



COMMUNIQUE

Indian Institute of Management Raipur's Newsletter

IIM Raipur is ranked 2nd in Times Annual B-School Ranking Survey 2021 among the top Indian B-School. A moment of great pride for us!!

Summer Internship Placements Highlights for PGP 2020-22

Indian Institute of Management Raipur takes immense pride in announcing the completion of the Summer Internship Placement for the PGP 2020-22 class. The participating batch of 262 students witnessed over 120+ recruiters and around 50+ new recruiters taking part in the campus recruitment process. The students were offered various coveted roles in Banking, Financial Services & Insurance Sector, Strategy & Consulting Sector, Manufacturing Sector, IT/ITES Sector, and the FMCG Sector.

The Institute, in its remarkable eleventh year of

operation, witnessed the return of prominent regular recruiters like Droege Group, Finolex Industries, Google, Jio Creative Labs, Mphasis, Udaan. Key recruiters were ICICI Bank, SIDBI, Bombay Stock Exchange, Kotak Mahindra Bank, Anand Rathi Group, Deloitte USI, Cognizant, Neeyamo, JioSaavn, Primus Partners, Finolex Industries, TATA Steel, Ashok Leyland, Ultratech, Nivia, BPCL, Microsoft, Omnicomm India, EpikInDiFi, Gamasec, Sodexo, Desynova, Asian Paints, United Breweries, Future Group, Raskik and many more.

The novelty of the virtu-

al ecosystem, integrated with the online summer placements, has been a landmark achievement. The strong faith exhibited by the recruiters on the students of IIM Raipur during the Summer Placement Process reinforces the growth of IIM Raipur's reputation and felicitates the hard work put in by all stakeholders including Chhattisgarh Government, Director, Members of Faculty, Administration, Alumni, Students, and Placement Committee. IIM Raipur is thankful for all the recruiters, corporate partners, guests and visitors to the campus for their kind co-operation and trust on us.



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Faculty Publications

Parashar, A., & Kumar, M. (2020). The Marginalized and Stigmatized Identity of Dalits in India With Special Reference to Maharashtra and Tamil Dalit Autobiographies. *International Journal of Development and Conflict*, 10(2), 265–283.

Abstract: Dalit Literature is mainly the result of socio-cultural changes that took place in Maharashtra in India after independence. Silenced for centuries by caste prejudice and social oppression, Maharashtra's Dalits registered their protest in the form of short stories, poetry, novels, and autobiographies. The volatile surroundings made the autobiographical narratives depict through realistic and effective writing, the inhumanity, lawlessness, and cruelty. The autobiographies were written from the author's direct experiences in life, and they celebrate the fighting spirit in their characters who work against all the odds in life and struggle for marginalized existence in the caste-based society in India. Voicing of issues such as subjugation, oppression, violence, and the transformation of the stigmatized identity is the primary concern of these writers.



Prof. Archana Parashar
Associate Professor

Daultani, Y., Goswami, M., Kumar, A., & Pratap, S. (2021). Perceived outcomes of e-learning: identifying key attributes affecting user satisfaction in higher education institutes. *Measuring Business Excellence*. DOI: 10.1108/MBE-07-2020-0110



Prof. Mohit Goswami
Assistant Professor

Abstract: The purpose of this paper was to examine the perceived outcomes of e-learning by identifying key attributes affecting user (learner) satisfaction in higher education institutes. – A conceptual model considering user satisfaction as a key construct was developed through critical literature review and expert opinion. The model is empirically validated using confirmatory factor analysis and structural equation model in the context of higher education institutions. A sample of 802 users comprising of engineering and management students has been used for the analysis. Course attributes, system attributes, interactive attributes and instructor attributes were found to have an influence significantly on user satisfaction. Instructor attributes were the topmost significant contributor followed by the course attributes. Delivery of educational programs through e-learning platforms has increasingly gained traction throughout the world owing to its locational, time and convenience-related facets. Further, the ongoing global pandemic has catalysed acceptance of e-learning platforms thus attracting a large number of learners and teachers for facilitating the teaching-learning process. This paper is a novel attempt to identify the existing gaps in the teaching-learning process in the context of e-learning. This study is original and provides new insights into how e-learning platforms and higher education institutions can ensure higher user satisfaction and learning in current challenging times. This paper will also be of interest to policymakers.

R. K. Jana, I. Ghosh, & D. Das (2021), A differential evolution-based regression framework for forecasting Bitcoin price. *Annals of Operations Research*. DOI: 10.1007/s10479-021-04000-8.

Abstract: This research proposes a differential evolution-based regression framework for forecasting one day ahead price of Bitcoin. The maximal overlap discrete wavelet transformation first decomposes the original series into granular linear and nonlinear components. We then fit polynomial regression with interaction (PRI) and support vector regression (SVR) on linear and nonlinear components and obtain component-wise projections. The sum of these projections constitutes the final forecast. For accurate predictions, the PRI coefficients and tuning of the hyperparameters of SVR must be precisely estimated. Differential evolution (DE), a metaheuristic optimization technique, helps to achieve these goals. We compare the forecast accuracy of the proposed regression framework with six advanced predictive modeling algorithms- multilayer perceptron neural network (MLP), random forest (RF), adaptive neural fuzzy inference system (ANFIS), standalone SVR, multiple adaptive regression spline (MARS), and least absolute shrinkage and selection operator (LASSO). Finally, we perform the numerical experimentation based on - (i) the daily closing prices of Bitcoin for January 10, 2013, to February 23, 2019, and (ii) randomly generated surrogate time series through Monte Carlo analysis. The forecast accuracy of the proposed framework is higher than the other predictive modeling algorithms.



Prof. R. K. Jana
Assistant Professor



Prof. Sanjeev Prashar
Professor

Arora, N., Prashar, S., Vijay, T. S., & Parsad, C. (2021). Measuring personality congruency effects on consumer brand intentions in celebrity-endorsed brands. *Journal of Consumer Marketing*. DOI: <https://doi.org/10.1108/JCM-02-2020-3634>

Abstract: Purpose- Brand managers frequently use well-known celebrities to position their brands and capture consumers' attention to improve the brand's market share. The attachment of a celebrity with a brand creates a human image for a brand and helps in personifying its image. The consumer perceives the brand as an individual and relates his personality, as well as the personality of the celebrity with that of the brand. It becomes pertinent for marketers to understand how brand-celebrity personality congruence and brand-consumer personality congruence affect the brand reputation, uniqueness and purchase intentions. Thus, the purpose of this study is to

understand the relationship between the two personality congruence aspects – brand & celebrity personalities and brand & consumer personalities, and their impact on the reputation of the brand and its uniqueness. Further, the paper aims to examine the impact of the brand reputation and brand uniqueness on purchase intentions. **Design/methodology/approach-** The present study uses Aaker's five-factor personality scale to study the personality congruence effects on brand reputation, brand uniqueness and purchase intentions. The literature review was carried out to categorize factors related to celebrity personality, brand personality and consumer personality. The data for this study was collected through questionnaires from 1,235 respondents. In the first step, congruencies between celebrity, brand and consumer personality were determined. This was followed by a two-stage structural equation modelling for assessing the model fit and testing the hypotheses. **Findings-** From the study results, it is observed that brand-celebrity congruency influences brand reputation and brand uniqueness. However, brand-consumer congruency had an effect only on brand reputation and not on brand uniqueness. Both brand reputation and uniqueness have favourable impact on consumers purchase intentions. **Originality/value-** This study contributes to the existing literature on celebrity endorsement by extending the discussion with personality-based congruence. The research deciphered two aspects of identification, i.e. consumer-brand personality congruence and brand-celebrity congruence. The paper hypothesized the favourable association between brand personality and consumer personality congruence and brand uniqueness. However, it was observed that brand personality-consumer personality identification had an insignificant influence on brand uniqueness. This is contrary to the findings of some studies in the literature. Further investigation of this relationship in the future may add a new dimension to the identification context.

Gupta, P., Prashar, S., Parsad, C., & Vijay, T. S. (2021). Role of Shopping App Attributes in Creating Urges for Impulse Buying: An Empirical Investigation Using SEM and Neural Network Technique. *Journal of Electronic Commerce in Organizations (JECO)*, 19(1), 43 – 64. DOI: [10.4018/JECO.2021010103](https://doi.org/10.4018/JECO.2021010103)

Abstract: With high speed internet, the retailers are continually engaged in upgrading mobile apps that facilitate shoppers in shopping anywhere-anytime and arousing their sudden urges to buy impulsively. The present study endeavors to decipher the antecedents of mobile app-based impulsive buying behavior and determining their relative significance in triggering impulsive urges. Using structural equation modeling, causal analysis was undertaken to identify the role of effort expectancy, price and discounts, atmosphere and layout of app, and user experience and satisfaction in creating impulsive buying intentions. It was observed that price and discounts and user experience didn't have any influence in stirring the consumer for impulsive buying. To determine the relative significance of remaining four, artificial neural network modeling was undertaken. Effort expectancy was noted to have highest influence in creating impulsive urges, followed by atmosphere and layout of an app. User satisfaction had minimum impact. The paper concludes with practical implications for m-commerce players.

Rana, S., Raut, S. K., Prashar, S., & Hamid, A. B. A. (2021). Promoting through Consumer Nostalgia: A Conceptual Framework and Future Research Agenda. *Journal of Promotion Management*, 27(2), 211 – 249. DOI: <https://doi.org/10.1080/10496491.2020.1829773>

Abstract: This research article tracks the evolution of the concept of nostalgia as a concept in marketing and more generally. The present study specifically highlights the development of a theoretical framework that can serve to integrate existing conceptual models and to offer implications for understanding nostalgia as a phenomenon among consumers as a tool for marketing practice. The study aims to bring together existing research and to serve as a springboard for future research and applications.

Gupta, P., Prashar, S., Vijay, T. S., & Parsad, C. (2021). Examining the influence of antecedents of continuous intention to use an informational app: the role of perceived usefulness and perceived ease of use. *International Journal of Business Information Systems*, 36(2), 270-287. DOI: <https://doi.org/10.1504/IJBIS.2021.112829>

Abstract: The 4G revolution has enhanced smartphone penetration by 21.3%. Subsequently, the rapid expansion of different categories of mobile applications has changed the way consumers think, exchange information, shop, play games, and connect socially. This study, based on information mobile applications (apps), aims to predict and identify the specific antecedents that influence consumers to use an information app on a continuous basis, with the mediating effects of perceived usefulness and ease of use. Using structural equation modelling, causal analysis found relationships between perceived usefulness and interactivity and between perceived ease of use and information quality, system quality, and interactivity. Moreover, both mediating variables lead to continuous intention to use the app. The paper concludes with practical implications for m-commerce users.



Prof. Shalabh Singh
Assistant Professor

Singh, S., & Singh, S. (2021). Time–cost trade-off in a multi-choice assignment problem. *Engineering Optimization*. DOI: <https://doi.org/10.1080/0305215X.2021.1886288>

Abstract: The conventional assignment problem is unable to handle scenarios that may arise due to different working modes of machines leading to multiple cost and time entries corresponding to a job–machine pair. The present article deals with this problem and models it as a multi-choice bi-objective assignment problem, the two objectives being assignment cost and bottleneck time. Two different solution procedures are presented based on the Decision-Maker's (DM's) preference structure. First, when the DM provides his/her preference structure as goals, a solution methodology is proposed using goal programming and its different multi-choice variants. In the second case, when no preference is provided by the DM, a two-step approach is presented that iteratively solves a multi-choice cost-minimizing assignment problem to obtain all Pareto-optimal time–cost pairs and finally, based on the Technique for Order Preference by Similarity to the Ideal Solution (TOPSIS), a single efficient pair is obtained. The algorithm is successfully implemented using the CPLEX® optimization package and tested on various test problems.

Kumar, S., & Yadav, R., (2021). The impact of shopping motivation on sustainable consumption: A study in the context of green apparel. *Journal of Cleaner Production*. 102444. <https://doi.org/10.1016/j.jclepro.2021.126239>

Abstract: The study aims to investigate the impact of shopping motivation on consumers' intention to buy green apparel. The study adopted the theory of shopping motivation (utilitarian and hedonic motivation) as a framework. Further, the moderating roles of gender and family income were also examined in all the studied relationships. Data were collected through a questionnaire survey and analyzed using structural equation modeling. The findings indicate a significant impact of information availability and customized offerings on utilitarian motivation, along with a significant impact of adventure, authority, and status on hedonic motivation. Both shopping motivations, utilitarian and hedonic, influence purchase intention regarding green apparel. Gender was found to have a moderating relationship for information availability with utilitarian motivation and for authority and status with hedonic motivation. The moderating effect of income was also confirmed. The findings will help managers and practitioners promote sustainable consumption through green apparel. This may, in turn, foster the cleaner production and practices of sustainable consumption, which is beneficial for the planet and people.



Prof. Sushant Kumar
Assistant Professor

Kumar, S. et al. (2021). Impact of National Culture on E-Government Development: A Longitudinal Study. *Journal of Global Information Management*, 29(2), 1-22. DOI: 10.4018/JGIM.2021030101

Abstract: E-government has become a growth engine for government. Despite splendid progress in information and communication technologies, e-government is developing at a slow pace. This study aims to examine the cultural factors responsible for e-government development. Drawing from customer focus theory and cultural theory, the study explores the relationship between the dimensions of national culture and e-government development. The study uses panel data of e-government development and per capita GDP from 2008 to 2018 of 78 countries to examine the relationship. The result shows that cultural dimensions and per capita GDP are significant predictors of e-government development. Per capita GDP, when examined with cultural dimensions, namely power distance, individualism, uncertainty avoidance, and long-term orientation, shows interactive effects on e-government development. This study contributes to the literature of e-government, the customer focus theory, and cultural theory. The paper also presents the practical implications of findings that are relevant to the policymakers and governments.

Other Assignments & Talks Delivered

□ Prof. Bharat Bhasker, Director IIM Raipur was the Chief Guest and delivered a talk in a webinar on the topic "Teachers' Role in National Education Policy Implementation" on February 11, 2021 organised by Niti Aayog in collaboration with Bharatiya Sikshan Mandal.



Prof. Bharat Bhasker
Director, IIM Raipur

□ Prof. Bharat Bhasker delivered a talk in a webinar on February 11, 2021 organised by Reserve Bank of India.

□ Prof. Bharat Bhasker delivered a talk as a Guest Speaker in the panel discussion on the topic "International Collaborations for Building Future Ready Workforce - a Global Perspective" in a ETGovernment Education Innovation and Skill Summit 2021, a virtual conference for higher education & skill leaders organised by ETGovernment.com in association with ETHRWorld.com on February 12, 2021.

□ Prof. Bharat Bhasker delivered a talk as a Keynote Speaker in the Inaugural Session of a Conference "India's Top 30 EdTech Summit" in Education and Award Ceremony on February 19, 2021 organised by ASMA (Adoption of Social Media in Academia).

□ Prof. Kamal K. Jain, Professor of HRM & OB, IIM Raipur delivered a lecture for the senior police officers at State Police Academy Raipur on February 14, 2021.

Prof. Kamal K. Jain
Visiting Professor



□ Prof. M. Kannadhasan, Professor of Finance and Chairman (Admissions), IIM Raipur delivered a lecture on "Inferential Statistics" and "one and two-way ANOVA" in the Research Methodology and Research Publication Workshop, organised by NIT Trichy during February 18-19, 2021.



Prof. M. Kannadhasan
Professor

Guest Lecture

Mr. Raghu G. S. from Hindustan Coca-Cola Beverages Pvt. Ltd. Addressed to IIM Raipur students as a Guest Speaker on February 11, 2021 for Leadership Talk Webinar Series. The topic of the webinar was "The Manager's Guide to Leverage Disruption".



Mr. Raghu GS-Vice President
Health Safety & Wellness



Mr. Nand Kishore Chaudhary from Jaipur Rugs delivered a talk to IIM Raipur students as a Guest Speaker on February 26, 2021 for Leadership Talk Webinar Series. The topic of the webinar was "University of Hardrock of Life".

Mr. Nand Kishore Chaudhary
Chairman & Managing Director
Jaipur Rugs

Dr. Ram Vaidya, a renowned speaker on Indian Ethos, delivered a keynote address in IIM Raipur Campus on February 15, 2021 on the topic "Vedanta, Indian Ethos and Leadership". He has delivered expert lectures across the world on topics ranging from Indian Culture, Languages, Philosophy to Vishwaguru Bharat.

Forthcoming Senior Management Programme

IIM Raipur is going to commence the first batch of one year (200+ hours) Institutional Level Senior Management Programme starting from June, 2021 under the guidance of Prof. Sanjeev Prashar and Prof. Satyasiba Das, Program Directors for the first batch. The majority of program delivery would be over live online mode with 6 days of on-campus immersion towards the end of the program sometime in April/May 2022. The marketing and technology partner for the program is Time Education (TSW).

IIM Raipur
presents
The Annual Management Fest, '21

Sarmantā
ONE STEP FORWARD

5th - 7th March, 2021

13 clubs
&
24 Events

Total prizes
worth
₹ 9 lakh

in karmaanta_iimraipur | Instagram | Karmaanta IIM Raipur | Facebook | iimraipur.karmaanta | Twitter | Karmaanta_IIMRaipur

Executive Education & Consultancy (EE&C)

Current E-Learning / Online Programme

S. No.	Course Title	Commenced on	Programme Faculty (Dr./Prof.)
1.	Executive Certificate Program in General Management Program-II	October 18, 2020	Rashmi Shukla & Shalabh Singh
2.	Executive Certificate Program in Operations Management and Six-Sigma-II	October 18, 2020	Mohit Goswami & Gopal Kumar
3.	Executive Certificate Program in Human Resource Management-I	November 01, 2020	Anubha Dadhich & Damini Saini
4.	Executive Certificate Program in Applied Financial Risk Management-I	November 07, 2020	Yogesh Chauhan & Nemiraja Jadiyahappa
5.	Executive Certificate Program in Leadership and Change Management-III	November 08, 2020	Anubha Dadhich
6.	Executive Certificate Program in Project Management-I	November 29, 2020	M. Ram Kumar & Gopal Kumar
7.	Executive Certificate Program in Data Science and Machine Learning Using R and Python-III	December 20, 2020	Sumeet Gupta & Gopal Kumar
8.	Executive Certificate Program in Digital Marketing and Social Media Strategy-II	January 03, 2021	Arunima Shah

Forthcoming E-Learning / Online Programme

S.No.	Course Title	Commencing from	Programme Faculty (Dr./Prof.)
1.	Executive Certificate Program in Operations Management and Six Sigma-III	March 07, 2021	Mohit Goswami & Gopal Kumar
2.	Executive Certificate Program in Leadership and Change Management-IV	April 11, 2021	Anubha Dadhich
3.	Executive Certificate Program in Advanced Strategic Management	June 19, 2021	Samar Singh & Satyasiba Das
4.	Executive Certificate Program in Machine Learning for Managers-I	June 20, 2021	Sumeet Gupta, Mohit Goswami & Gopal Kumar

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

S. No.	Programme Name	Date	No. of Participants
1.	"Professional Development Training" for faculty of Engineering College Ajmer	February 01-05, 2021	25
2.	"18th Professional Development Training" for faculty members of TEQIP III institutions	February 08-10, 2021	22
3.	"19th Professional Development Training" for faculty members of TEQIP III institutions	February 24-26, 2021	19

IIM Raipur in Media

बुनियादी ढांचे को महत्व

शिक्षा को मजबूती, बढ़ते राजगार : डॉ. पराशर

नई राष्ट्रीय शिक्षा नीति के अनुसार 15 हजार स्कूलों के गुणवत्ता विकास पर ध्यान केंद्रित करने का प्रथम शिक्षा मंत्रालय ने एक नई सूची तैयार की है। इस सूची में विभिन्न क्षेत्रों के माध्यम से बुनियादी ढांचे को मजबूत करने का प्रयास अधिकतम की और मजबूत करेगा।

-**डॉ. संजीव पराशर, डीन, आईआईएम रायपुर**

IIM-R organizes PDT for Engineering College Ajmer

Central Chronicle News
Raipur, Feb 26: In its endeavor to make its contribution towards the promotion of excellence and quality teaching of technical institutions, Indian Institute of Management Raipur is organizing the 5th Professional Development Training for Faculty members of Engineering College Ajmer. The Professional Development Training is scheduled from 21-25 February, 2021 and will be attended by more than 25 participants.

IIM-Raipur holds training for Engg College Ajmer

IN ITS endeavor to make its contribution towards the promotion of excellence and quality teaching of technical institutions, Indian Institute of Management Raipur is organizing a five-day Professional Development Training for Faculty members of Engineering College Ajmer.

स्वास्थ्य केंद्रों का बुनियादी ढांचा होगा मजबूत

प्रत्येक जिले में स्वास्थ्य विभाग के एक कोकूट स्वास्थ्य केंद्रों को मजबूत करने का प्रयास किया जा रहा है। देश में विशेष रूप से बुनियादी ढांचे और स्वास्थ्य विभागों के माध्यम से बुनियादी ढांचे को मजबूत करने का प्रयास अधिकतम की और मजबूत करेगा।

आईआईएम में ट्रेनिंग प्रोग्राम का शुभारंभ

इंजीनियरिंग कॉलेज अजमेर के लिए पांच दिनों तक चलने वाले प्रोफेशनल डेवलपमेंट कार्यक्रम का शुभारंभ आज रायपुर में हुआ।

IIM ने प्रोफेसर्स के लिए रखा ट्रेनिंग कैंप

सिटी रिपोर्टर | आईआईएम रायपुर ने इंजीनियरिंग कॉलेज, अजमेर के संकाय सदस्यों के लिए पांच दिवसीय ऑनलाइन प्रोफेशनल डेवलपमेंट ट्रेनिंग कार्यक्रम का शुभारंभ किया।

IIM to host online PDT for TEQIP III faculty from today

INDIAN Institute of Management (IIM), Raipur is organising three days online Professional Development Training (PDT) for the faculty members of TEQIP III affiliated engineering institutions during February 8 to 10, 2021.

IIM-R organized Online Professional Development Training for Faculty of Engineering College

Indian Institute of Management Raipur is organizing the 5th Professional Development Training for Faculty members of Engineering College Ajmer. The training is scheduled from 21-25 February, 2021.

आईआईएम का ट्रेनिंग कार्यक्रम आज से

रायपुर। आईआईएम रायपुर में पांच दिनों तक चलने वाले प्रोफेशनल डेवलपमेंट ट्रेनिंग प्रोग्राम का शुभारंभ आज हुआ।

IIM's online PDT for faculty of Engineering College Ajmer ends

Indian Institute of Management Raipur has successfully completed the 5th Online Professional Development Training for Faculty members of Engineering College Ajmer. The training was held from February 21 to 25, 2021.

आईआईएम में समर इंटरनशिप प्लेसमेंट का समापन

रायपुर. भारतीय प्रबंध संस्थान (आईआईएम) रायपुर में समर इंटरनशिप प्लेसमेंट का समापन हुआ।

IIM's online PDT for faculty of Engineering College Ajmer ends

Indian Institute of Management Raipur has successfully completed the 5th Online Professional Development Training for Faculty members of Engineering College Ajmer. The training was held from February 21 to 25, 2021.

Recruiters exhibit strong faith on IIM Raipur students

Central Chronicle News
Raipur, Feb 26: Indian Institute of Management (IIM) Raipur takes immense pride in announcing the completion of the Summer Internship Placement for the IIM Raipur 2020-22 Class. The participating batch of 262 students witnessed over 120+ recruiters and around 50+ new recruiters taking part in the campus recruitment process. The students were offered various coveted roles in Banking, Financial Services & Insurance Sector, Strategy & Consulting Sector, Manufacturing Sector, IT/ITES Sector, and the FMCG Sector. The

ऑनलाइन समर प्लेसमेंट के साथ एकीकृत वर्चुअल

रायपुर। भारतीय प्रबंध संस्थान (आईआईएम) रायपुर में समर इंटरनशिप प्लेसमेंट का समापन हुआ।



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