



# COMMUNIQUE

*Indian Institute of Management Raipur's Newsletter*

## 71th Republic Day Celebration



On the occasion of the 71th Republic day, IIM Raipur fraternity assembled to celebrate the occasion of national importance. The day's proceedings commenced with the inspection of the guard of honour by our honourable Director, Prof. Bharat Bhasker. This was followed by the flag hoisting ceremony. Prof. Bharat Bhasker addressed the gathering and started off his speech by acknowledging India as the most vibrant democracy in the world. He emphasised on how democracy is an Indian concept and not a concept borrowed from the west. He then threw light on the fact that Indian economy is progressing at a very fast pace and pointed out stating various examples that our nation is abundant with talent especially where technology is involved.

Prof. Bhasker then went on to enumerate how the institution overcame several constraints and accomplished a lot in such a short span of time. He reinstated the fact that New India is all about technology and innovation. IIM Raipur now has world class infrastructure in the form of its magnificent campus which is already rated 4 Star Green Campus striving towards the coveted 5 star rating while imbibing the true spirit of Swachh Bharat Campaign. Prof. Bhasker concluded his speech by recognizing the contribution of faculty members in developing global leaders and driving India towards the path of growth.

This was followed by cultural program which commenced with a group song followed by a "Nukkad Natak" on the theme "Swachh Bharat" which aligned with our Prime Minister's vision of a Swachh Bharat. The ceremony concluded with a heart touching, patriotic Shayari and an eclectic dance performance by the students. The beautiful morning came to a close in a traditional manner with sweets and refreshments.

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## Faculty Publications

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**Prof. Sanjeev Prashar**  
Professor



**Prof. Sumeet Gupta**  
Professor

Tata, S. V., Prashar, S., & Gupta, S. (2020). An examination of the role of review valence and review source in varying consumption contexts on purchase decision. *Journal of Retailing and Consumer Services*, 52.

**Abstract:** This study examines the influence of Valence and Source of Online Reviews on a customer's attitude and purchase decision in the context of public and private consumption using social influence theory and the concept of negativity bias. The study was conducted using a  $2 \times 3 \times 3$  online experiment to examine the influence of review valence (positive vs mixed vs negative), two sources (retailer vs third-party site) in two different consumption contexts (public vs private). The results highlight the role of review valence as well as consumption context on a shopper's decision.

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## Conference/ Seminar/ Workshop Participation

- **By Faculty**

Prof. Damini Saini participated in 5th International Conference (INCONSYM 2020) held on February 21-22, 2020 at Symbiosis Centre for Management Studies, Noida and presented the paper titled "What drives research in higher education? Indian Context".



**Prof. Damini Saini**  
Assistant Professor

## Awards & Recognitions

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**Prof. Sumeet Gupta**

*Professor*

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Prof. Sumeet Gupta has been awarded 'Best Paper Award' for the paper titled "Examining Information Systems Infusion the Routinization" co-authored by Hee-Woong Kim and So-Hyun Lee in the 19th Annual Workshop on HCI Research in MIS, International Conference on Information System, Munich Germany (December 15, 2019).

## Corporate Guest Lecture Series

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- Mr. Manoj Jindal, Vice President-Commercial, Himachal Futuristic Communications Limited Group interacted with IIM Raipur students on 10th January 2020 and shared valuable insights about the Finance domain and acquainted the students with the current financial trends and concepts. The engaging session focused on the different financial statements and how to analyze them within a given industry. He also enlightened the students about the strategy domain and how it is essential for an organization to have a competitive advantage over others. He spoke about the funding of the new ventures and how the companies are valued in current scenarios.



- Mr. Gaurav Verma, AGM-HR, Care Ratings Limited interacted with the IIM Raipur students on 18th January 2020. In the session, he shared his insights on the evolution of the credit rating industry in India and emphasized on CARE Ratings Ltd. as an organization, its vision, values and various services offered. In the interactive session, he explained the role of credit rating industries in enabling investors and debtors with important information regarding the creditworthiness of an individual, corporation, agency or even a government. He walked through the multilayered credit rating process involving deliberations with top officials and thorough analysis of the entity's historical & expected performance while ensuring a paramount emphasis on quality through various checks and validations. The key insights and career guidance provided by him will immensely help our students as they are making a transition towards the corporate world.

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## Executive Education & Consultancy (EE&C)

### ● Faculty Development Program

#### Professional Development Training Programme (PDT) for faculty members of CSVTU



Indian Institute of Management Raipur organized a five-days Faculty Development Program for faculty members of Chhattisgarh Swami Vivekanand Technical University (CSVTU) Bhilai affiliated Institutions during January 27-31, 2020. This was the fourth phase of the Professional Development Training (PDT) program for faculty members of CSVTU Bhilai affiliated Institutions. IIM Raipur will continue to provide training to nearly 50 faculty members in multiple FDP programs. The PDT program was attended by numerous participants comprising of Professors, Associate Professors, Assistant Professors from CSVTU. The program was centered on achieving academic

excellence through Building Institution and Culture, Effective Use of Information and Communication Technology, Skills for Academic Leadership and Collaboration, Adapting to Fast Changing Needs, Participant Centered Learning, Assessing Self, Strength and Weakness, Improving Teaching and Learning Process, Publishing in Top Class Journals, Carrying Research and Consultancy, Understanding Institutional Needs & Communication, Preparing for Accreditation and Washington Accord, Analytical Tools, Paper Writing and Managing People and Other Resources.

#### Professional Development Training Programme (PDT) under TEQIP-III

Indian Institute of Management Raipur organized five days of Professional Development Training Programme for faculty members under Technical Education Improvement Program (TEQIP) - III its campus during Jan 28 - Feb 01, 2020. This was the 14th Professional Development Training program under TEQIP-III and it is conducted under the aegis of Ministry of Human Resources and Development (MHRD), Government of India, which initiated the third phase of TEQIP for faculty members of higher educational institutes. The program was attended by participants comprising of Professors, Associate Professors, and Assistant Professors from engineering colleges across the states of Chhattisgarh, Tamil Nadu, Jharkhand, Punjab, Haryana, Uttar Pradesh and Himanchal Pradesh.



Prof. Sanjeev Prashar and Prof. Parikshit Charan were the program directors. The program was centered on various themes, namely Vision, Mission and Goal in Academia, Teaching and Learning Strategies, Improving Governance System in Academia, Interpersonal Relationships, Workplace Management, Use of ICT, Laboratory Management, Industry Interaction, Knowledge System, Accreditation Process, Implementation of GIAN, Financial Aspects of Academic Administration, Building Teams for Effective Collaboration, Student-Teacher Interaction, Sponsorship for R&D Activities & Consultancy Management, Project Management, Procurement Management, and Relationship Management. More such programs will be organized by IIM Raipur for faculty members, heads of institutions and administrative officials of higher educational institutes in India.



## ● Management Development Program (MDP)

### In-company Programme: Advanced Management Programme

Indian Institute of Management Raipur conducted three days Advanced Management Program at IIM Raipur Campus from 09th – 11th January 2020 for the Senior Executives of Indian Oil Corporation Ltd. (IOCL). The program was designed with the objective of sharing the understanding of issues related to Managing Disruption and Strategic Change with an aim of developing feasible and workable action plans to address the same. Development of senior managers and executives is a very important aspect of creating depth in the leadership pool of any organization. Participants honed their knowledge about the latest state of knowledge on the subject and also received training for future strategy, new methods, structures and processes.

Prof. Satyasiba Das (Business Policy & Strategy Area) and Prof. Samar Singh (Business Policy & Strategy Area) were the Program Directors for this training program. There were 24 participants from different functional areas -- operations, maintenance, finance & accounting, HR, and



IT from IOCL establishments located across India. The work experience of the participants ranged from 08 to 15 years.

## ● E-Learning / Online Courses

### First Online Executive Certificate Program in General Management

Indian Institute of Management Raipur commenced its first online Executive Certificate Program in General Management in collaboration with Talentedge with its three day on-campus module during January 23-25, 2020. The program received a huge response with close to 100 registrations.



Out of which 85 participants comprising of executives, managers, managing directors, AGMs, and AVPs have come to IIM Raipur's campus for the three day on-campus component. The program participants have a diverse and rich industrial experience ranging from three years to thirty years in various sectors such as Automobile, Banking,

Construction, E-Commerce, FMCG, Hospitality, Healthcare, IT & ITES, Manufacturing, Telecom, Education & Training and many others. The on-campus components cover many important management themes such as Introduction to Management, Decision Making, Introduction to Managerial Economics, Introduction to Financial Management, Simulation and Spreadsheet Modelling. Remaining of the program will be conducted through online mode in collaboration with Talentedge. Prof. Rashmi Shukla (Economics area) and Prof. Ankita Chhabra (Strategy area) were the program directors for the year long online Executive Certificate Program in General Management. The program received the constant guidance and support from Prof. Bharat Bhasker, Director IIM Raipur and Prof. Sanjeev Prashar, Dean Academics and Chairman Executive Education (EE&C). More such programs will be organized by IIM Raipur for working executives through the e-learning mode.

### Current Programme under E-Learning

S.No.	Course Title	Commenced On	Programme Faculty (Dr./Prof.)
1	Executive Business Management in Digital Economy	November 3, 2019	Rashmi Shukla & Sourya Joyee Dey
2	Executive Operations Management with Six-Sigma Green Belt	November 3, 2019	Mohit Goswami & Gopal Kumar
3	Executive Cyber Security & Risk Management	November 9, 2019	Sourya Joyee Dey
4	Digital Marketing & Social Media Strategy	December 15, 2019	Bharat Bhasker, Sanjeev Prashar, Sumeet Gupta
5	Corporate Finance & Risk Management (2nd Batch)	January 12, 2020	Vinay Goyal & Yogesh Chauhan
6	General Management	January 19, 2020	Rashmi Shukla & Ankita Chhabra
7	Data Science and Machine Learning using R and Python	February 09, 2020	Sumeet Gupta & Gopal Kumar

## Alumni Meet 7.0

Alumni Committee of IIM Raipur organised the annual Alumni Meet on 22nd February 2020 in Indian Institute of Management Raipur at 1.00 PM. This year's reunion also marked 10 years of excellence and growth of IIM Raipur. The event was graced by Prof. Satyasiba Das, Chairperson Alumni Committee and faculty members of IIM Raipur. Prof. Bharat Bhasker, Director IIM Raipur and Prof. Sanjeev Prashar, Dean Academics IIM Raipur sent their well wishes via video message.

Prof. Satyasiba Das addressed the gathering and inaugurated the event. He introduced the Alumni Association of IIM Raipur which will be launched officially this year. The annual alumni magazine "Aluminati 2019" which contained year-round activities of college clubs and achievements of alumni was also launched during the meet. Later in the day, faculty members and alumni had a fruitful discussion on how to take IIM Raipur forward towards a bright future. Everyone gathered for a photograph session followed by High Tea. The event then had a Cultural Performance, followed by Student-Alumni Interaction session, in which Alumni shared their experiences and clarified various queries by students. Alumni took a walk all around the campus and enjoyed luxurious sports facility of IIM Raipur. This was followed by dinner with all the faculty members. To end the event, a bon fire was organized and alumni launched sky lanterns.

## Swachhata Pakhwada



On occasion of the culture ministry's 'Swachhta hi Seva' campaign organized nationwide, IIM Raipur observed 'Swachhta Pakhwada', from 16th January 2020 to 31st January 2020. With a focus of spreading awareness about the need and importance of cleanliness, IIM Raipur undertook various initiatives during this period. Commencing the directive, on 16th January, faculty, staff and the student fraternity of IIM Raipur observed the Swachhta pledge. Students of IIM Raipur performed 'Nukkad Natak' in the campus on 19th January to reiterate the idea of swachhta within us. This initiative was taken with the aim to motivate students to become active agents of a sustainable and healthy environment. The students got actively involved in it and showed great enthusiasm and creativity to convey their message to the audience.

## 'Pariksha Pe Charcha' Live Telecast

The Union Government has undertaken the 'Pariksha pe Charcha' initiative to guide the students on how to prepare for the exams and how not to take stress and perform well in the exams. The campaign featured our Honorable Prime Minister Narendra Modi addressing and answering some of the queries that have been submitted by the students at the Talkatora Stadium, New Delhi. As per the MHRD directions, IIM Raipur participated in the campaign within the IIM Raipur campus by streaming the Live Telecast of the program in the classrooms, in the presence of both the faculty and students on 20th January 2020 as a part of Pariksha pe Charcha initiative.

## Students' Achievements



Mr. Parixit Mungalpara of PGP batch 18-20 has won the prestigious OPJEMS scholarship for the year 2019 from IIM Raipur and was felicitated by Mr. Prakash Patel, AGM at Jindal Steel and Power Limited, Raipur in the presence of our esteemed Director Prof. Bharat Bhasker on 25th February 2020.



# IIM Raipur in Media



**फिनिश प्रोडक्ट के क्षेत्र में भरपूर संभावनाएं**

आजकल के समय में फिनिश प्रोडक्ट का क्षेत्र बहुत तेजी से बढ़ रहा है। इस क्षेत्र में बहुत सारे नए ब्रांड्स आ रहे हैं। इससे इस क्षेत्र में बहुत सारे नए अवसर पैदा हो रहे हैं। इससे इस क्षेत्र में बहुत सारे नए अवसर पैदा हो रहे हैं। इससे इस क्षेत्र में बहुत सारे नए अवसर पैदा हो रहे हैं।

**IIM Raipur students visit dairy plant**

A group of IIM Raipur students and faculty members are seen visiting a dairy plant. They are standing in front of the building, which has a sign that says 'Dairy Plant'.

**IIM Raipur's first online executive certificate prog commences**

*On General Management, with its on-campus module*

The program will be conducted through online mode with the help of the on-campus module.

**IIM Raipur celebrates 71st R-Day**

The college celebrated its 71st R-Day with a grand ceremony. The event was held in the auditorium of the college. The principal of the college, Dr. [Name], presided over the ceremony. He addressed the gathering and expressed his pride in the college's achievements over the years.

**आईआईएम में ली गई स्वच्छता की शपथ**

Students of IIM Raipur have taken a pledge for cleanliness. The event was held in the college's auditorium. The principal, Dr. [Name], led the students in taking the pledge. He emphasized the importance of maintaining a clean and hygienic environment.

**कर में छूट से सुधरेगी अर्थव्यवस्था**

The government's decision to provide tax relief will help improve the economy. This move is expected to boost the confidence of investors and consumers. It will also help in the growth of various sectors of the economy.

**IIM Raipur students visit dairy plant**

Another group of IIM Raipur students is seen visiting a dairy plant. They are standing in front of the building, which has a sign that says 'Dairy Plant'.

**उच्च शिक्षा के लिए युवाओं मिलेगा प्रोत्साहन**

Students will receive incentives for higher education. The government has announced a scheme to provide financial support to students pursuing higher education. This will help them in their studies and reduce the financial burden on their families.

**IIM Raipur emerges as winner at Raipur regional finals**

IIM Raipur has emerged as the winner of the Raipur regional finals. The college's team performed exceptionally well in the competition. They defeated all their opponents and secured the top position. This is a great achievement for the college and its students.

**Budget is balanced despite multi-pronged challenges, feel IIM faculties, students**

The budget is balanced despite multi-pronged challenges, feel IIM faculties, students. The budget is a reflection of the government's commitment to maintaining fiscal discipline. It is a balanced budget that takes into account the needs of the economy and the welfare of the people.





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