



**IIM Raipur is ranked 3<sup>rd</sup> as per the Times B-School Ranking 2022 Survey among the top Indian B-Schools.**

**A proud moment for us!**

**Details are at below link:**

<https://timesbschoolsurvey.org/mba/index.html>

## *IIM Raipur conducts 11th Annual Convocation*

**I**ndian Institute of Management Raipur conducted its 11<sup>th</sup> annual convocation on 14<sup>th</sup> June 2022. The occasion was graced by the presence of Shree Vikram S Kirloskar, Chairman and Managing Director of Kirloskar Systems Ltd. as the chief guest of the event, Smt. Shyamala Gopinathan, BoG, Chairperson, IIM Raipur and Prof. Ram Kumar Kakani, Director, IIM Raipur.

Prof. Ram Kumar Kakani, in the Director's address, talked about the milestones achieved by the institute. He mentioned the plan to increase the student intake of the flagship course from 267 to 331 from the upcoming academic year. Prof. Kakani informed that the institute had enrolled 107 Doctoral students out of whom 43 students graduated successfully and he was going to declare the 'Doctor of Philosophy' award to 8 students of FPM Batch and five students of Executive Fellow of the IIM Raipur' after satisfactory completion of the prescribed requirement.



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Smt. Shyamala Gopinath, Chairperson, Board of Governor, IIM Raipur, in her address, shared the institute's plan to have 1000-1200 students on campus every year and to offer the Bachelor's IPM in the further academic years. The institute also proposed to start collaborative and short-term courses so that the campus can be used as a place of learning during the summers. The institute also plans to launch the program on entrepreneurship for the local community, especially in Chhattisgarh.

The Chief Guest, Shree Vikram S. Kirloskar, Chairman and Managing Director of Kirloskar Systems Ltd. began his convocation address by stating how proud he felt to be standing in front of the bright minds and the future of our country. He congratulated Prof. Kakani, the faculty, and the students for building this great institute. He addressed graduating students as the future leaders who will have a huge role in building the future of our country and said that as leaders, we need to focus on behavioral change to create a positive impact in our society. He advised students to be fearless and learn from every type of jobs they do and learn from their mistakes as in future frequent changes in career path and jobs will be normal, so it is important to be used to change and have an attitude to fix problems.

The IIM Raipur convocation ceremony also saw gold medals being given away for scholastic performance. Among the Post Graduate Programme (PGP) students, Mayank Tiwari received the BOG Chairperson's Gold Medal for scholastic performance in academics, Prashant Singh received the Director's Gold Medal, Anirudh Parmar received the PGP Chairperson's medal and Mayank Tiwari received the medal for best overall performance.

In the Post Graduate Program Batch 2020-2022 of IIM Raipur, of the total 252 students PGP batch, 240 students got convoked. The remaining students have gone for the Students Ex-

change Programme to its partner institutions in different parts of the world to complete their final term. Out of 74 students from the PGPMWE, 64 got convoked. 8 Students from the FPM Program and 5 from the e-FPM Program were conferred their respective doctoral degrees.

Addressing the graduating students, Prof. Kakani expressed his immense pride in the students brimming with passion, knowledge and most importantly the right values to lead and carve brighter realities for the people, organisations and society. He concluded his address by thanking the students for their continuous efforts, the parents for their constant guidance and support to the students to help them successfully complete IIM Raipur's rigorous course.

Mr. Ashish Chauhan, Board of Governors, declared the closure of the 11<sup>th</sup> convocation. It was followed by the singing of National Anthem by everyone present at the auditorium.

IIM Raipur has come a long way in the academic field since its establishment twelve years ago. The institute offers Post Graduate Program in Management (PGP), Post Graduate Program for Working Executives (PGPMWE), Fellow Program in Management (FPM), and Management Development Program. Because of its academic excellence, high-quality research, executive education, and corporate and international links, it has established a remarkable reputation in such a short time. The institute strives to provide a best-in-class academic and research environment facilitating high quality research relevant to society and the nation.

*Live coverage of convocation ceremony is available at <https://www.youtube.com/watch?v=oW358gRd12k>*

## 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



Singh, I, Singh, K., & Baruah A.(2022). Unfolding the Employment Story in Uttar Pradesh: Signs of a Deeper Crisis. *Economic and Political Weekly*, 57(22), 26-32.

**Abstract:** The article examines labour market changes in Uttar Pradesh and finds a deeper employment crisis in the state. The analysis shows a sharp decline in workforce participation and an increase in unemployment levels across all age groups and education levels after 2011–12. Employment decline was particularly high among the youth and the most educated. Female workforce participation hit a historic low in 2018–19.

**Prof. Ashapurna Baruah**  
Assistant Professor



Goswami, M., Daultani, Y., Chan, F. T., & Pratap, S. (2022). Assessing the impact of supplier benchmarking in manufacturing value chains: an Intelligent decision support system for original equipment manufacturers. *International Journal of Production Research*, 1-25. DOI: <https://doi.org/10.1080/00207543.2022.2075811>

**Abstract:** This research aims to aid original equipment manufacturers (OEMs) to model, analyze, evaluate, and benchmark potential design and manufacturing suppliers based on respective product engineering teams' efficiencies. The product engineering efficiency in this study is modeled in terms of product engineering-related attributes such as commercial lead time, number of parts, number of green features, number of end products developed, and so forth. Essentially, these parameters capture more complex interactions than simple traditional supplier selection criteria such as cost, quality, delivery, and flexibility. Due to the presence of information uncertainty in terms of bounds related to the suppliers' related parameters, a number of data envelopment analysis (DEA) efficiency measurement models

have been deployed. The proposed decision support system is novel because it models both the self-assessment type and cross-efficiency type using DEA such that maximum discrimination can be achieved amongst suppliers in the presence of interval data. The study is demonstrated for ten different sheet-metal cabin suppliers. Comparison with some well-known, relevant methods is also carried out to illustrate the validity of the proposed method. The research can specifically help supply chain managers to align the evaluation of potential suppliers with their firm's commercial considerations in the presence of information uncertainty.



Prashar, S., & Hamid, A. B. A. (2022). Promoting Businesses Beyond Borders: Multinationals' Perspectives. *FIIB Business Review*. DOI: 10.1177/23197145221097245

**Abstract:** This study conceptualizes and critically examines the business-level digital transformation and hinges on to the examination of business level digital transformation from a strategy perspective. Using the conceptual review design, the study further explores the contents of the digital transformation process. We answer two key research questions: (a) what is the business model of a multinational company promoting through digital sources? (b) Is it relevant for multinationals in the digital economy? The study triggers determining the necessary steps to digitally transform a business and organizing them into categories of phases leading to the digital transformation process. In conclusion, this work allowed spotlighting the strategic character of the digital transformation and, above all, to grasp its multidimensional reach.

**Prof. Sanjeev Prashar**  
Professor





**Prof. Sushant Kumar**  
Assistant Professor

Sreen, N., Mukherjee, S., Jebarajakirthy, C., **Kumar, S.**, & Sharma, H. (2022). Role of personal values on revisiting green hotels: a hierarchical value map approach. *Tourism Recreation Research*, 1-21. DOI: <https://doi.org/10.1080/02508281.2022.2076190>

**Abstract:** Despite gaining popularity in recent years, limited studies have explored revisit intentions towards green hotels. This study investigates the role of personal values on green hotel attributes and revisits intentions. Qualitative data were collected through in-depth interviews using laddering interviews from 47 tourists. The data collection took place in an informal setting: a café over a coffee or telephone. The interviews were transcribed, and on the 463 pages transcript, open and axial coding were performed. The study drew from means-end theory and developed a hierarchical value map linking attributes, consequences, and values. The study contributes to means-end theory green hotel literature by identifying seven attributes (e.g. food, property) leading to eight consequences (e.g. organic taste, natural relaxation, being in nature) and thereby fulfilling nine customers' values (e.g. health, inner harmony, the world of beauty). The study also provides practical strategies for green hotel managers.

## 8<sup>th</sup> International Yoga Day Celebration

Indian Institute of Management Raipur organized the 8th International Yoga Day on 21<sup>st</sup> June 2022 in association with The Yoga Institute Raipur. The theme for the International Yoga Day this year is "Yoga for Humanity". All faculty, staff, and their family members, including kids and research scholars, performed yoga at the event. Online live yoga session at zoom was also arranged for the students. Mr. Manjeet Sthapak, with his team from The Yoga Institute, Raipur, conducted the yoga session.

The event commenced at 6:45 AM with the lamp lighting ceremony. Prof. Ram Kumar Kakani, in his welcome address, spoke about the importance of yoga and a healthy lifestyle. He also motivated the participants to make yoga a way of life. On occasion, Prof. Kakani also released the video on 'Yoga at IIM Raipur' prepared by the students. After that, the IIM Raipur fraternity performed all yoga asanas under the supervision of the yoga instructor, which consisted of a series of asanas, mudra, pranayam, mantras, and meditation. The yoga session concluded with the Sankalpa, which is a promise to be committed to oneself and attain the highest form of



self-development. The yoga session was rejuvenating and refreshing for everyone. Mr. Manjeet Sthapak, the yoga instructor, was felicitated by Prof. R. K. Jana, Chairperson, Students' Affairs. The program ended with a vote of thanks by Prof. Jana.

## New Faculty

Indirah Indibara, has joined as an Assistant Professor in 'Marketing Management' on July 04, 2022. She has done her Ph.D. from XLRI Jamshedpur and PGDM from IIM Kozhikode. Her areas of research interests include Consumer Behaviour, Consumer Culture Theory, Anti-Consumption Behaviour, Consumer Cynicism and Bourdieu's Habitus Theory.



Jighyasu Gaur has joined as an Assistant Professor in the area of 'Operations Management & Quantitative Methods' on June 17, 2022. He has done his Ph.D. (Management), IBS Hyderabad. His areas of research interests include Closed-loop supply chain, Remanufacturing, Circular economy, Supply chain configuration, Consumer behaviour for reconstructed products.

J. Daniel Inbaraj has Joined as an Assistant Professor in 'Marketing Management' on June 29, 2022. He has done his Ph.D. from National Institute of Technology Tiruchirappalli. His areas of research interests include Cause-related Marketing, Branding, Social Marketing, Non-profit Marketing, Technology enabled environment – (Branding).



P. Jithin has joined as an Assistant Professor in the area of 'Economics' on June 20, 2022. He has done his Ph.D. from IIT Madras. His areas of research interests include Open macroeconomics, Multinational corporations, and International economics.

Navneet Bhatnagar has joined as an Assistant Professor in 'Strategic Management' on June 16, 2022. He has a PhD from Indian Institute of Technology (IIT) Madras. His area of interests include Firm competencies for Service Innovation, New Venture Creation in Family Business, Next Generation Leadership Development in Family Business, Family Business Professionalisation and Governance Values, Ethics and Philanthropy in Family Enterprise.



Ritu Gupta has joined as an Assistant Professor in 'HR & OB' area on June 17, 2022. She has done her Ph.D. (Management), from IBS Hyderabad. Her areas of research interests include Time perspective, Expatriate issues, Workplace intergenerational climate, Retirement planning, Cross-cultural studies, Qualitative research.

Sandeep S. has joined as an Assistant Professor in 'Strategic Management' on July 01, 2022. He has done his Ph.D. from Indian Institute of Management Kozhikode. His areas of interest include International business, Emerging market multinationals, International entrepreneurship, Micro-foundations of strategy, Corporate governance, Clusters and agglomerations, Sociology of organizations.



## Weekly Research Seminar

In order to promote research under the guidance of our esteemed Director, faculty members of IIM Raipur presented a weekly Research Seminar on June 17<sup>th</sup>, 2022.

Prof. Nemiraja Jادیappa and Prof. Yogesh Chauhan jointly presented the paper titled "Corporate social responsibility or Shareholder social responsibility: The effect of mandatory CSR spending regulation on systematic risk" at Gyanshila. The event was attended by our Dean and faculty members and the FPM/EFPM scholars and moderated by Chairperson Research, Prof. Manojit Chattopadhyay.



## Certificate of Appreciation



Institute of Management Raipur has received the Certificate of Appreciation for conducting voluntary Blood Donation Camps with Indian Red Cross Society, Raipur Branch, Chhattisgarh.

On behalf of institute, Prof. M. Kannadhasan has received appreciation certificate on June 14<sup>th</sup>, World Blood Donor Day 2022 by the Governor of Chhattisgarh, Anusuiya Uikay.

## Students' Achievement

Prathamesh B. Pol, MBA 2021-23 Batch, IIM Raipur represented the institute at 'Raipur Smart City Conference' and won speech cum Debate Competition hosted by NRDA (Naya Raipur Development Authority). He suggested recommendations for the planning and development of a smart city.





## 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.	Executive Certificate Program in Human Resource Management-II	September 26, 2021	Anubha Dadhich Damini Saini
3.	One Year Executive Certificate Programme in Senior Management-II	March 27, 2022	Sanjeev Prashar
4.	Executive Certificate Program in Operations Management & Six Sigma-V	June 05, 2022	Mohit Goswami Gopal Kumar

### *E-Learning / Online Programme concluded in the month of June 2022*

S. No.	Programme Name	Commenced on	Programme Faculty (Dr./Prof.)
1.	Post Graduate Executive Certification in General Management-III	July 18, 2021	Arunima Shah Shalabh Singh
2.	Executive Certificate Programme in Business Finance - I	January 23, 2022	Rajesh Pathak Vaibhav Lalwani



***Campus Immersion Program - General Management Program (GMP) - III***



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