life-cycles, retail demand uncertainties, traceability issues and so forth. In this backdrop, the authors' research attempts to integrate the considerations related to sustainable freight transportation with that of perishability-related aspects. To this end, this research employs interpretive structural modelling (ISM) so that enablers related to both the problems can be fused and modeled in such a way that enablers related to independent, autonomous, dependent, and linkage attributes can be identified, and their interactions can be understood.

Goswami, M. (2018). An integrative product line redesign approach for modular engineering products within a competitive market space: a multi-objective perspective. *International Journal of Production Research*, *56*(24), 7258-7279.

Abstract: The purpose of this research is to aid enterprises to redesign their existing product line from the standpoint of two critical competitive dimensions i.e. time to market (TTM) and market share. An integrative methodology for product line redesign is evolved that sews together aspects related to product functionality, modularity and competitive market segments. Firstly, the existing level functionality of a multi-modular product is established employing the functional analysis systems technique for the given manufacturer under consideration and other market players. Thereafter, product premium and TTM functions for respective modules in terms of the linear relationships are established. Further, a detailed mathematical model is evolved where the two objective functions related to minimisation of TTM and maximisation of the product premium are formulated. The constraints in the devised optimisation model pertain to market segment, product profile, engineering design and non-negativity and integrality considerations. Finally, employing the non-dominated sorting genetic algorithm (NSGA-II), the devised model is solved that yields a number of Pareto-optimal redesigned products for the three market segments under consideration. Analysis of the results yields several managerial insights that are discussed. The devised framework is illustrated employing a real-life case of Black and Decker's power tool product line.

Prof. Sumeet Gupta
Associate Professor

Ma, J., Lu, Y., & Gupta, S. (2019). User innovation evaluation: Empirical evidence from an online game community. *Decision Support Systems*, *117*, 113-123.

Abstract: User innovation community – as a ground for open innovation – has been widely deployed by firms to leverage external sources of innovation. Obtaining contributions from external users, however, poses screening challenges in front of a firm, particularly when such contributions are enormously large in number. Therefore, this study attempts to help firms reduce their workload by examining the differences between adopted and non-adopted user innovations. Based on the prior research, we build a holistic research model by identifying four characteristics of a user innovation: innovation-related, innovator-related, presentation-related and rareness that may influence the evaluation process. The results of logistic regression on a publicly available dataset of 21,557 user innovations spanning five years collected from an online game UIC show that the popularity, integrity and maintenance of the innovation, as well as the prior adoption experience of the innovator, positively influence the adoption of a user innovation by the firm. Moreover, both the complexity of a user innovation and descriptive images have an inverted U-shaped relationship with the adopted innovation. Finally, adopted user innovations have high levels of rareness than non-adopted user innovations. We discuss our findings and implications of this study to research and practice.

Sharma, N., & Gupta, S. (2019). An investigation of IT-intervention adoption in public distribution system: A stakeholder and agency theory perspective. *Information Development*, *35*(2), 203-219.

Abstract: This paper attempts to explore the adoption of changes introduced by an IT-intervention in the context of a social welfare scheme. Using case study methodology, we have studied the changes introduced through the project 'CORE PDS' (Centralized Online Real-time Electronic Public Distribution System) in the Chhattisgarh Public Distribution System (PDS). CORE PDS was a far-sighted project aimed to integrate the retailers (Fair Price Shops, FPSs) with IT infrastructure. It simultaneously introduced two changes. One was an automated transaction processing system while another was the provision of portability for the beneficiaries. After 2 years of its implementation it was observed that despite the government's diligent efforts, only the automated transaction processing system was adopted, while portability was discarded by the FPSs. We use the theoretical lenses of stakeholder theory and agency theory for identifying reasons for this partial failure. Our analysis suggests that information system (as monitoring and reporting mechanism), outcome uncertainty, risk aversion and goal conflict play critical roles in the adoption of changes. Changes with higher monitoring, lower outcome uncertainty and lower goal conflict are easily adopted, and on the other hand, lower monitoring, greater outcome uncertainty and higher goal conflict result in lower possibility of adoption.

IIM Raipur in Media

IIM Raipur's PGPM for working executives from today

TRAI Chairman to be chief guest of IIM-R convocation on Apr 25

IIM प्लेसमेंट : टॉप 150 कंपनियों ने रिक्रूट किए 210 स्टूडेंट्स, इस बार 24.06 लाख हाईएस्ट पैकेज

202 विद्यार्थियों ने किया दीक्षा समारोह का रिहर्सल, आज लेंगे डिग्री

ट्रैफिक सेंस समझाने IIM का सख्त कदम, बिना हेलमेट कैंपस में एंट्री बैन

Opportunities for greatness arise through uncertain difficult times: Dr Sharma

दीक्षांत समारोह में पहली बार आईआईएम की डिग्री मिलने पर 233 स्टूडेंट्स के खिले चेहरे, चार को मिले गोल्ड मेडल

दीवारों में वाटर पाइपलाइन, पंखा चालू करते ही रूम 23 डिग्री सेल्सियस तक ठंडा

IIM-R to start online short-term mgmt courses for working people

IIM's 8th Faculty Development Programme under TEQIP-III commences

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