



# COMMUNIQUE

Indian Institute of Management Raipur's Newsletter

## Faculty Publications



**Prof. Mohit Goswami**  
Assistant Professor

Goswami, M., Daultani, Y., & Tripathi, A. (2021). Evolving a bi-objective optimization model for an after sales supply chain in presence of information asymmetry and service level requirement. *International Journal of Quality & Reliability Management*. DOI: <https://doi.org/10.1108/IJQRM-07-2020-0228>

**Abstract:** Optimization of resources related to man, money, manpower and those related to organization is critical in the context of after-sales supply chains. Many times, organizational objectives in terms of resource optimization and providing superior customer experience might be conflicting, however. One such instance is when customers expect near 100% service level in which case the organizational costs to meet such a high service level goes up significantly. To this end, in this research a novel bi-objective optimization model has been evolved for a typical after-sales service supply chain network constituted of the manufacturer, the retailer and the customer. The first objective function pertains to maximization of the manufacturer's and the retailer's profit. The second objective function is related to the minimization of tardiness of order fulfilment (by the retailer) for the customer. Employing a small problem instance, the authors generate a number of findings related to service level and information asymmetry. In particular, the authors observe that achieving best possible manufacturer-retailer profit and at the same time 100% service level is a mathematical impossibility. Furthermore, reducing information asymmetry between the customer and the retailer (as opposed to reducing information asymmetry between the retailer and the manufacturer) actually yields higher profits for the manufacturer-retailer pair. This research describes the mathematical structure of a three-tier after-sales supply chain wherein information quality and service level requirements are key constraints. Furthermore, the study evolves the bi-objective optimization model as a formulation that can drive the operational decisions of manufacturers and retailers who are part of such after-sales service supply chains.

Pathak, R., & Gupta, R.D. (2021). The stability of dividends and its predictability: a cross-country analysis. *International Journal of Managerial Finance*. DOI: <https://doi.org/10.1108/IJMF-07-2020-0402>



**Prof. Rajesh Pathak**  
Assistant Professor

**Abstract: Purpose** – The authors examine the stability of dividend payout and the consistency in its predictability using sample of firms from 18 different countries amid their prevailing heterogeneous formal institutions (such as the legal system, corporate governance), the distinct state of economic development (developing vs developed) and changing times (during the crisis vs the noncrisis periods). **Design/methodology/approach** – The authors use tobit regression models with distinct specifications for the authors' investigations. The authors alternately analyze the study's results using Fama–Macbeth (FM) (1973) and generalized least square (GLS) regressions. **Findings** – The authors show a sharply declining stability in dividend payout with time using DeAngelo and Roll's (2015) framework. In terms of predictive consistency, the authors report that only a few idiosyncratic factors predict dividends consistently, and these results hold qualitatively true across the robustness analysis. The firm's liquidity appears to be the most consistent predictor of dividends payout, whereas firm's size being on the other extreme. The results signify that the idiosyncratic factors that matter for firm's dividend policy are not country specific. Instead, it reveals commonality of predictors grounded on characteristics of countries such as legal environment, investor's protection, economic state (ES) and economic cycle. **Originality/value** – The authors contribute to the dividends literature by providing the evidence of dividend instability through time and disapproving the stylized fact of sticky dividends. Besides, the authors provide international evidence of inconsistent predictability of dividends.

## In Inner Pages

- ❑ Faculty Publications (Contd.)
- ❑ Other Assignments & Talks Delivered
- ❑ Forthcoming Senior Management Programme
- ❑ Students' Achievement
- ❑ Executive Education & Consultancy (EE&C)
- ❑ E-Learning Programme

Parsad, C., Prashar, S., Vijay, T. S., & Kumar, M. (2021). Do promotion and prevention focus influence impulse buying: The role of mood regulation, shopping values, and impulse buying tendency. *Journal of Retailing and Consumer Services*, 61. DOI: <https://doi.org/10.1016/j.jretconser.2021.102554>

**Abstract:** Earlier researchers have observed that an individual consumer's mood plays a significant role in increasing the impulsiveness, which leads to impulsive buying. The literature on shoppers' motivational traits has profoundly acknowledged the impact of these traits and mood regulation constructs on individual shopping values. The present study is a pioneer attempt proposing a comprehensive model, which incorporates three main antecedents (motivation, mood and value) of buying behaviour that influence the consumer purchasing decision. The paper empirically explores the liaison between the regulatory focus (promotion-focused and prevention-focused motivations), mood regulation (mood monitoring, mood clarity and mood repair), shopping values (hedonic and utilitarian), and impulsive buying behaviour. The outcomes suggest that two regulatory focus motives influence mood clarity. Mood repairing and mood monitoring impact hedonic shopping values, which has a substantial impact on consumers' impulsive buying tendency. The paper closes with theoretical and practical inferences, limitations, and discussion on the potential scope for future research.



**Prof. Sanjeev Prashar**  
Professor



**Prof. Satyasiba Das**  
Associate Professor

Saxena, N.K., & Das, S. (2021). Ambidextrous innovation in state-owned enterprises in India: The role of new entrants, technological discontinuity, and knowledge networks. *International Journal of Innovation Management*. DOI: <https://doi.org/10.1142/S1363919621500675>

**Abstract:** This study examines the effects of competitive pressure by new entrants and technological discontinuity on the strategic innovations adopted by incumbent state-owned enterprises (SOEs) in India. Due to government ownership, these firms are dominant players domestically and their market leadership is challenged by new entrants. Technological discontinuity challenges technology leadership. Incumbent firms develop knowledge networks by working with partners, suppliers, and buyers. The incumbent firms must strike a balance between the exploitation of current technology and the exploration of new technology. This study aims to understand the effect of new entrants and technological discontinuity on the exploitation and exploration strategies of Indian SOEs in the manufacturing sector. The quantitative analysis is carried out using partial least squares structural equation modeling (PLS-SEM). For Indian SOEs, the technological discontinuity does effect exploitation and exploration but new entrants have no such effect. The study confirms the moderating effect of knowledge networks on exploitation.



Hu, Y., Zhao, L., Luo, X. R., Gupta, S., & He, X. (2021). Trialing or combining? Understanding consumer partial switching in mobile application usage from the variety seeking perspective. *Internet Research*. DOI: <https://doi.org/10.1108/INTR-09-2019-0368>

**Abstract: Purpose:** The purpose of this paper is twofold: first, to clarify what specific behaviors are involved in consumers' partial switching in mobile application (app) usage, and, second, to explore the common and differential motivations of these behaviors. **Design/methodology/approach:** This paper specified two behaviors in consumers' partial switching in mobile app usage, trialing and combining behaviors, and conceptualized them as different types of variety seeking behaviors. A theoretical model contrasting intrinsic motivations and extrinsic motivations on the two behaviors was developed and tested with a sample of 561 mobile app users in China. **Findings:** The findings showed that both trialing and combining behaviors could be motivated by intrinsic individual-related and extrinsic technology-related factors. Besides, intrinsic individual-related factors were more effective in motivating trialing behavior, whereas extrinsic technology-related factors were more effective in motivating combining behavior. All these findings are applicable and consistent in both hedonic and utilitarian apps. **Originality/value:** This study extends and advances the literature on information technology switching by investigating consumer use behaviors from a new perspective of partial switching and multiple competing apps usage. This study also contributes to variety seeking literature by extending the understanding of variety seeking to the context of mobile app usage. Finally, by investigating the associations and distinctions of trialing and combining behavior, this study not only helps to fully understand the partial switching but also enriches the understanding of different types of variety seeking behaviors.



**Prof. Sumeet Gupta**  
Professor



## Our Vision & 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”***

## Other Assignments & Talks Delivered

■ Prof. Bharat Bhasker, Director IIM Raipur delivered a talk in a panel discussion on April 27, 2021 in Indian B-Schools Leadership Conclave 2021 jointly organized by AACSB and EPSI on theme “Indian B-schools : Navigating a Sustainable Future by Merging Local & Global Best Practices”. The topic of the talk was Future of Management Education – Impact of NEP-2020 & Technological Disruptions.



**Prof. Bharat Bhasker**  
*Director, IIM Raipur*



**Prof. R. K. Jana**  
*Assistant Professor*

■ Dr. R.K. Jana, Assistant Professor (Area-Operations & Quantitative Methods) has delivered a keynote address at the Management Doctoral Colloquium, organized by the School of Business & Economics, Adamas University, West Bengal on April 29, 2021.

## 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).

The details of the program can be accessed through the link: <https://timestsw.com/course/iim-raipur-senior-management-programme/>

## Students' Achievement

Indian Institute of Management Raipur is proud of Mr. Navin Saxena, EFPM Scholar from 2014 batch who has been selected as a Best Reviewer for the International Management Division of the Academy of Management 2021 Annual Meeting.



Indian Institute of Management Raipur is proud to announce that Rakesh Sharma from the PGP 19-21 batch has reached the D2C Top 100 Competitive Leaders 2021.

IIM Raipur congratulate him on his achievement in a year filled with uncertainty and challenges and wish him the best of luck in his future endeavors.

**Rakesh Sharma**  
*PGP 2019-21*



## Executive Education & Consultancy (EE&C)

### Completed E-Learning / Online Programme

S. No.	Course Title	Completed on	Programme Faculty (Dr./Prof.)
1.	Operations Management and Six-Sigma-II	March 14, 2021	Mohit Goswami & Gopal Kumar
2.	Executive Development Program in Leadership and Change Management-III	March 14, 2021	Anubha Dadhich
3.	Executive Certificate Program in Applied Financial Risk Management-I	April 01, 2021	Yogesh Chauhan & Nemiraja Jadiyahappa

### 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 Human Resource Management-I	November 01, 2020	Anubha Dadhich & Damini Saini
3.	Executive Certificate Program in Project Management-I	November 29, 2020	M. Ram Kumar & Gopal Kumar
4.	Executive Development Program in Data Science and Machine Learning Using R and Python-III	December 20, 2020	Sumeet Gupta & Gopal Kumar
5.	Executive Certificate Program in Digital Marketing and Social Media Strategy-II	January 03, 2021	Arunima Shah
6.	Executive Certificate Program in Operations Management and Six Sigma-III	March 07, 2021	Mohit Goswami & Gopal Kumar
7.	Executive Certificate Program in Leadership and Change Management-IV	April 11, 2021	Anubha Dadhich

### Forthcoming E-Learning / Online Programme

S.No.	Course Title	Commencing from	Programme Faculty (Dr./Prof.)
1.	Executive Certificate Program in Advanced Strategic Management	June 19, 2021	Samar Singh & Satyasiba Das
2.	Executive Certificate Program in Machine Learning for Managers-I	June 20, 2021	Sumeet Gupta, Mohit Goswami & Gopal Kumar
3.	Executive Certificate Programme in Applied Financial Risk Management-II	August 07, 2021	Yogesh Chauhan & Nemiraja Jadiyahappa
4.	Executive Certificate Programme in Project Management-II	September 05, 2021	Gopal Kumar & M. Ramkumar



***Concept & Compilation:***

**Dr. C. K. Swain**  
**Librarian**  
**IIM Raipur**

***Graphics & Design:***

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