



COMMUNIQUE

Indian Institute of Management Raipur's Newsletter

IIM Raipur Celebrates Hindi Diwas

Indian Institute of Management Raipur observed 'Hindi Pakhwada' from September 08-14, 2020 in an effort to propagate the use of Hindi language as per the directives of MHRD. The celebrations consisted of a poem recitation and speech competition in Hindi language which saw enthusiastic participation from the FPM students and staff, with recitation of famous as well as self-written poems. The closing ceremony for the Hindi Pakhwada was held on 14th September, widely celebrated as Hindi Diwas all over the country. The Chief



Guest, Hon'ble Shri Ajay Kumar Pandey, IRS, Commissioner, Central Goods and Services Tax & Excise, Raipur, Director of IIM Raipur Prof. Bharat Bhasker, Invited Members - Prof. Sanjeev Prashar, Dean Academics and Prof. PRS Sarma, Chairperson, Student Affairs, Program Chairman - Col. (Dr.) Harindra Tripathi (Retd.), Chief Administrative Officer and the other esteemed faculty members graced the event with their presence.

The program was inaugurated by lighting a lamp by the dignitaries of IIM Raipur. Prof. Bharat Bhasker welcomed the Chief Guest of the event, Shri Ajay Kumar Pandey who graced the ceremony with his presence in virtual mode. The Program Chairperson, Col. (Dr.) Harindra Tripathi (Retd.), presented a report on the efforts made to promote Hindi language in the institute.

Prof. Bharat Bhasker, Director IIM Raipur, in his address, said that any language is a reflection of a culture and it keeps alive the culture also. The very fact that Hindi has evolved from Sanskrit language and its still evolving makes it a living language. He further stated that a nation becomes strong and uplifted only if the people are proud of its language and since Hindi is a living language, it can become a binding factor for a country as diverse as India.

The Chief Guest, Shri Ajay Kumar Pandey, in his address, gave valuable insights on how to overcome the difficulties in using Hindi language in official work. He focused on adopting technical words of English language in Hindi. He further stated that Hindi language is a scientific language and only determination and love for mother tongue is required to make the wider use of language.

The winners of poetry and speech competition were felicitated by Prof. Sanjeev Prashar, Dean Academics. In poem recitation competition in research scholars category, the first prize was awarded to Mr. Avinash Jawade (FPM Scholar) and the second prize was awarded to Mr. Ankit Kumar (FPM Scholar). In speech competition, Mr. Shekhar Suman was declared the winner. In staff category, Mr. Deepak Tiwari was awarded first prize and Mr. D. K. Sinha was awarded second prize.

This was followed by an address by Dean Academics, Prof. Sanjeev Prashar who enlightened the fraternities at IIM Raipur with a message from Hon'ble Education Minister Dr. Ramesh Pokhriyal, 'Nishank'. The ceremony concluded with vote of thanks by Prof. PRS Sarma, Chairperson, Student Affairs.

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Faculty Publications



Prof. Mohit Goswami
Assistant Professor

Goswami, M., Daultani, Y., De, A. (2020). Decision Modeling and Analysis in New Product Development Considering Supply Chain Uncertainties: A Multi-Functional Expert Based Approach. *Expert Systems with Applications*. DOI: <https://doi.org/10.1016/j.eswa.2020.114016>.

Abstract: Successful new product development projects and extant research literature advocate for inclusion of inputs pertaining to the supply chain at early stages of product development to proactively identify risk averse product design concepts. To this end, we devise an analytical framework to converge upon product design concept(s) that would be associated with lesser supply chain risks, usually function of both technical and commercialization considerations. The high-level and constituent lower-level supply chain risks are represented by parent and root nodes respectively within the devised Bayesian network driven research framework. Thereafter, a quantitative measure denoted as SCRI (supply chain risk index) is evolved that yields overall composite risk numbers corresponding to respective design concepts at different risk states. Validation and comparison of the devised method with an extant study illustrates the consistency and reliability of the study. It is found that the risk propensity of a particular design concept is inversely related

to the probabilistic utility of that particular concept. The case of a construction power tool of a global firm is used to demonstrate the methodology. Our research addresses an important future research pathway as argued by Hosseini et al., (2020) that extant research literature is devoid of decision-making frameworks focused on measurement and analysis the propagation of risks on complex networks.

Kumar, A., & Dash, P. (2020). Changing transmission of monetary policy on disaggregate inflation in India. *Economic Modelling*, 92, 109-125. DOI: <https://doi.org/10.1016/j.econmod.2020.07.016>

Abstract: This paper investigates the time-varying effects of monetary policy on aggregate, sectoral, and disaggregate inflation in India from 1997 to 2017 using a large dataset of 439 variables. We find that the effectiveness of a contractionary monetary policy in controlling aggregate inflation has improved over time. This improvement in the policy's effectiveness can be attributed to better transmission through credit and asset price channels. In investigating disaggregate inflation, we find that a contractionary monetary policy is more effective in reducing inflation in the manufacturing sector than in the agricultural sector. Further, the sacrifice ratios in all manufacturing sectors have improved over time. However, the commodities prices of some sectors respond positively after a monetary contraction, which demonstrates the presence of a cost channel in the Indian economy. Our findings suggest that the monetary authority in India should have an interest rate rule that incorporates sectoral inflation and reacts to each with different intensity.



Prof. Pradyumna Dash
Associate Professor



Prof. Satyasiba Das
Associate Professor

Balakrishnan, R., & Das, S. (2020). How do firms reorganize to implement digital transformation?. *Strategic Change*, 29(5), 531-541. DOI: <https://doi.org/10.1002/jsc.2362>.

Abstract: The paper follows an explorative approach to digital transformation (DT), an organizational transformation achieved through digital technologies such as mobile technologies, social media, cloud, internet-of-things, big data analytics, and artificial intelligence. The study involving qualitative research on 14 technology-intensive firms, attempts to understand structural changes and managerial actions associated with DT. The study has found that medium and large-sized firms handle innovation and operations separately wherein the small firms build innovation into operations by embedding relevant skills in team members. The small firms focus on process innovation whereas the other firms focus on both process optimization and new market offerings. The study has new findings on DT managerial actions that include organization-centric activities linked to employee engagement, external stakeholder-centric activities connected to partner engagement, and technology-centric activities related to achieving economies of scale.

Balakrishnan, R., Das, S., & Chattopadhyay, M. (2020). Implementing Data Strategy. *Australasian Journal of Information Systems*, 24, 1-27. DOI: <https://doi.org/10.3127/ajis.v24i0.2541>.

Abstract: With the arrival of Big Data, organizations have started building data-enabled customer value propositions to increase monetizing and cost-saving opportunities. Organizations have to implement a set of guidelines, procedures, and processes to manage, process and transform data that could be leveraged for value creation. This study has approached the journey of an organization towards data-enabled value creation through four levels of data processing, such as data extraction, data transformation, value creation, and value delivery. This study has critical inferences on using data management solutions such as RDBMS, NoSQL, NewSQL, Big Data and real-time reporting tools to support transactional data in internal systems, and other types of data in external systems such as Social Media. The outcome of this study is a methodological technology independent data management framework an organization could use when building a strategy around data. This study provides guidelines for defining an enterprise-wide data management solution, helping both the academicians and practitioners.



3rd International Conference on Digital Economy (ICDE) Key Organizers:

& 14th Annual ISDSI Conference

(27-30 December 2020)

Organized by

The Centre for Digital Economy

Indian Institute of Management Raipur

Prof. Bharat Bhasker, Director, IIM Raipur

Prof. Satyasiba Das, Chairman, International Relations & Placements

Prof. Sumeet Gupta, Chairman, Computer Center & IT Services & Head, Centre for Digital Economy

Conference Highlights:

- Doctoral Colloquium
- Paper Development Workshop
- Professional Development Workshops
- Advanced Management Program: Building Digital Ecosystems
- Curriculum Design Studio
- Advanced Methodology Master Classes
- International Networking
- Director's Panel & Awards

Key Deadlines:

- Abstract Submission: 30 July 2020
- Proposal Submission for DC: 30 August 2020
- Expression of Interest in PDWs: 30 September 2020
- Full Paper Submission (PDW-DC): 15 October 2020
- Conference Registration: 15 September 2020

Detailed Information & Submission Centre: <https://dsiindia.org>

Other Assignments & Talks Delivered



Prof. Bharat Bhasker
Director

- Prof. Bharat Bhasker, Director, IIM Raipur delivered a talk on Emergence of Digital Economy to the faculty members of J C Bose University of Science & Technology on 12th September 2020 through Webinar.
- Prof. Bharat Bhasker, delivered a talk on National Education Policy organised by Atal Bihari Vajpayee Centre for Leadership, Policy and Governance, Centre of Excellence, IIM Ranchi on 18th September 2020 through Webinar.
- Prof. Bharat Bhasker inaugurated MBA Batch of Allenhouse Institute of Management Kanpur on 21st September 2020 through Webinar.
- Prof. Bharat Bhasker delivered a talk on National Education Policy organized by Unnat Bharat Abhiyan of NIT Raipur on 23rd September 2020 through Webinar.
- Prof. Bharat Bhasker was one of the key speakers in the Panel discussion on National Education Policy 2020 organized by The Institute of Company Secretaries of India on 24th September 2020 through Webinar.
- Prof. Bharat Bhasker delivered a keynote address in the International Conference on Role of Innovation, Entrepreneurship and Management for Sustainable Development organized by O P Jindal University, Raigarh on 26th September 2020 through Webinar.
- Prof. Bharat Bhasker delivered a Foundation Day Lecture at Asian School of Business Management University Odisha on 26th September 2020 through Webinar.
- Prof. Bharat Bhasker was one of the key speakers in the Panel discussion on Reflection on Management Education of National Education Policy organized by Indraprastha University, New Delhi on 29th September 2020 through Webinar.



1st Panel Discussion in Webinar mode for the prospective ePGP students

Indian Institute of Management Raipur along with the technology partner Nulearn organized a Panel discussion in webinar mode about the upcoming Executive Post Graduate Program (ePGP) of IIM Raipur for prospective students on 26th September, 2020. From IIM Raipur, Dean (Academics) - Prof. Sanjeev Prashar and, Chairman of ePGP and Online Executive Education Programs, Prof. Mohit Goswami were the panelist. CEO of Nulearn, Mr. Sumit Kumar moderated the panel discussion. Hundreds of prospective ePGP students were logged in for the panel discussion as well.

The event started with broadcast of the recorded message from Director of the Institute, Prof. Bharat Bhasker. Prof. Bhasker emphasized that with Indian economy leading to higher growth trajectories in medium to long term and with increased emphasis on Atma Nirbhar Bharat, it is imperative that the country does not lack the qualified managerial workforce. In this context,

he emphasized on the highlights of the program and also encouraged prospective students to explore the program. Thereafter, Prof. Sanjeev Prashar addresses the cohort about the achievements of IIM Raipur in past decade or so along with the value system of the Institute. He emphasized the contributions of the in-



stitute's faculty members in research, teaching, consultancy, and executive education. In particular, Prof. Prashar also highlighted IIM Raipur's success in both on-campus and online executive education for short as well as long term programs. Prof. Mohit

Goswami, thereafter highlighted the nuances of the ePGP program and elaborated about the ways in which program adds tremendous value for not just working professionals but also for self-employed professionals, entrepreneurs, and startup creators. Prof. Goswami discussed at length the structure of the program, expectations from students, and various nuances of the pedagogy that IIM Raipur follows.

In the second half of the panel discussion, the event was opened to address questions from students in which queries from students were answered. Owing to the overwhelming response to the event, the Institute intends to

deliver another such panel discussion for the prospective ePGP students in near future. The event concluded with Mr. Sumit Kumar, CEO, Nulearn delivering a vote of thanks.

Executive PGP
BY IIM RAIPUR
"LEARN FROM THE COMFORT OF YOUR HOME"

- * 2 Years Executive PGP programme in blended mode (Online classes + 2 campus immersion modules)
- * Participants can attend classes directly from Laptop/Desktop
- * Convenient class schedule with majority of classes on weekends
- * MBA degree awarded by IIM Raipur on successful completion of the programme

Upgrade your career from the comfort of your own space with IIM Raipur Executive Post Graduate Programme in Management (ePGP).

The two year programme is specifically designed for working professionals with busy schedules. It enables flexible learning for participants with minimal interruption to their work-life balance.

Know more about the programme - <https://nulearn.in/epgp-iimraipur/>

Leadership Talk

S. No.	Date	Speaker	Topic
1.	Aug 17, 2020	Tapan Singhel, Managing Director & CEO, Bajaj Allianz General Insurance	From Scientist to CEO
2.	Aug 20, 2020	Ms. Srimathi Sridharan, Vice President, Leading Global Financial Services Firm	An Overview of the Wealth Management Industry in the US
3.	Aug 21, 2020	Dr. Santosh Phulpagar, Head – HR (Corporate Functions) and Head – Talent Acquisition, L&D, Operational Excellence	Introduction to Executive Coaching
4.	Aug 22, 2020	Ms. Vasuta Agarwal, Managing Director for Asia Pacific at InMobi	Technology-Driven Advertising: From Data Insights to Engaging Consumers
5.	Aug 22, 2020	Mr. Vijayam Sirikonda, Senior Vice President at Gramener and heads APAC Sales	The Art of Storytelling using Data Science
6.	Aug 23, 2020	Capt. Pranav Prason, Head of Human Resources at Renault India	Delivering Employee Experience and Leading Through Crisis
7.	Aug 23, 2020	Mr. Pravin Agarwala, Co-Founder and CEO of Better-Place Safety Solutions	Uncomplicating the Blue-Collar Space
8.	Aug 29, 2020	Mr. Jaideep Gupta, Founder, CEO and the driving force behind UNIVARIETY	The Potential & Power of the Ed-Tech Sector
9.	Aug 29, 2020	Mr. Krishna Dorai, Managing Director at Kontoor Brands India	Evolution and Disruption in Fashion and Lifestyle Industry
10.	Aug 30, 2020	Mr. Shankar Gupta, Chief Operating Officer of ACG World	How leaders have used change and transformation to overcome the challenges posed by Covid-19
11.	Aug 30, 2020	Mr. Siddharth Deshmukh, National Head - Modern Trade & General Trade at OnePlus India	Distribution in Handset Industry
12.	Sep 06, 2020	Ms. Krithiga Thakkar, Director - Consulting at Red Hat	Open Minds
13.	Sep 06, 2020	Mr. Aditya Bhat, Head of Jio Creative Labs	The World of Marketing
14.	Sep 10, 2020	Mr. Sanjay Singh, Deputy CEO of India Branches and Head of Global Markets at BNP Paribas	Overview and Key Trends Transforming the Indian Banking Sector
15.	Sep 12, 2020	Mr. Prasad Joglekar, CPSCM, Executive Vice President and Head of Supply Chain at Jubilant Life Sciences Limited	Jubilant Leadership Masterclass
16.	Sep 12, 2020	Mr. Subir Verma, Head HR & IR at Tata Power-DDL	COVID 19 – HR Practices: Opportunities or Threats
17.	Sep 12, 2020	Mr. Sudhir Nayar, Managing Director – Commercial Sales, Cisco	Fireside Chat with Mr. Sudhir Nayar
18.	Sep 19, 2020	Mr. Pradeep Kashyap, Founder, MART as a 'Business Mind Social Heart' consultancy organisation	The Rural Growth Story
19.	Sep 23, 2020	Ms. Lucky Sharma, Associate Director, Cognizant Digital Business	The Cognizant Edge
20.	Sep 26, 2020	Mr. Ashutosh Mishra, General Manager of Strategic Sourcing & Supply Chain at Hero MotoCorp Ltd.	Supply Chain Strategies to Mitigate Disruptions and Emergencies

Executive Education & Consultancy (EE&C)

E-Learning / Online Courses

Current Programme under E-Learning

S.No.	Course Title	Commenced On	Programme Faculty (Dr./Prof.)
1.	Executive Certificate Program in General Management (Batch I)	January 19, 2020	Rashmi Shukla & Ankita Chhabra

Forthcoming Programme under E-Learning

S.No.	Course Title	To be commenced from	Programme Faculty (Dr./Prof.)
1.	Executive Certificate Program in General Management (Batch II)	October 18, 2020	Rashmi Shukla & Shalabh Singh
2.	Executive Certificate Program in Operations Management and Six-Sigma (Batch-II)	October 18, 2020	Mohit Goswami and Gopal Kumar

Faculty Development Programme (FDP)/ Management Development Programme (MDP)

S.No.	Programme Title	Period	Organization	Programme Faculty (Dr./Prof.)
1.	Flipped Classroom - Technology and Paradigms	September 2-4, 2020	RGPV Bhopal	Bharat Bhasker, Sumeet Gupta, Satyasiba Das, Sanjeev Prashar, Vinay Goyal, PRS Sarma, Anubha Dadhich, Mohit Goswami, Archana Parashar, Jagrook Dawra, R.K. Jana, Parikshit Charan, Damini Saini, Manojit Chhattopadhyay
2.	Achieving Academic Effectiveness	September 10-12, 2020	CSVТУ Bhilai	
3.	Leveraging Future - Research Writing & Entrepreneurship	September 13-15, 2020	CSVТУ Bhilai	
4.	Brainstorming Techniques	September 15-16, 2020	RGPV Bhopal	
5.	Teaching & Learning Strategies	September 16-18, 2020	CSVТУ Bhilai	
6.	Managing Self Role	September 19, 2020	CSVТУ Bhilai	
7.	Achieving Academic Effectiveness	September 20-22, 2020	CSVТУ Bhilai	
8.	Improving Effectiveness: Various Paradigms in Teaching	September 22-23, 2020	RGPV Bhopal	
9.	Mentoring the Students Cohort	September 23-24, 2020	RGPV Bhopal	
10.	Leveraging Future - Research Writing & Entrepreneurship	September 23-25, 2020	CSVТУ Bhilai	
11.	Achieving Academic Effectiveness	September 27-29, 2020	CSVТУ Bhilai	

IIM Raipur in Media





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