

# COMMUNIQUÉ

Indian Institute of Management Raipur's Newsletter



## 17M Raipur Celebrates May Day

ndian Institute of Management Raipur Campus Club celebrated May Day to recognize the accomplishment of the Institute staff. The celebration was designed to convey our gratitude to staff for their hard work and acknowledge their contribution to the smooth functioning of the Institute. The invitees of the program were the housekeeping staff, security guards, kitch-

en team, office boys, gardeners, the sports complex helpers and other support staff.

The event was inaugurated by the elderly helpers of the institute. The invitees put together a stunning cultural program which included musical performances, poetry recitals in native thusiasm from all the workers. The winners of the various competitions and cultural program were felicitated by Mrs. Vipra Kakani, member of IIM Raipur Campus Club. Gifts were distributed to all the workers as a token of appreciation for their contribution to the institute.

Prof. Ram Kumar Kakani, Director, IIM Raipur addressed

the gathering and extended

his sincere thanks to all the workers for their continued unwavering support to the institute. He encouraged them to make progress in life and ensured adequate support from the Institute in their development. The celebration ended with the national anthem. Abhivaadan witnessed an overwhelming response from the support staff who





Chhattisgarhi language, Chhattisgarhi folk dance, drama, were humblgames, and more. The event saw a participation with en-

were humbled by the love and respect they received from IIM Raipur.

## In Inner Pages

- Faculty Publications
- Our Achievement
- □ On Campus Immersion Program-ePGP Batch I & II
- New Faculty
- Joy of Giving
- Get Together of Faculty, Staff for Various Activities
- IIM Raipur 11th Convocation

- Executive Education & Consultancy (EE&C)
  - E-Learning/Online Programme
  - Management Development Programme (MDP)
- Senior Management Programme
- □ Virtual Alumni Meet 2022
- PGPMWE Batch Campus Visit
- IIM Raipur in Media

#### **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 <sup>f</sup>uture leaders"

## **Faculty Publications**

Choudhary, N. A., Ramkumar, M., Schoenherr, T., Rana, N. P., & Dwivedi, Y. K. (2022). Does Reshoring Affect the Resilience and Sustainability of Supply Chain Networks? The Cases of Apple and Jaguar Land Rover. British Journal of Management. DOI: https://doi.org/10.1111/1467-8551.12614

Abstract: Extending the notion that reshoring can have a significant impact on a firm's supply network owing to the associated location decisions, we explore how reshoring influences the resilience and sustainability of a focal firm's supply network. While reshoring is triggered by aspects related to both the home (domestic) and the host (foreign) country, frequently more favourable aspects in the home country lead to the reshoring decision. To investigate these dynamics, we construct two large-scale networks consisting of 2066 and 1283 firms, respectively, capturing the supply networks of Apple and Jaguar Prof. Ramkumar M. Land Rover. Both networks have been experiencing the reshoring of previously foreign suppliers to Assistant Professor domestic locations. Our investigation captures the network dynamics created by this relocation of tier 1



suppliers for the overall supply chain network, that is, also for higher-tier/sub-tier suppliers. The results reveal, contrary to our expectations, that indirect (sub-tier) foreign suppliers positively influence the network's resilience, with this impact, however, being negatively moderated by their degree centrality, that is, the number of ties a node possesses. In addition, existing indirect (sub-tier) domestic suppliers do not have a significant influence on the resilience of the network. No evidence was found for the impact of reshoring on sustainability. Overall, our study contributes to the reshoring literature by delineating its influence on both the resilience and the sustainability of a focal firm's supply chain network.

Gopal, P. R. C., Rana, N. P., Krishna, T. V., & Ramkumar, M. (2022). Impact of big data analytics on supply chain performance: an analysis of influencing factors. Annals of Operations Research, 1-29. DOI: https://doi.org/10.1007/s10479-022-04749-6

Abstract: This paper aims to understand the impact of big data analytics on the retail supply chain. For doing so, we set our context to select the best big data practices amongst the available alternatives based on retail supply chain performance. We have applied TODIM (an acronym in Portuguese for Interactive Multi-criteria Decision Making) for the selection of the best big data analytics tools among the identified nine practices (data science, neural networks, enterprise resource planning, cloud computing, machine learning, data mining, RFID, Blockchain and IoT and Business intelligence) based on seven supply chain performance criteria (supplier integration, customer integration, cost, capacity utilization, flexibility, demand management, and time and value). One of the intriguing understandings from this paper is that most of the retail firms are in a dilemma between customer loyalty and cost while implementing the big data practices in their organization. This study analyses the dominance of the big data practices at the retail supply chain level. This helps the newly emerging retail firms in evaluating the best big data practice based on the importance and dominance of supply chain performance measures.



Prof. Shalabh Singh Assistant Professor

Choudhary, N. A., Singh, S., Schoenherr, T., & Ramkumar, M. (2022). Risk assessment in supply chains: a state-of-the-art review of methodologies and their applications. Annals of Operations Research, 1-43. DOI: https://doi.org/10.1007/ s10479-022-04700-9

Abstract: The year 2020 can be earmarked as the year of global supply chain disruption owing to the outbreak of the coronavirus (COVID-19). It is however not only because of the pandemic that supply chain risk assessment (SCRA) has become more critical today than it has ever been. With the number of supply chain risks having increased significantly over the last decade, particularly Prof. Ramkumar M. during the last 5 years, there has been a flurry of literature on supply chain risk management (SCRM), illustrating the need for further classification so as to



Assistant Professor

guide researchers to the most promising avenues and opportunities. We therefore conduct a bibliometric and network analysis of SCRA publications to identify research areas and underlying themes, leading to the identification of three major research clusters for which we provide interpretation and guidance for future work. In doing so we focus in particular on the variety of parameters, analytical approaches, and characteristics of multi-criteria decision-making techniques for assessing supply chain risks. This offers an invaluable synthesis of the SCRA literature, providing recommendations for future research opportunities. As such, this paper is a formidable starting point for operations researchers delving into this domain, which is expected to increase significantly also due to the current pandemic.

Anantharaman, R., Prashar, S., & Vijay, T. S. (2022). Uncovering the role of consumer trust and bandwagon effect influencing purchase intention: an empirical investigation in social commerce platforms. Journal of Strategic Marketing, 1-21. DOI: https://doi.org/10.1080/0965254X.2022.2070526

Abstract: Owing to the increased use of social media and networking, social commerce is gaining popularity among industry experts and academia. As a result, there are ongoing concerns about creating high-quality buyer-seller relationships in social commerce. To aid this conversation, the present research investigates the influence of several factors - mainly, social presence and trusting beliefs - on sellers' trustworthiness. It also considers the impact of the bandwagon effect on purchase intention in the field of social commerce, as well as the role of gender differences in the relationship between trust and purchase intention. To validate the measures, the paper applied structural equation modeling to a data set of *Professor* 204 online consumers in India. The study found that social bonding and bandwagon effect have a strong influence on trust and purchase intention, respectively. The results may encourage social commerce managers to develop better strategies for interacting and communicating with site users.

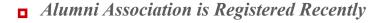


Prof. Sanjeev Prashar

## **Our Achievement**

#### ■ Knowledge Partnership Agreement

IIM Raipur signed an agreement to be a knowledge partner with the Government of India's Capacity Building Commission (https://cbc.gov. in/) on May 19th, 2022. IIM Raipur becomes the second IIM to partner with GOI's.





IIM Raipur PGP Program is listed in the CFA University Affiliation Program

# On Campus Immersion Program-ePGP Batch I & II

IIM Raipur held campus immersion for ePGP batch 1 from May 23-28, 2022 and ePGP batch 2 from May 30-June 03, 2022. The program places emphasis on academic rigor, while dealing with the real-life problems of the real business. The 1st batch of students includes executives from reputed and diverse organizations such as Amway India Limited, APC Health Care, Indian Air force, Tata Consultancy Services, American Express, BPCL, Tata Steel, Sap Labs, Bank of America, Nokia among others. The 2nd batch has students from reputed and diverse organizations such as Oracle, Larsen & Toubro Ltd, Infosys Limited, Airports Authority of India, Amazon, India Mart, Tata Consultancy Services Ltd, Indian Overseas Bank, Coal India Limited, ICICI Bank, Deloitte Touche Tohmatsu LLP, Dell Technologies Limited among others.



During the campus immersion, activities involved interesting live classes, presentations, and assignments. In addition, Students utilized campus sports activities and participated in tree plantations, cultural programs, local sightseeing, and guest session by Mr. Shrikant Joshi, CEO, L&T Realty. The cultural program was graced in the presence of Prof. Ram Kumar Kakani, Director, IIM Raipur, Prof. Sanjeev Prashar, Dean Academics, IIM Raipur, and Prof. Dhananjay Bapat, Chairman ePGP, along with faculty and staff with their family members. In addition, Ms. VipraKakani, IIM Raipur Campus Club, shared interesting activities of campus including various social causes, get together by faculty and staff and others.



e-PGP Batch I Group Photo



e-PGP Batch II Group Photo

# **New Faculty**



Dr. Bhawna Priya has joined IIM Raipur as an Assistant Professor in Operations Management area on March 14, 2022. She has done her Ph.D., from IIM Lucknow and M. Tech from IIT Delhi. Her area of interests are Inventory Management, Supply Chain Finance, Analytical Modeling, Supply Chain Coordination, Return Policies, System Dynamics.

Prof. Bhawna Priya Assistant Professor

Dr. Ashapurna Baruah has joined IIM Raipur as an Assistant Professor in Economics & Public Policy area on May 23, 2022. She has done her Ph.D., from Jawaharlal Nehru University (JNU), New Delhi, M. Phil. from Centre for Development Studies, and MA from Guwahati University. Her area of interests are Gender Issues, Labour, Rural Development, Development Economics.

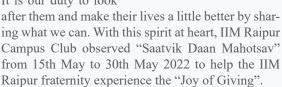


Prof. Ashapurna Baruh Assistant Professor

## Joy of Giving

True joy comes not from receiving, but from sharing with the less fortunate. We may not realize this, but there are many around us who contribute to our lives daily and yet are not blessed in the way we are.

It is our duty to look



The club concluded the program on 30-May-2022 by distributing the items of joy shared by IIM Raipur fraternity among the housekeeping and other staff.







The program was graced by Director, IIM Raipur, Prof. Ram Kumar Kakani, and Ms. Vipra Kakani, member of IIM Raipur Campus Club. Faculty members, staff members as well as campus

residents helped in the distribution process. Games were also included in the program and prizes were distributed to the winners. IIM Raipur fraternity participated in the program with great enthusiasm, and it gave them the opportunity to make the most out of the program to help those in need.



Glimpses drawing activity of kids during get together of faculty, staff along with their family members on 29th May 2022



# 11th Annual Convocation

June 14, 2022 3 PM Onwards at IIM Campus

The Chief Guest of the Convocation is:

Shri Vikram Kirloskar, Chairman and Managing Director, Kirloskär Systems, Vice-Chairman, Toyota Kirloskar Motor

# **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	Arunima Shah Shalabh Singh
3.	Executive Certificate Program in Human Resource Management-II	September 26, 2021	Anubha Dadhich Damini Saini
4.	Executive Certificate Programme in Business Finance - I	January 23, 2022	Rajesh Pathak Vaibhav Lalwani
5.	One Year Executive Certificate Programme in Senior Management-II	March 27, 2022	Ankita Chhabra Sanjeev Prashar

#### MDP Programme conducted in the month of May 2022

S. No.	Programme Name	Date
1.	"Online MDP- Madhyama I" for the Executives of Indian Oil Corporation Limited	May 31 - June 02, 2022

# **Senior Management Programme**

Mr. Shrikant Joshi, CEO, LnT addressed the batch of the Senior Management Program during their campus immersion. He spoke about the integrity and values of LnT and its leadership that sets it apart from others and makes it the beloved company that it is. The executive students were highly motivated by Mr. Joshi's words of wisdom.



Prof. Ram Kumar Kakani, Director, IIM Raipur also addressed the students and appreciated their zeal to come back to learning in



#### Virtual Alumni Meet 2022

Indian Institute of Management Raipur proudly hosted the Virtual Alumni Meeting on 20th May 2022. Prof. Ram Kumar Kakani, Director of IIM Raipur, in his address announced the successful registration of the Alumni Association of IIM Raipur. He stressed on the vision to make our alumni network a platform which can hold people together, along with the families of the alumni, as one complete IIM Raipur family, a structure that will provide support in every environment. Dr. Satyasiba Das, Chairman, Corporate Relations & Placement-IIM Raipur briefed the guests about the structure and functions of the new Alumni Asso-



ni and by the alumni. He shared his dream of creating a beautiful social identity of IIM Raipur all over India, as well as across the globe. Prof. Sanjeev Prashar, in his address, reminded that staying connected to our roots and making everyone, especially our parents proud with the work we do. The heavily anticipated virtual meet brought back the alumni closer together on the virtual platform to reminisce their memories of IIM Raipur by Alumni Committee IIM Raipur. As Prof. Satyasiba Das stated, IIM Raipur would host a grand homecoming event for all its alumni at the new IIM Raipur campus soon.

ciation, which is, in his words, of the alumni for the alum-

### **PGPMWE Batch Campus Visit**



# IIM Raipur in Media





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