COMMUNIQUÉ

Indian Institute of Management Raipur's Newsletter

Inauguration of PGPMWE 2020-22 batch

Indian Institute of Management Raipur on 6th June 2020 inaugurated its Post Graduate Program in Management for Working Executives (PGPMWE) for the batch 2020-22. Owing to the ongoing COVID-19 pandemic, the program inauguration was done on a virtual (online) mode. Shri Akhilesh Rai, Ministry of Labour and Employment, Government of India was Chief guest of the event. In PGPMWE 2020-22 batch, candidates are from reputed and diverse organizations such as Canara Bank, NTPC, Pfizer, ACC, Reliance Industries, World Health Organization, Coal India Limited, TCS, Airtel, Hindalco, Price Water House Coopers, Hyundai Construction Machinery Co. among others.

Prof. Mohit Goswami, Chairman of the program welcomed the students and introduced the faculty members. He emphasized upon the academic expectations from students. Prof. Sanjeev Prashar, Dean (Academics) in his address to students focused upon the newer challenges that society face particularly in a post-COVID world. Director IIM Raipur, Prof. Bharat Bhasker in his welcome address to students, provided his insights about how world, society, and industry has evolved in the last decades. He further stressed about the ways in which working managers can be indeed ready for the future which is fast evolving and highly uncertain. In context of geo-political tensions, COVID-19 situation, technology revolution, Prof. Bhasker shared his in-dep th understanding about ways in which industry, society, and most importantly nation, will evolve. Chief guest of the function, Shri Akhilesh Rai emphasized about the role students can play in shaping up the society. In particular, he focused upon different shades of leadership. He encouraged students to have a lifelong learning attitude and make contributions to society. The program concluded with program Chairman deliver the vote of thanks.

The classes started immediately after the inaugural function on online platform. Once the COVID-19 situation eases, IIM Raipur would have on-campus classes in the program.

In Inner Pages

Faculty Publications

Prof. Bharat Bhasker
Professor

Kiran, R., Kumar, P., & Bhasker, B. (2020). OSLCFit (Organic Simultaneous LSTM and CNN Fit): A Novel Deep Learning Based Solution for Sentiment Polarity Classification of Reviews. *Expert Systems with Applications, 157*.

Abstract: Review sentiment influences purchase decisions and indicates user satisfaction. Inferring the sentiment from reviews is an essential task in Natural Language Processing and has managerial implications for improving customer satisfaction and item quality. Traditional approaches to polarity classification use bag-of-words techniques and lexicons combined with machine learning. These approaches suffer from an inability to capture semantics and context. We propose a Deep Learning solution called OSLCFit (Organic Simultaneous LSTM and CNN Fit). In our architecture, we include all the components of a CNN until but not including the final fully connected layer and do the same in case of a bi-directional LSTM. The final fully connected layer in our architecture consists of fixed length features from the CNN, and features for both variable length and temporal dependencies from the bi-directional LSTM. The solution fine-tunes Language Model embeddings for the specific task of polarity classification using transfer learning, enabling the capture of semantics and context. The key contribution of this paper is the combination of features from both a CNN and a bi-directional LSTM into a single architecture with a single optimizer. This combination forms an organic combination and uses embeddings fine-tuned to the reviews for the specific purpose of sentiment polarity classification. The solution is benchmarked on six different datasets such as SMS Spam, YouTube Spam, Large Movie Review Corpus, Stanford Sentiment Treebank, Amazon Cellphone & Accessories and Yelp, where it beats existing benchmarks and scales to large datasets. The source code is available for the purposes of reproducible research on GitHub.

Dhaggara, D., Goswami, M., & Kumar, G. (2020). Impact of Trust and Privacy Concerns on Technology Acceptance in Healthcare: An Indian Perspective. *International Journal of Medical Informatics, 141*.

Abstract: This paper augments the technology acceptance model (TAM) by empirically investigating the influence of behavioral traits (privacy concerns and trust) and cognitive beliefs (perceived usefulness and perceived ease of use) on patients' behavioral intention to accept technology in healthcare service delivery. Despite increased emphasis on healthcare service delivery, there has been limited studies as to how various behavioral constructs are related to adoption of new technology in healthcare sector. To this end, and to develop meaningful insights, a conceptual model integrating behavioral constructs with constructs related to technology acceptance model is devised. The aim here is essentially to understand relationships that predict patients' acceptance of technology in healthcare services. The devised model is tested on responses obtained from survey of 416 patients availing healthcare service at various primary health centers in New Delhi, India. Structural equation modeling (SEM) is employed to conceptualize the model and validate nine hypotheses entailing key constructs. The results indicate that perceived usefulness, perceived ease of use, trust and privacy concern are direct predictors of patients' behavior to accept technology in availing healthcare services. In summary, this research provides an empirical contribution to the literature on effect of trust and privacy concerns on acceptance of technology in healthcare.

Prof. Mohit Goswami
Assistant Professor

Prof. Satyasiba Das
Associate Professor

Kumar, S., & Das, S. (2020). Integrated framework of strategic orientation, value offerings and new venture performance. *Decision. 47*(1), 3-17.

Abstract: The paper provides an integrated framework to study new venture performance by integrating types of strategic orientation, competition and choice of value offerings of the new venture. The relationship between new venture performance, strategic orientation, value offerings and moderating role of competition is analyzed through structural equation modeling (SEM). The sample of 300 entrepreneurs/- founders of new ventures provides the necessary information to the model. The study found entrepreneurial orientation is more likely associated with the choice of new value offerings and has a higher impact on new venture performance in the presence of competition. The results indicate the strongest effect of new value offerings compared to incremental value offering on venture performance is useful for policy making at multiple levels of individual, regional and national start-ups policies.

Pandey, A. K., & Das, S. (2020). Exploring Adoption of E-Vehicles in India: An Institutional Perspective. *Academy of Strategic Management Journal, 19*(1), 1-10.

Abstract: eVehicle technology has been available in India for a decade, yet there has been less than appreciable production and adoption in the market. The possible reason for this is institutional void, which should not occur as there are several institutions to support it. We explore this phenomenon through qualitative study and find that despite the presence of institutions, failure of institutions occurs and are at times hidden due to external circumstances. This research maps the players and factors in the industry to illustrate this failure and define a model to better understand the business strategies adopted by firms in the presence of Institutional Voids. The future scope is suggested.

Conference Proceedings

Shree, T., & Gupta, S. (2020, June 22-24). *What Makes Online Groups and Pages Sustainable: An Examination Using Samaritan's Dilemma*, PACIS 2020 Proceedings, Dubai. 33. https://aisel.aisnet.org/pacis2020/33

Abstract: Members and admins derive utility from online groups and pages in different ways. Since their utilities differ, any group related strategy to maximize their respective utility also varies. This tradeoff is more prominent in long run because groups must maximize utility to members and not only suffice admin's utility of group sustenance. This paper is an attempt in prescriptive diagnosis directed towards social media pages and group admins motivated to sustain their pages and groups through increased contribution of posts. We explore two dilemmas occurring due to tradeoffs between utilities of members and admin and also long-term and short-term utility goals in an online group. While addressing these tradeoffs, we simulate user's utility maximization behavior using generalized and non-contextual utility functions applicable across all online groups and pages. We mathematically confirm the applicability of Samaritan's dilemma in this context and draw strategic implications about the measures to resolve these dilemmas.

Prof. Sumeet Gupta
Professor

#19 on MHRD NIRF Ranking

Indian Institute of Management Raipur under the guidance of our Director, Prof. Bharat Bhasker has been ranked 19th in the coveted NIRF ranking for management institutes in India and 9th among the IIMs. We are extremely proud to share this milestone!

#2 in Times B-School Survey Ranking

Indian Institute of Management Raipur is proud to announce that it has been ranked 2nd in the Times B-School Survey Ranking for the Top 100 Management Institutes of the country. Yet another milestone in the institute's journey towards providing the best platform for the nurturing of business leaders of the world.

Other Assignments & Talks Delivered

• Prof. Bharat Bhasker was a keynote speaker in a webinar hosted by ASMA on June 25, 2020 as a part of online summit on Careers in Management Post Covid-19 Pandemic.

• Prof. Bharat Bhasker was special guest on a 30 Minutes "Samvaad" On Impact of Covid-19 on Higher Education with Editor of Jantantra TV on June 12, 2020.

• Prof. Bharat Bhasker participated in a panel discussion on Economic Relief Package announced by Government of India on Jantantra TV on May 18, 2020.

• Prof. Bharat Bhasker participated as a panelist in an online discussion on Impact of Lockdown on Higher Education organized by Patrika News Group on May 1, 2020.

Leadership Talk

INNOVATIONS & CHALLENGES IN THE CHANGING LANDSCAPE FOR SMALL BUSINESS LENDING

WEBINAR BY

MR. VASANT SRIDHAR
CO - FOUNDER &
CHIEF BUSINESS OFFICER
OFBUSINESS

JUNE 26TH 2020 | 04:00 PM

LEADERSHIP IN THE COVID WORLD : A PHARMA PERSPECTIVE

WEBINAR BY

MR. ATISH MAJUMDAR
PRESIDENT
MANKIND PHARMA LTD

The Indian Institute of Management Raipur hosted Mr. Vasant Sridhar, Co-Founder and the Chief Business Officer at OfBusiness as a guest speaker on June 26, 2020 for leadership talk webinar series. The topic of the webinar talk was 'Innovations & Challenges in the Changing Landscape for Small Business Lending'.

Mr. Atish Majumdar, President, Mankind Pharma Ltd. delivered a guest lecture in a leadership talk webinar series on June 26, 2020 to the students of IIM Raipur. The topic of a talk was 'Leadership in the COVID World: a Pharma Perspective'

WEBINAR ON

ADAPTING MARKETING TO THE NEW ECONOMY

JUNE 20th 2020 · 03.00pm

MR. PRABHAKAR TIWARI
Chief Marketing Officer
Angel Broking

WEBINAR ON

BRANDING A LEADER

JUNE 19th 2020 · 10.00am

MR. SUNDER MADAKSHIRA
Head Marketing
Adobe India

Mr. Prabhakar Tiwari, President, Chief Marketing Officer, Angel Broking delivered a webinar talk on June 20, 2020 on topic 'Adapting Marketing to the New Economy' on June 20, 2020.

Indian Institute of Management Raipur invited Mr. Sunder Madakshira, Head of Marketing of Adobe as a guest speaker for its leadership talk series through a webinar on June 19, 2020. The topic was 'Branding a Leader'.
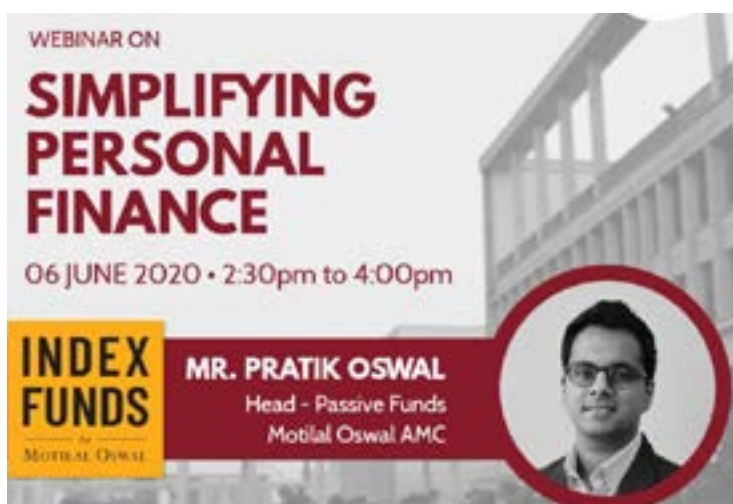
Mr. Pratik Oswal, Head, Motilal Oswal Asset Management Company's Passive Funds business, along with their Fintech business, namely Glide Invest. interacted with IIM Raipur students as a guest speaker in a leadership talk series webinar on June 06, 2020. The topic of the webinar was 'Simplifying Personal Finance'.

WEBINAR ON

SIMPLIFYING PERSONAL FINANCE

06 JUNE 2020 · 2:30pm to 4:00pm

INDEX FUNDS
MOTILAL OSWAL

MR. PRATIK OSWAL
Head - Passive Funds
Motilal Oswal AMC

Executive Education & Consultancy (EE&C)

● E-Learning / Online Courses

Current Programme under E-Learning

S.No.	Course Title	Commenced On	Programme Faculty (Dr./Prof.)
1	Advance Corporate Finance & Risk Management (2nd Batch)	January 12, 2020	Vinay Goyal & Yogesh Chauhan
2	Executive Certificate Program in General Management	January 19, 2020	Rashmi Shukla & Ankita Chhabra
3	Data Science and Machine Learning using R and Python	February 09, 2020	Sumeet Gupta & Gopal Kumar

● Faculty Development Programme (FDP)/ Management Development Programme (MDP)

S.No.	Course Title	Commenced On	Concluded On	Programme Faculty (Dr./Prof.)
1	Digital Pedagogy and Capacity Building, FDP – I for RGPV	June 10, 2020	June 12, 2020	Anubha Dadhich, Bharat Bhasker, Mohit Goswami, Sanjeev Prashar, Satyasiba Das, Sumeet Gupta
2	E- Pedagogy and Capacity Building, FDP – II for RGPV	June 17, 2020	June 19, 2020	Anubha Dadhich, Bharat Bhasker, Mohit Goswami, Sanjeev Prashar, Satyasiba Das, Sumeet Gupta
3	Capacity Building Programme for Directors / Principals of RGPV	June 23, 2020	June 23, 2020	Bharat Bhasker, Sanjeev Prashar, Sumeet Gupta
4	Capacity Building Programme for Supporting Staff of RGPV affiliated institutes	June 24, 2020	June 26, 2020	Anubha Dadhich, Archana Parashar, Bharat Bhasker, PRS Sarma, Sanjeev Prashar, Satyasiba Das, Sumeet Gupta, Vinay Goyal

International Yoga Day Celebration

The 6th International Yoga Day was celebrated at IIM Raipur on 21st June 2020. As per the notification received from Ministry of Ayush, Govt of India faculty, staff and students joined from their respective homes for doing a 45- minute long Common Yoga Protocol (CYP) drill at 7.00 AM.

The theme of International Day of Yoga this year was "Yoga at Home and Yoga with family". It is the necessity of current world good health and good lifestyle practices in this dynamic and ever demanding world. Director IIM Raipur has appreciated the initiative taken by Prime Minister Narendra Modi and Minisry of Ayush in this COVID 19 pandemic situation. He also participated from his home in this International Yoga day from his homes.

The knowledge session was followed by the common yoga protocol which started with details about origin and history of Yoga. Various YogasansKapaalabhati, Pranayama and Dhyana loosening exercises and asanas were performed by the IIM Raipur faculty and staff at their home under the guidance of live session on door darshan which are beneficial to overcome stress, stiffness, anxiety and improve concentration.

The program concluded with the Sankalpa, which is promised to be committed to oneself and attain the highest form of self-development In the essence the whole session was rejuvenating and refreshing for everyone from their daily activities.
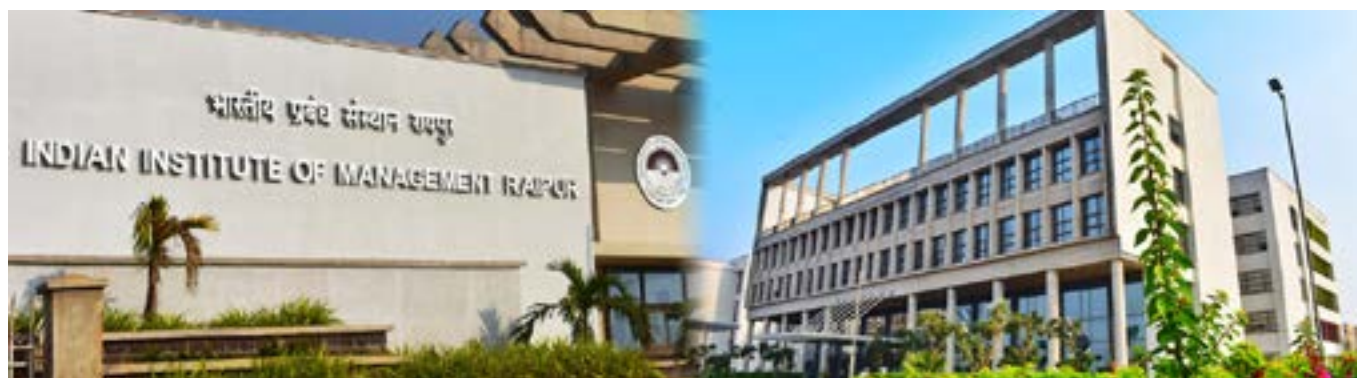
14th Annual ISDSI Conference
(27-30 December 2020)

Organized by
The Centre for Digital Economy
Indian Institute of Management Raipur

Key Organizers:

Prof. Bharat Bhasker, Director, IIM Raipur

Prof. Satyasiba Das, Chairman, International Relations & Placements

Prof. Sumeet Gupta, Chairman, Computer Center & IT Services & Head, Centre for Digital Economy

Conference Highlights:

- Doctoral Colloquium
- Paper Development Workshop
- Professional Development Workshops
- Advanced Management Program: Building Digital Ecosystems
- Curriculum Design Studio
- Advanced Methodology Master Classes
- International Networking
- Director's Panel & Awards

Detailed information & Submission Centre: https://dsiindia.org

Key Deadlines:

- Abstract Submission: 30 July 2020
- Proposal Submission for DC: 30 August 2020
- Expression of Interest in PDWs: 30 September 2020
- Full Paper Submission (PDW-DC): 15 October 2020
- Conference Registration: 15 September 2020

Indian Institute of Management Raipur
to soon commence admission process for
eMBA (Executive Masters in Business Administration)
Tentatively starting in December 2020/January 2021

Program Features
- ✓ 2 years program having primarily online mode of delivery
- ✓ 2 campus visits of 5 days each towards the start and end of program
- ✓ Contemporary course design with focus on modern day industrial and economic challenges
- ✓ General Management as well as Specialization orientation

Eligibility
- Minimum of two years of managerial/entrepreneurial/professional experience as on January 2021.
- Bachelor's degree with minimum 50% at degree level.

Admissions
- Based on IIM Raipur's executive entrance
- Check IIM Raipur's website regularly for admission notification

IIM Raipur in Media

IIM, Raipur's PGPMWE programme for batch of 2020-22 commences

■ Staff Reporter
RAIPUR, June 7

INDIAN Institute of Management (IIM) Raipur inaugurated its Post Graduate Programme in Management for Working Executives (PGPMWE) for the Batch of 2020-22 on June 6. Owing to the ongoing COVID-19 pandemic, the programme inauguration was done on a virtual (online) mode. Akhilesh Rai, Assistant Labour Commissioner, Chhattisgarh, Ministry of Labour and Employment, Government of India was the chief guest of the event. The PGPMWE 2020-22 have a 25 student strong cohort having candidates from reputed and diverse organizations such as Canara Bank Limited, TCS, Airtel, Hindalco, Price Water House Coopers, Hyundai Construction Machinery Co. among others.

Professor Mohit Goswami, Chairman of the Programme welcomed the students and introduced the faculty members. He emphasized upon the academic expectations from students. Professor Sanjeev Parashar, Dean (Academics) in his address focused upon the role of society in the post-COVID. IIM Raipur Bhaskar Chaudhary above the industry inde...

Rai emphasized about the role students can play in shaping up the society. In particular, he focused upon different shades of leadership. He encouraged students to have a lifelong learning attitude and make contributions to society.

The classes started immediately after the inaugural function on online platform. Once the COVID-19 situation eases, IIM Raipur would have on-campus classes in the program.

The PGPMWE program is basic blend of various management theoretical and practical...

आईआईएम में जुलाई से सेकेंड ईयर छात्रों की ऑनलाइन क्लासेस

मैनेजर वर्किंग प्रोग्राम की दलाख...

IIM, Raipur holds online FDP for RGPV faculty

■ Staff Reporter
June 15

...titute of ...ent (IIM) Raipur ...lly organised an ...aculty ...pment Programme of ...days for Faculty ...bers of Rajiv ...dhi Proudyogiki ...wavidyalaya (RGPV) ...opal from June 10 to 12, ...20. The major themes that ...e explored during the ...amme were - New ...ctives in Online ...g, Effective Use of ...ion and ...ation ...Skills for ...dership and ...Digital ...sing ...Weakness, ...g and ...d

...by ...g ...with the Sankalpa, which ...promised to be commit ...ed to oneself and aim...ed to the highest form of excel ...pment session was concluded by ...whole session and refreshing their brain ...morning from their daily ...everyone ...una-...mopal, is ...nise three ...ch programmes lat-...this month for Directors / Principals, Faculty Members and Supporting Staff of RGPV affiliated technical institution.

अइआइएम में दिसंबर से शुरू होगा ई-एमबीए कोर्स

रायपुर (नईदुनिया प्रतिनिधि)...

टाइम्स बी स्कूल सर्वे में आईआईएम देश में रायपुर दूसरे नंबर पर

तीन आधार पर छोड़ा है सर्वे

IIM, Raipur in NIRF list

■ Staff Reporter
RAIPUR, June 11

NATIONAL Institute of Technology, Raipur has jumped 7 places to overall 67th rank in Engineering Category in National Institute Ranking Framework (NIRF), released by Ministry of Human Resource Development (MHRD) on Wednesday.

NIT, Raipur is the only institute from Chhattisgarh in the engineering category to feature amongst top-100 engineering institutes of India.

The ranking of the institution has consistently improved under the adroit guidance of Dr A M Rawani, from 81st in 2018 to 67th in 2019, and significant academic reforms, increased industry outreach, sound research practices have...

contributed to improvem... the National Institute... Framework the Institute... Similarly, Department of... Shukla Univer... 59th Rank... category... Man... sec... in the... of Natio... Framework.

However, no... universities, med... colleges, architecture... dental colleges from... been able to secure a place... list of top institutes... tive categories... Similarly, none of the institutes from Chhattisgarh has found a place in the top-100 in overall category.

IIM Raipur celebrates International Day of Yoga 2020

Raipur, Jun 21: The 6th International Yoga Day was celebrated at IIM Raipur on 21st June 2020. As per the notification received from the Ministry of Ayush, Govt of India, faculty, staff, and students joined from their respective homes for doing it as Common Yoga Protocol (CYP) drill at 7.00 AM.

The theme of the International Day of Yoga on "Yoga at Home and Yoga with family" is the necessity of the current world...

Concept and Compilation:
Dr. C. K. Swain
Librarian
IIM Raipur

Graphics & Design:
Ms. Shalini Shrivastava
Sr. Library Information Asst.
IIM Raipur

India Institute of Management Raipur,
Atal Nagar, P. O. - Kurru (Abhanpur)
Raipur (C.G.) - 493661

Phone: (+91) 771-2474 639
Fax: (+91) 771-2474 639

www.iimraipur.ac.in
Email: publication_cell@iimraipur.ac.in