



COMMUNIQUE

Indian Institute of Management Raipur's Newsletter

Inaugural Event of 1st Batch of Senior Management Program

On 21 June 2021, Indian Institute of Management Raipur commenced the first batch of the One-Year Senior Management Program. This program is thoughtfully designed to enhance the leadership capabilities of senior executives who often deal with developing growth strategy, cross-functional integration, execution, and change management in their organization. The program is structured around advanced management practices so that executives will get a holistic and advanced understanding of personal, functional, and organisational challenges. Eighty five senior executives from many reputed national and multi national organisations have enrolled for the program.



Over one year time, these senior executives will complete this program through the blended mode of learn-

ing. While most of the classes will be conducted on the online platform, the participants would have on-campus

immersion towards the end of the program. In the inaugural event, Shri K C Jani, Ex Executive Director of IDBI Bank, joined as chief guest. Prof. Bharat Bhasker, Director IIM Raipur delivered the welcome address and discussed the disruptive changes in the present business. Prof. Sanjeev Prashar, Dean Academics, Prof. Satyasiba Das, Program Director of SMP and Prof. Mohit Goswami, Chairman Online Executive Education Program, also addressed the participants.



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Faculty Publications



Prof. Himanshu S. Srivastava
Assistant Professor

Jayasimha, K. R., **Srivastava, H. S.**, & Manoharan, S. (2021). Contamination fear and ABS during COVID-19. *Journal of Services Marketing*. DOI: <https://doi.org/10.1108/JSM-05-2020-0154>.

Abstract: Purpose – Access-based services (ABS) have been adversely impacted by the COVID-19 pandemic. This study aims to validate customer barriers to ABS focusing on the contamination barrier. As service employees' presence violates the COVID-19 physical distancing norms and heightens contamination fear, this paper tests its effects on continued use intentions of ABS. This study also empirically examines the role of conspicuous virtue signaling and organizational response. **Design/methodology/approach** – The study was conducted in the context of scooter sharing and uses a mixed-method to explore the relatively underresearched problem of contamination fear in ABS. Study one uses the survey method and study two uses a 2 X 2 matrix between-subject design. **Findings** – The results reveal that perceptions of resource sufficiency positively affect continued use intentions of ABS. The presence of a service employee hurts continued use intentions.

Further, there are a three-way interaction between ABS type (service employee presence/absence), organizational response (solution-oriented/general information) and resource sufficiency perceptions. Organizational response mitigates the negative effect of service employee presence on the link between resource adequacy perceptions and ABS continued use intentions. **Originality/value** – In contrast with prior research, this study shows that contamination fear invokes protection motivation, resulting in better preparedness and continued use intentions of ABS. The predicted difference is primarily between customers who attribute responsibility and ABS type differently (presence/absence of service employee). This study also explores the role of organizational response to COVID-19.



Jain, Kamal K., Greed Makes You Bleed In Negotiation, *Business World*, 2nd June 2021. <http://www.businessworld.in/article/Greed-Makes-You-Bleed-In-Negotiation/02-06-2021-391755/>

Abstract: It is always easy to negotiate with a person who likes you as compared with the one who does not like you. Greed has all the ingredients to make a person dislike you.



Prof. Kamal Kishore Jain
Visiting Professor



Prof. Satyasiba Das
Associate Professor

Saxena, N. K., & **Das, S.** (2021). *Competitive Pressure and the Moderating Role of the Knowledge Network on Internationalization Intent of Indian State-owned Enterprises*. IIM Kozhikode Society & Management Review. DOI: <https://doi.org/10.1177/22779752211015529>

Abstract: The incumbent State-owned Enterprises (SOE) are dominant players in the home markets. New entrants' arrival challenges the SOEs' market dominance while the technology discontinuity challenges the technical leadership by obsoleting the existing technology. This study focuses on the effect of these competitive pressures on the internationalization intent of the Indian SOEs. The incumbent firms develop a knowledge network in technical and market aspects by working with the partners, the suppliers and the buyers. The study also focuses on the moderating effect of the knowledge networks. This study uses structured equation modelling using the partial least squares technique as the analytical technique. The results confirm the positive effect of technological discontinuity on the internationalization intent. In contrast, new entrants had no such effect. The study also confirms the positive moderating influence of the knowledge network on the effect of technological discontinuity on the internationalization intent.

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Prof. Satyasiba Das
Associate Professor

Dharmani, P., **Das, S., & Prashar, S.** (2021, June 2-4). *Dis-intermediating or Re-intermediating? Role of Technology in Evolution of Creative Industries*. 2021 Industry Studies Association Annual Conference, June 2-4, 2021 (Virtual)

Abstract: Creative industries lead growth and innovation in the modern economy. Its interaction with technology has led to new forms of arts, understanding, materials and processes, and business models. Value proposition has been affected by the adoption of various technologies as it increases the visualization process and consumer awareness. These changes have an impact on the performance of the firms. Through a series of semi-structured interviews of senior executives of the industry across the geographical boundaries, the study explores the role of technology in evolution of the industry. The influence of

technology on value proposition and creative performance have been explored. adopting the concepts of dis-intermediation and re-intermediation. A thematic analysis of 48 interviews provides the key themes and factors which affect the value proposition and creative performance. Better customer outreach, enhanced efficiency and efficacy, improved accessibility of resources, and democratization of the industry are a few of the prominent observations made where technology is acting as a dis-intermediator while strict licensing protocols, and reliance on a selected few channels or mediums are the major impacts of technology acting as a re-intermediator. The study also brings out the native creativity - programmed creativity paradox, and source - resource paradox. Through these discussions, the study contributes to the literature of industry evolution, technology and innovation management, and creative industries. As the United Nations observed that creative industries could be crucial for attaining SDG of inclusive growth, the policy makers can utilize the insights from the study.

Dharmani, P., **Das, S., & Prashar, S.** (2021, June 20-23). *Role of Technology and Multi-Localism in Evolution of Creative Industries*. XXXII ISPIM Innovation Conference (Innovating Our Common Future), June 20-23, 2021, Berlin Germany (Virtual)

Abstract: Creative industries lead growth and innovation in the modern economy. Its interaction with technology has led to new forms of arts, understanding, materials and processes, and business models. Literature has observed that value proposition has been affected by the adoption of technologies, especially digitalization. These changes have an impact on the performance of the firms. Through interviews with 51 senior executives from different creative industries across India, the study aims to explore aims to discuss the impact of various technological changes leading to (dis- or re-) intermediation and thus, adoption of multi-localism leading to change in value proposition and creative performance of the firms in creative industries. The thematic analysis of the data provides the key themes and factors which affect the value proposition. Through these discussions, the study will contribute to the literature of technology and innovation management, creative industries and competitive dynamics.



Prof. Sanjeev Prashar
Professor



Prof. Shalabh Singh
Assistant Professor

Singh, S., & Singh, S. (2021). Shipment in a multi-choice environment: a case study of shipping carriers in US. *Central European Journal of Operations Research*, 1-25. DOI: <https://doi.org/10.1007/s10100-021-00757-2>

Abstract: This research paper studies a bi-objective multi-choice scenario faced by a decision maker while shipping packets across a transportation network. A varying range of carriers with multiple time and cost options give rise to multi-choice parameters. In order to equip the decision maker for solving this multi-choice time–cost trade-off scenario, a multi-choice bi-objective transportation problem with fuzzy as well as crisp parameters is modeled. Firstly, a fuzzy transportation problem covering time critical services from a single shipping carrier is solved with the objective of minimizing total shipment cost along with the makespan. Further, the same problem has been analyzed considering multiple carriers

for non-time critical services. The algorithms are validated on a use case covering ten major cities of the US with the time–cost data from UPS, FedEx and USPS.

Other Assignments & Talk Delivered



Prof. Bharat Bhasker
Director, IIM Raipur

- Prof. Bharat Bhasker, Director IIM Raipur delivered a talk in a panel discussion in IIM Indore Conference on Excellence in Research and Education (CERE) on the topic 'Management Education: The COVID Challenges' on 18th June, 2021. The three-day conference's theme was 'Management Metamorphosis: Living with the pandemic'.

- Prof. Sanjeev Prashar, Professor (Marketing) delivered Keynote Address in International Summit on Management Cases 2021 organized by Indian Institute of Management Ranchi during June 12-13, 2021. The topic of the talk was Managing Chinese-virus Pandemic: Connecting Dots and Anecdotes.



Prof. Sanjeev Prashar
Professor

7th International Yoga Day Celebration

Indian Institute of Management Raipur celebrated the 7th International Yoga Day on 21st June 2021. The theme for the International Yoga Day this year was "Yoga for Wellness". The IIM Raipur Fraternity joined the live session held by the Union Ministry of AYUSH. The event commenced at 6:30 am with the live streaming of Honorable Prime Minister's address to the nation. He shared that yoga is a priceless wealth of knowledge that India has shared with the rest of the world. The Prime Minister also launched the mYoga app in collaboration with WHO that will be available worldwide.

IIM Raipur fraternity performed all yoga asans under supervision of Union Minister of State for AYUSH. The program concluded with the Sankalpa, which is promise to be committed to oneself and attain the highest form of self-development followed by the chanting of Shanti Paath. In the essence the whole session was rejuvenating and refreshing for everyone from their daily activities. The programme ended with vote of thanks by the Student Affairs Department.



Guest Lecture Series

Mr. Anupam Dutta delivered a talk as a Guest Speaker for our leadership talk webinar series on June 05, 2021. The topic of the talk was "New Age Analytics: How Budding Managers can Acclimatize".



Mr. Anupam Dutta
Partner - Advisory, PWC



Mr. Rajendra Mehta
*President & CHRO,
Welspun Group*

Mr. Rajendra Mehta, President & CHRO, Welspun delivered a talk as a Guest Speaker for our Leadership Talk webinar series. He addressed to IIM Raipur students on June 06, 2021 on the topic "Diversity in Multiple Levels of Strategic Leadership".

Mr. Suwendu Prusty, Cofounder Director and Principal Officer at Riskcovry delivered a talk as a Guest Speaker in IIM Raipur on June 12, 2021. The topic of the webinar was "Upcoming Digital Trends in the Insurance Industry".



Mr. Suwendu Prusty
*Founder Director &
Principal Officer, Riskcovry*



Ms. Deeksha Jha
*Manager, Human Resources,
HDFC Life*

Ms. Deeksha Jha, Manager Human Resources, HDFC Life addressed to IIM Raipur students as a Guest Speaker on June 13, 2021 for leadership talk webinar series. The topic of the webinar was "Transitioning from Campus to Corporate in the New Normal".

Mr. Praveen Kamath Kumbla, CHRO and Global Head of HR at Apisero Inc. delivered a keynote address for our leadership talk webinar series as a Guest Speaker on June 19, 2021. The topic was "Transformation from an MBA to be a Leader in the changing times".



Mr. Praveen Kamath Kumbla
*CHRO & Global Head of HR
Apisero Inc.*



Mr. Bharat Milag
*Head of Consumer Solutions-
India & South Asia, Visa*

Mr. Bharat Melag, Head of Consumer Solutions-India and South Asia, VISA India addressed to IIM Raipur students as a Guest Speaker on June 20, 2021. The topic was "The Impact of growing Fintech on Traditional Financial Institutions".

Mr. Anubhav Rohatgi, Senior Director of Product Management, Adobe delivered a talk to IIM Raipur students as a Guest Speaker on June 26, 2021 for leadership talk webinar series. The topic of the talk was "The Art of Influencing People: The Product Manager's Way".



Mr. Anubhav Rohatgi
*Senior Director of
Product Management, Adobe*



Mr. Vartul Mittal
*Digital Transformation &
Automation leader*

IIM Raipur hosted Mr. Vartul Mittal, Digital Transformation and Automation leader as a Guest Speaker for our leadership talk webinar series on June 27, 2021. Mr. Mittal addressed to IIM Raipur students on the topic "Decoding the world of Artificial Intelligence and its usage in the current Business Intelligence Landscape".

Executive Education & Consultancy (EE&C)

Completed E-Learning Programme

S. No.	Course Title	Completed on	Programme Faculty (Dr./Prof.)
1.	Executive Certificate Program in Project Management-I	June 06, 2021	M. Ram Kumar & Gopal Kumar
2.	Executive Certificate Program in Digital Marketing and Social Media Strategy-II	June 11, 2021	Arunima Shah
3.	Executive Development Program in Data Science and Machine Learning Using R and Python-III	June 13, 2021	Sumeet Gupta & Gopal Kumar

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 Operations Management and Six Sigma-III	March 07, 2021	Mohit Goswami & Gopal Kumar
4.	Executive Certificate Program in Leadership and Change Management-IV	April 11, 2021	Anubha Dadhich
5.	One Year Executive Certificate Programme in Senior Management	June 20, 2021	Satyasiba Das & Sanjeev Prashar

Forthcoming E-Learning / Online Programme

S.No.	Course Title	Commencing from	Programme Faculty (Dr./Prof.)
1.	Post Graduate Executive Certification in General Management	July 18, 2021	Shalabh Singh & Arunima Shah
2.	Executive Certificate Program in Digital Marketing and Social Media Strategy-III	August 01, 2021	Arunima Shah
3.	Executive Certificate Programme in Applied Financial Risk Management-II	August 07, 2021	Yogesh Chauhan & Nemiraja Jادیyappa
4.	Executive Development Program in Data Science and Machine Learning Using R and Python-IV	August 08, 2021	Sumeet Gupta & Gopal Kumar
5.	Executive Certificate Programme in Project Management-II	September 05, 2021	Gopal Kumar & M. Ramkumar



Our Vision & Mission



“To become a premier management institution that inspires thought leadership through scholarship and teaching by incorporating an ethos of inquiry, consciousness, and innovation”



“To provide a learning centric environment that nurtures management thought through research and practice to create future leaders”

IIM Raipur in Media





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