



COMMUNIQUE

Indian Institute of Management Raipur's Newsletter



The banner features the IIM Raipur logo in the top left corner and the NIRF logo in the top right corner. The main headline reads "IIM Raipur is ranked #14 on NIRF Rankings 2022". Below the headline, there is a circular portrait of Prof. Ram Kumar Kakani, Director of IIM Raipur. To the right of the portrait, a text box contains a quote from him: "This year is a year of triumph in achieving milestones towards our vision amidst the global pandemics. IIM Raipur is proud to be placed as top 7th IIM for 2nd year in a row. Deeply seeped in our logo, IIM Raipur strongly believes in the slogan 'Sva-Karma Niratah Siddhim' implying each member of our institute believes that 'through one role-actions, one attains perfection.' With this belief, the Institute promotes excellence in academics as well as creating a strong industry interface as well as international relations. This belief shapes our vision to be the top business school globally." Below the text box, the name "Prof. Ram Kumar Kakani, Director, IIM Raipur" is displayed.

In Inner Pages

- IIM Raipur Conducts Orientation for 13th Batch of PGP, 11th Batch of FPM
- Faculty Publications
- Guest Visited
- Guest Lecture Series
- New Faculty
- MoU
- SAKSHAM
- Executive Education and Consultancy
- IIM Raipur in Media

IIM Raipur Conducts Orientation for 13th Batch of PGP, 11th Batch of FPM

IIM Raipur welcomed its 13th Batch of Post Graduate Programme in Management and 8th Batch of Fellow Programme in Management and 11th Batch of Executive Fellow Programme in Management on 4th July 2022. During the orientation programme, the students got an opportunity to interact with experts from Academia and Industry.

The program started with the inaugural address by Smt. Shyamala Gopinathan, BoG, Chairperson, IIM Raipur, congratulating the students for securing admission in a top tier institute of India.



Prof. Gopal Kumar, Chairperson-PGP welcomed the students of PGP Batch 2022-24 & FPM Batch 2022. Prof. Mohit Goswami, Chairperson, Admissions, then presented the Student Profile for the PGP class.

Prof. Sanjeev Prashar, Professor - Marketing, IIM Raipur presented the welcome address. He motivated the incoming batch to follow their passion and shape their ideas accordingly. He gave the example of Swami Vivekananda to possess the traits of being truthful, faithful and selfless. One should be able to control their mind and amalgamate moral values with a touch of modernity to obtain the best outcome for oneself, family, friends and society.

Dr. R Balasubramaniam, Member (Human Resources), Capacity Building Commission, Government Of India greeted the students of the new batch. He appreciated the campus of IIM Raipur and its



infrastructural facilities. He shared with the fresh business students that the business world is misinterpreted as being an evil world. Since business is an integral part of life, one can sustain and make it fair by learning to disrupt, innovate and lead. He mentioned that University education can only become relevant if students are the drivers of energy within the learning environment. He urged the students to co-create the learning process, switching to the 'phygital' mode of learning. Phygital mode is a combination of the brick and mortar model with the digital mode of learning. Creation of learning resources is not only the responsibility of the teachers but also of the students.

Prof. Ramkumar Kakani, Director, IIM Raipur, brought the first half of the day to a close with a vote of thanks.

On the second day of the Orientation Programme, two panel discussions were organised for the students to know better to the academics as well as industry. The first panel discussion was in the topic 'India's \$5 Trillion Economy: Economic way out' moderated by Prof. Sanjeev Prashar. The panelists were Mr. Vipul Sabharwal, Managing Director, Luminous Power, Mr. Nagaraju Sada, Global HR Head - HR Technology and Organization Effectiveness (UPL), Mr. Aneesh Ajayan, Manager - Performance Improvement, EY.

The second panel discussion was on the topic "Getting Ready for day Zero" moderated by Prof. Jagroop Dawra. The panelists were Mr Manoj K Prasad, Vice President - Talent Development & Digital Transformation, Reliance Industries, Ms. Shilpa S Santwani, Managing Director, State Street Corporate, Mr. Anurag Tripathi, Vice President - Operations, Info Edge India

Faculty Publications



Prof. Sanjeev Prashar
Professor

Salagrama, R., Mattila, A. S., Prashar, S., & Tata, S. V. (2022). Matching explanations with regulatory focus. *Marketing Intelligence & Planning*, (ahead-of-print). DOI 10.1108/MIP-08-2021-0253

Findings: The findings imply that the effectiveness of the explanation type depends on the regulatory focus of the recipient and the severity of the failure. Specifically, with low severity failures, promotion-oriented respondents were sensitive to explanations about why failures happened. Conversely, their prevention-oriented counterparts were sensitive to explanations about how failures happened. With high severity failures, respondents were sensitive to how the failure happened irrespective of their regulatory focus orientation. Moreover, IJ is the psychological mechanism explaining such effects on satisfaction with service recovery.



Prof. M. Ramkumar
Assistant Professor

Tran, T., Kim, S., Ramkumar, M., & Son, B.-G. (2022) "Association between lean manufacturing, sustainability practices and triple bottom line performance", *29th International Annual EUROMA Conference*, Estrel Berlin, Sonnenallee, 225, Berlin, Germany.

Abstract: This paper examines the association between lean manufacturing (LM), sustainability practices and corporate performance in the form of triple bottom line (TBL). LM has been discussed for decades with a focus on economic outcomes. It is only recently that scholars have examined the association of LM with sustainability outcomes. Yet, the literature is silent regarding how LM is implemented with environmental (EPs) and social practices (SPs) for TBL performance. Based on a sample of 177 manufacturers, this study provides evidence on the dynamic nature of the association between LM, EPs and SPs for TBL performance.



Prof. Mohit Goswami
Associate Professor

De, A., Kundu, T., Sheu, J. B., Choi, T. M., & Goswami, M. Achieving Sustainability While Managing Supply-Distribution Operations During Facility Disruptions. *Available at SSRN 4149584*.

Abstract: This paper aims to address the issue of managing supply-distribution operations amid facility disruptions while considering both the economic and environmental aspects of supply chain sustainability. The supply chain network considered in this work consists of reliable distribution centers, unreliable distribution centers (prone to disruptions), and customers. Facility disruptions often lead to unexpected capacity reductions, particularly for those unreliable distribution

centers against reliable distribution centers that can agilely overcome the challenge of facility disruptions if an appropriate goods sharing scheme is adopted. Accordingly, this work proposes a novel methodological approach to solve the problem of goods sharing among distribution centers under the condition of supply disruptions in a supply chain for sustainable supply chain operations. The influence of goods sharing strategy on cost-effective management of the supply-distribution operations during potential disruptions is explored using a game-theoretic model. Next, a scenario-based optimization model is presented to minimize the logistics re-distribution cost due to the goods sharing strategy. Further, we also extend the model while considering the carbon emission constraints to incorporate the environmental concerns into the transportation process. The robustness of the proposed optimization model is validated by testing large-sized and real-world problem instances associated with a grocery and general merchandise organization based in the United Kingdom. Numerical experiments are further conducted to support the validity and applicability of the proposed model in strategically managing goods sharing for logistics re-distribution between reliable and unreliable distribution centers (under the risks of facility disruptions, from both the financial and environmental perspectives). Further, the results of sensitivity analysis regarding demand variability verify the robustness of the proposed optimization model in restructuring the supply chain to meet fluctuating customer demand without financial losses. Notably, evidence-based insights and managerial implications are presented to highlight the applicability of the proposed model.

Guest Visited

Prof. Subramanian Iyer from University of New Mexico delivered a research seminar presentation entitled "Socio-Economic Welfare, Taxation, and Corporate Investment" on 1st July, 2022 at Visitor Research Presentation organised by the Research Committee of IIM Raipur.



Mr. Aneesh Ajayan, Sr. Manager (Performance Improvement), EY - an IIM Raipur alumnus with 10 years of consulting and OEM experience in the automotive industry. He Joined EY in the year 2015 and is part of the Business Consulting practice, focusing on the Automotive and Mobility sector. He has also served as a Student Placement Coordinator at IIM Raipur Corporate Relations.



Mr. Vipul Sabharwal, Managing Director, Luminous Power Technologies (P) Ltd -an alumnus of Jamnalal Bajaj Institute of Management Studies, Mumbai. In his current role he is responsible for providing leadership across the businesses. Over the last 25 years of his professional career, Mr. Sabharwal has played prominent business leadership roles in the retail business, thereby acquiring expertise and vast industry knowledge in this field.



Mr. Nagaraju Sada, Global HR Head - HR Technology and Organization Effectiveness, UPL - an HR Leader with diverse experience and expertise, globally and domestically with 20 years of experience in Cross Functional People Management, Strategic Planning & Research, Org Design, Project Management, Employer Branding and Contingent Workforce. He has strong experience in driving change management and people integration of large entities.



Mr. Anurag Tripathi, Vice President - Operations, Infoedge India Ltd., - an alumnus of very first batch of students at IIM Raipur. With more than 14 years of work experience, Mr. Tripathi has previously worked with organizations like Verizon, Jabong and AVP Delivery. He relishes being a leader, managing change, achieving excellence, and driving his teams towards a proud future



Dr. Manoj K Prasad, Ph.D., Vice President - Talent Development and Digital Transformation, Reliance Industries Limited - with 24+ years of global credential in managing end to end complex transformation & organization change programs across the globe related to business & digitalization transformation, Corporate HR, HR and culture transformation and Capability Building. He has led and driven end to end talent development, digital transformation and culture change with Fortune 100 companies



Prof. Shilpa S Santwani, Managing Director, State Street - has held many executive positions over a time span of 22 years in multiple domains of Banking and financial services, Product & Service industries. She is currently working with State Street as Managing Director. Her key focus areas are in the domains of Transformation, Strategy and Business agility. She is highly committed to advancing diversity and inclusion initiatives across organizations.

Guest Lecture Series



Ms. A. Annapurna A is currently the Head of HR at Fime India, delivered a talk as guest speaker for our leadership talk webinar series on 23rd July 2022. The topic of the talk was “Emotionally Intelligent People Make Great First Impressions”



Mr. Sanjay Srinivas is currently the Vice President - Health and Hygiene of ITC Personal Care Ltd., delivered a talk as guest speaker for our leadership talk webinar series on 30th July 2022. The topic of the talk was “Building brands by making shifts happen”



Mr. Nehal Vora is currently heading the marketing of an entire milk portfolio at Mother Dairy, delivered a talk as guest speaker for our leadership talk webinar series on 30th July 2022. The topic of the talk was “Building Iconic Brands”

New Faculty

Dr. Akhilesh Kumar has joined IIM Raipur as an Associate Professor in Operation area on July 18, 2022. He has done his Ph.D. degree in Industrial Engineering from Wayne State University (U.S.A.). His areas of research interests include Data Science and Business Analytics: Operations Research, Statistical Modeling, Applied Machine Learning, Supply Chain Management: Operations Management, Reverse Logistics and Closed Loop Supply Chain, Sustainable Freight Transportation , Industry 4.0: Predictive Maintenance, Autonomous Diagnostics & Prognostics, Internet of Things.

MoU

A Memorandum of Understanding (MoU) has been signed by the School of Planning and Architecture, New Delhi (SPA-New Delhi) with the Indian Institute of Management, Raipur on July 14, 2022, to collaborate on research programs and exchange scholars, students, academic information, and materials with the aim of enhancing the quality of research and education. Under this collaboration, both the institutions will encourage the development of exchange programs based on their respective academic, research, and educational needs.



SAKSHAM

The committee for sexual harassment, equality, justice, social responsibility and local outreach (SAKSHAM) organized a session on sexual harassment to sensitize the new batch of students (2022-24) during their orientation program on 5th of July 22. The resource person for the session Mrs. Manisha Sharma (Director, Sankalp Samiti) spread awareness about the issue and also answered the queries of students. The SAKSHAM chairperson Prof Damini Saini also did an experiential learning exercise with students which made them realize the diversity and its impact on various work groups.



Executive Education & Consultancy

E-Learning Programmes Ongoing 2022			
S.N o.	Course Title	Commenced From	Programme Faculty Dr./ Prof.
1	Senior Management Programme – II	27-03-2022	Sanjeev Prashar & Sourya JoyeeDe
2	Human Resource Management – II	26-09-2021	Anubha Dadhich & Damini Saini
3	Operations Management & Six Sigma-V	05-06-2022	Mohit Goswami & Gopal Kumar
4	Leadership and Change Management-VI	31-07-2022	Anubha Dadhich
5	Data Science & Machine Learning-V	31-07-2022	Sumeet Gupta & Gopal Kumar

E-Learning Programmes Concluded in July' 2022			
S.N o.	Course Title	Commenced From	Programme Faculty Dr./ Prof.
1	Senior Management Programme - I	20-06-2021	Sanjeev Prashar & Satyasiba Das



Concept and Compilation:
Dr. C K Swain
Librarian
IIM Raipur

Graphics & Design:
Mr. Shakib Ahmad
Assistant System Manager
IIM Raipur



India Institute of Management Raipur,
Atal Nagar, P. O. - Kurru
(Abhanpur) Raipur (C.G.) - 493661



Phone: (+91) 771-2474 639
Fax: (+91) 771-2474 639



www.iimraipur.ac.in
Email: newsletter@iimraipur.ac.in