Azadi Ka Amrit Mahotsav

2022
"Wish you & your family a very happy new year"

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

4th International Conference on Digital Economy (ICDE)

The keynote speaker Professor Monideepa Tarafdar, University of Massachusetts Amherst addressed the participants on the topic "Digital Wellbeing in the Post-Pandemic Era". She talked about the positive and negative impacts of technology and how the world of work has changed wherein information transfer and multitasking has helped improve efficiency.

"Information Communication Technologies", and "Social Media".

A panel discussion also took place on the topic "Creating a responsive and responsible digital society" in which Prof. Moutusy Maity, Marketing Area, IIM Lucknow; Dr. Karnika Seth, Advocate, Supreme Court of India and Mr. Anupam Dutta, Partner-Advisory, Price Waterhouse Cooper participated. The panel discussion was moderated by Prof. Sumeet Gupta, Professor, IT & Systems, IIM Raipur.

Indian Institute of Management Raipur organized 4th International Conference on Digital Economy (ICDE) during December 3 - 4, 2021 in virtual mode. The theme of the conference was 'Creating a Responsible and Responsive Digital Society'. ICDE aims to deliberate on pertinent issues and challenges related to the digital economy and digital ecosystem. The conference was inaugurated with lighting of lamp by the dignitaries of IIM Raipur.

Prof. Bharat Bhasker, Director of IIM Raipur, in his address, welcomed the dignitaries and emphasized on the importance of modernization of infrastructure to keep up with the evolving digital world.

The inaugural event concluded with vote of thanks by Prof. Sanjeev Prashar, Dean Academics, IIM Raipur.

During the conference, various papers were presented across 8 tracks where participants presented and discussed their research on various topics. The theme of the tracks were "Online Learning- I", "Digital Transformation" , "Online Learning- II", "Digital Financial Inclusion", "IT and Sustainability", "Emerging Technologies",

The keynote speakers Prof. H Raghav Rao, University of Texas, San Antonio, Prof. M.N. Ravishankar, Loughborough University also delivered insightful talks in the conference.

The conference ended with conclusive remarks by Prof. Sourya Joyee De where she thanked guest speakers, esteemed professors from various institutes, organizers, and participants for their presence and giving their valuable time.

In Inner Pages

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"

Faculty Publications

Rama, K., Kumar, P., & **Bhasker, B.** (2021). Deep autoencoders for feature learning with embeddings for recommendations: a novel recommender system solution. *Neural Computing and Applications, 33,* 14167–14177. DOI: https://doi.org/10.1007/s00521-021-06065-9

Abstract: We propose "Deep Autoencoders for Feature Learning in Recommender Systems," a novel discriminative model based on the incorporation of features from autoencoders in combination with embeddings into a deep neural network to predict ratings in recommender systems. The work has two major motivations. The first is to engineer features for recommender systems in a domain-agnostic way using autoencoders. The second is to develop a method that sets a benchmark for predictive accuracy. In our proposed solution, we build a user autoencoder and item autoencoder that extract latent features for the users and items, respectively. The additional features engineered are the latent features for the users and items, and these come from the bottleneck activations of the autoencoder. Our method of feature engineering is domain agnostic, as the inner-most activations would differ for domains without any additional effort required on part of the modeler. Next, we then use the activations of the inner-most layers of the autoencoders as features in a subsequent deep neural network to predict the ratings along-with user and item embeddings. Our method incorporates additional linear and nonlinear latent features from the autoencoders to improve predictive accuracy. This is different from the existing approaches that use autoencoders as full-fledged recommender systems or use autoencoders to generate features for a subsequent supervised learning algorithm or without using embeddings. We demonstrate the out performance of our solution on four different datasets of varying sizes and sparsity, namely MovieLens 100 K, MovieLens 1 M, FilmTrust and BookCrossing datasets, with strong experimental results. We have compared our DAFERec method against mDA-CF, TrustSVD, SVD variants, BiasedMF, ItemKNN and I-AutoRec methods. The results demonstrate that our proposed solution beats the benchmarks and is a highly flexible model that works on different datasets solving different business problems like book recommendations, movie recommendations and trust.

Prof. Bharat Bhasker
Professor, IIM Raipur

Bapat, D. (2021). Exploring the relationship between lifestyle, digital financial element and digital financial services experience. *International Journal of Bank Marketing.* DOI: https://doi.org/10.1108/IJBM-12-2020-0575

Abstract: **Purpose:** The purpose of this study is to explore digital financial services experience, investigate the antecedents to digital financial services experience and examine familiarity as a moderator. **Design/methodology/approach:** The study uses dual methods: qualitative and quantitative. Multiple case studies are applied as a qualitative method to explore and capture recent development in rapidly changing digital finance. An empirical, survey-based approach is used to collect data from 258 respondents about their experiences with digital financial services experience using constructs, such as perceived ease of use, timeliness, lifestyle and digital financial element. The study used structural equation modeling using smart-PLS. **Findings:** Using word count, hierarchy chart, items clustered by similarity and qualitative analysis by applying NVivo 12, the study validates the constructs and captures recent developments. Using smart PLS, the structural equation model reveals that the digital functional element positively affects the digital financial services experience. It is observed that lifestyle mediated between perceived ease of use and timeliness with digital financial services experience. Further, familiarity moderates the relationship between the digital financial element and digital financial services experience. Moreover, while this research analyzed the relationship regarding financial services customers, we suggest

Prof. Dhananjay Bapat
Associate Professor

a comparative study between different entities. **Originality/value:** The study can be considered one of its kind using qualitative and quantitative research methods. It integrates theory from both the information system and marketing domain. As the increased number of digital channels and interfaces has increased, companies need to understand how to improve the digital financial services experience.

Bhat, U. M., **Bapat, D.**, & Mookerjee, A. (2021). Impact of personality factors on purchase and adoption of consumer durables with advanced technology. *Journal of Indian Business Research.* DOI: https://doi.org/10.1108/JIBR-06-2020-0207

Abstract: **Purpose:** The purpose of this paper is to identify critical personality traits affecting and influencing buying behaviour in high involvement consumer durables. It also intends to guide practitioners in selecting appropriate marketing frameworks, consumer segments and processes considering the characteristics of consumer behaviour in developing economies. **Design/methodology/approach**: It systematically reviews the literature on consumer personality traits, its measurement and related consumer buying behaviour. It uses data collected from potential car buyers at various car showrooms across the Indian subcontinent. The authors have worked with the online survey firm Qualtrics, to gather a data set of 328 car purchase intenders' responses to their validated survey. The model was tested using the SmartPLS. **Findings:** The personality traits of imagination, agreeableness and social factors positively influenced attitude towards automobiles with advanced technology. Further, in line with the theory of planned behaviour, it is seen that a positive attitude towards advanced technology and design for automobiles makes a person more willing to pay for the same. **Research limitations/implications:** The study is confined to consumers intending to purchase a car, who are Indian residents. **Originality/value:** It adds to the comparatively lesser body of study on the impact of personality traits on intentions and attitudes in high involvement consumer durable purchases. Further, it serves as an empirical examination of the adoption of new technologies, in the context of high involvement consumer durables. For practicing managers, it provides a reference for deciding future development directions and approaches related to the effective market launch strategies and commercialization of advanced technology automobiles in India.

Manupati, V. K., Schoenherr, T., **Ramkumar, M.**, Panigrahi, S., Sharma, Y., & Mishra, P. (2021). Recovery strategies for a disrupted supply chain network: Leveraging blockchain technology in pre- and post-disruption scenarios. *International Journal of Production Economics, 245*. DOI: https://doi.org/10.1016/j.ijpe.2021.108389

Prof. M. Ramkumar
Assistant Professor

Abstract: Supply chain networks have become larger, more complex and more challenging to manage, especially considering the multitude of risks and disruptions that may manifest. As such, a disruption can wreak havoc to a supply chain network, rendering the ability of a firm to respond to these disruptions with appropriate recovery strategies paramount. In this paper, we analyze such recovery strategies in a supply chain network. The specific model we develop aims at predicting a disruption that may occur in a context where smart contracts have been implemented based on blockchain technology. Within this setting, we suggest appropriate measures to be undertaken by an organization to mitigate the disruption and avoid negative performance outcomes as much as possible. If the disruption cannot be avoided, the proposed genetic algorithm-based approach focuses on adopting re-active measures to manage the post-disruption reality. As such, we effectively integrate both pre- and post-disruption scenarios to offer wholistic decision-support in an integrated fashion, extending prior work which mostly developed guidance only for either pre- or post-disruption responses. Specifically, we study the performance of a complex multi-echelon supply chain network, involving multiple suppliers, manufacturers, and distributors, under various conditions. The insights derived discern the effect of mitigation measures during a disruption, offering valuable guidance for decision makers.

Saurabh, K., Arora, R., Rani, N., Mishra, D., & **Ramkumar, M.** (2021). AI led ethical digital transformation: framework, research and managerial implications. *Journal of Information, Communication and Ethics in Society*. DOI: https://doi.org/10.1108/JICES-02-2021-0020

Abstract: Digital transformation (DT) leverages digital technologies to change current processes and introduce new processes in any organisation's business model, customer/user experience and operational processes (DT pillars). Artificial intelligence (AI) plays a significant role in achieving DT. As DT is touching each sphere of humanity, AI led DT is raising many fundamental questions. These questions raise concerns for the systems deployed, how they should behave, what risks they carry, the monitoring and evaluation control we have in hand, etc. These issues call for the need to integrate ethics in AI led DT. The purpose of this study is to develop an "AI led ethical digital transformation framework".Based on the literature survey, various existing business ethics decision-making models were synthesised. The authors mapped essential characteristics such as intensity and the individual, organisational and opportunity factors of ethics models with the proposed AI led ethical DT. The DT framework is evaluated using a thematic analysis of 23 expert interviews with relevant AI ethics personas from industry and society. The qualitative data of the interviews and opinion data has been analysed using MAXQDA software.The authors have explored how AI can drive the ethical DT framework and have identified the core constituents of developing an AI led ethical DT framework. Backed by established ethical theories, the paper presents how DT pillars are related and sequenced to ethical factors. This research provides the potential to examine theoretically sequenced ethical factors with practical DT pillars.

Shukla, V., **Prashar, S.**, & Pandiya, B. (2021). Is price a significant predictor of the churn behavior during the global pandemic? A predictive modeling on the telecom industry. *Journal of Revenue and Pricing Management,* 1-14. DOI: https://doi.org/10.1057/s41272-021-00367-2

Abstract: The recent pandemic has affected the world in many aspects including, communication. Telecom and internet-based communication have witnessed a drastic upsurge due to lockdown and consequent work-from-home situation, being termed as the new normal. Due to the low switching costs and stiff competition, telecom service providers are struggling hard to attract new customers and prevent the existing ones from switching to rival telecom service providers. Hence this study is undertaken with an aim to discover the key factors in the order of their relative worth that could be focused upon by the telecom companies to prevent their customers from churning. For the study, linear discriminant analysis was applied on the collected dataset to predict the customers' churn behavior. It was found that tariff rates for domestic calls and the number of calls made to the customer service were the significant predictors of the customer churn behavior.

Prof. Sanjeev Prashar
Professor

Conference Presentations

Dash P., Kumar, A., & Subramanian, C. (December 20-22, 2021). *"Distributional and Welfare Effect of U.S. Monetary Policy"*, Paper presented at 16th Annual Conference on Economic Growth and Development, Indian Statistical Institute, New Delhi.

Prof. Pradyumna Dash
Associate Professor

Other Assignments & Talks Delivered

Prof. Bharat Bhasker
Director, IIM Raipur

- Prof. Bharat Bhasker, Director IIM Raipur delivered a talk as keynote speaker in the "National Conference on Digital Nation: Delivery of Citizen Centric e-Services" organized by Computer Society of India, Lucknow on December 18, 2021.

Prof. Pradyumna Dash
Associate Professor

- Prof. Pradyumna Dash, Economics Area, was a track chair for Economics in 8th PAN IIM World Management Conference held at IIM Kozhikode on December 18, 2021.

Indian Institute of Management Raipur

Doctor of Philosophy (PhD) in Management
Executive Fellow Programme in Management (EFPM)

Area of Specialization: Business Policy and Strategy, Economics and Business Environment, Finance and Accounting, Marketing, Operations Management, Decision Sciences, OB & HRM and IT & Systems.

For eligibility & application process, visit our website www.iimraipur.ac.in

Last date for receipt of applications is 28th February 2022

Other Assignments & Talks Delivered

Executive Education & Consultancy (EE&C)

Current E-Learning / Online Programme

S. No.	Programme Name	Commenced on	Programme Faculty (Dr./Prof.)
1.	One Year Executive Certificate Programme in Senior Management-I	June 20, 2021	Sanjeev Prashar Satyasiba Das
2.	Post Graduate Executive Certification in General Management-III	July 18, 2021	Shalabh Singh Arunima Shah
3.	Executive Certificate Programme in Applied Financial Risk Management-II	August 07, 2021	Yogesh Chauhan Nemiraja Jadiyappa
4.	Executive Certificate Program in Digital Marketing and Social Media Strategy-III	August 08, 2021	Arunima Shah
5.	Executive Certificate Program in Operations Management and Six Sigma-IV	August 08, 2021	Mohit Goswami Gopal Kumar
6.	Executive Certificate Program in Data Science and Machine Learning Using R and Python-IV	September 05, 2021	Sumeet Gupta Gopal Kumar
7.	Executive Certificate Programme in Project Management-II	September 05, 2021	M. Ramkumar Gopal Kumar
8.	Executive Certificate Program in Human Resource Management-II	September 26, 2021	Anubha Dadhich Damini Saini
9.	Executive Certificate Program in Leadership and Change Management-V	October 24, 2021	Anubha Dadhich

Forthcoming E-Learning / Online Programme

S. No.	Programme Name	Commencing from	Programme Faculty (Dr./Prof.)
1.	Executive Certificate Programme in Business Finance - I	Will be announced soon	Rajesh Pathak Vaibhav Lalwani

Management Development Programme (MDP) / Faculty Development Programme (FDP) concluded in the month of December 2021

S. No.	Programme Name	Date	No. of Participants
1.	Madhyama I for Indian Oil Corporation Limited, Batch II	December 7-9, 2021	20

Forthcoming MDP/FDP

S. No.	Programme Title	Date	Programme Director(s) (Dr./Prof.)
1.	Short Term FDP on Behavioral Research for Management Faculty and Scholars	January 07-09, 2022	Jagrook Dawra Himanshu S. Srivastava
2.	Uncertainty Modeling in Business	January 10-12, 2022	R. K. Jana Manojit Chattopadhyay
3.	Excellence in Managerial Communication	January 14-16, 2022	Sanjeev Prashar Archana Parashar
4.	Retail and Marketing Analytics	January 17-19, 2022	Sumeet Gupta Manojit Chattopadhyay
5.	Micro-structure of Equity and Equity Derivatives Markets	February 14-15, 2022	Rajesh Pathak Yogesh Chauhan Nemiraja Jadiyappa

IIM Raipur in Media