



COMMUNIQUE

Indian Institute of Management Raipur's Newsletter

IIM Raipur is ranked 9th in Outlook ICARE MBA Rankings 2021: Top Public MBA Institutions. We are extremely happy to share this milestone!!



4th Leadership Summit 2020

Indian Institute of Management Raipur organized its two day long flagship industry interaction event virtually on October 17-18, 2020. The theme for summit this year was 'New Age, New Realities'. The summit aimed to provide a unique platform to industry experts and students to interact and discuss key ideas which would help the upcoming management professionals in tackling future challenges in a proficient manner. Mr. Ashish Kumar Chauhan, MD & CEO, Bombay Stock Exchange graced the summit as the Chief Guest.

Prof. Satyasiba Das, Chairman Corporate Relations, IIM Raipur welcomed the Chief Guest and introduced other panel members. He expressed his vision for the summit and how it has grown in eminence over the past years.

Prof. Bharat Bhasker, Director IIM Raipur, delivered a welcome address for the dignitaries. He elaborated how the topic is relevant in current scenario, as fundamentals of business environment are changing and

how it is important to adapt to the new reality rather than changing the core philosophy.



The Chief Guest, Mr. Ashish Kumar Chauhan, in his address, emphasized on the importance of learning from ideas and how leaders should always be aware about the future changes in the markets, where multi-tasking is their most important asset. He spoke that unlike moral leadership, the coming times will see situational leaderships, where despite having constraints from the past & the present, they should have the ability to take the organization forward.

The topic of the first panel discussion was 'Rapidly Changing Business Scenarios: Implications for New Managers' which was moderated by Prof. Satyasiba Das, Associate Professor, IIM Raipur.

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Ms. Bhuvana Subramanyan, Chief Marketing Officer, Randstad India, Mr. Deepak Chhabra, Managing Director, Tupperware India, Mr. Sandeep Komarla, Senior Director Market-

ing, Viacom18 Media.

The discussion saw insights on the topic from our distinguished guests - Mr. Dhiraj Sood, MD / GM, India & South Asia Danaher Corporation/ Videojet Technologies, Mr. Dinakar A, MD, Saint Gobain Sekurit, Mr. GSS Gopal Krishna, Country Head - Market Function, TCS iON, Mr. Nitin Mittal, Director, Program Management & Agile Delivery, Western Union, Mr. Saurabh Kumar, CEO, GMR Hyderabad Air Cargo.

Track 1 of second panel discussion on the topic 'Challenging Paradigms of Work & Workplace: Understanding the Organisational Perspectives' was moderated by Prof. Anubha Dadhich, Assistant Professor, HRM & Organizational Behaviour, IIM Raipur.



The esteemed panelists were Mr. Abhishek De, Director & Global Head of Talent Acquisition, BrowserStack, Mr. Ankush Arora, Sr. VP and Head HR, Grofers, emphasized on building the culture of the organization by proper utilisation of resources. Ms. Anu Mathew, Chief People Officer, Pine Labs, Ms. Maneesha Jha Thakur, President HR, Emami.



Track 2 of second panel discussion on 'Challenging Paradigms of Work & Workplace: Understanding the Employee Perspectives' was moderated by Prof. Damini Saini, Assistant Professor, HRM & Organizational Behaviour, IIM Raipur. Mr. Ashutosh

Mishra, Director, Head of Corporate Sales, ANZ Bank, Mr. Sanjoy Shaw, HR Director, South Asia, Givaudan, Mr. Sujay Rachh, Executive Director, Leo Burnett were the panelists for this panel.

The last panel discussed on the topic - 'Crisis Inspiring Innovation' dealing with Societal Challenges, Track 1 was moderated by Prof. Jagrook Dawra, Associate Professor, Marketing at IIM Raipur. The panel consisted of

Track 2 of final panel discussion on 'Crisis Inspiring Innovation: Preparing Organisation for Future' was moderated by Prof. Samar Singh, Associate Professor of Practice, Strategy & Management. The esteemed panelists for this panel were Mr. Saurabh Bajaj, Marketing Head, Britannia, Mr. Shantanu Shankar, Managing Director, HSBC InvestDirect Financial Services (India) Ltd, Mr. Vikas Choudhury, President, Reliance Jio.



On the second day of its 4th Leadership Summit, IIM Raipur continued to introduce new ideas to aspiring managers. The day's speakers had stimulating discussions that left young minds

buzzing with intrigue. The day's proceedings consisted of four-panel discussions and a valedictory session. The first panel of the day discussed the topic 'Execution in Digital Economy'. Prof. Satyasiba Das welcomed the esteemed panelists. The discussion revolved around the



digital economy, and the esteemed guests provided their incisive inputs about digital transformation for organizations. This insightful discussion was moderated by Prof. Sumeet Gupta, Professor, IT & Systems. Mr. Dhritiman Chakraborty, Director - Operations, Ingram Micro, Mr. Sachin Khurana, Chief People Officer, and Vice President - People Practice, Happiest Minds Technologies, Mr. Sanjay Murdeshwar, Managing Director, Novartis India, Ms. Kavita Kurup, Global Head Talent & Organisation Transformation, UST Global were the esteemed panelists.

The second panel discussion of the day was on the topic 'Developing your Business' Digital Capabilities- How Are We Doing It?'. The moderator for the panel was Prof. Arunima Shah, Assistant Professor, Marketing at IIM Raipur. The insightful points regarding enhancing digital capabilities of organisations were discussed by our esteemed panelists - Mr. Amit Kapur, Senior Director - Technology, Lowe's India, Mr. Himangshu Baruah, Direc



tor, Marketing APAC, Softline, Mr. Mitul D Thakkar, Director, Software Engineering, and Site Lead, Dell, Mr. Sunil Gopinath, Chief Executive Officer, Rakuten India.

The subsequent two panels had an insightful discussion on the topic 'Emerging People Strategy and What it Means For HR'. Track 1 of the last panel for the day was moderated by Ms. Rashmi Mansharamani, Chief Human Resource Officer, The Wave Group Executive Officer of TATA Company & Director - Asia Valvoline Cummins. The panel consisted of Ms. Heather Saville Gupta, Global Head HR, Mullen-Lowe Lintas Group, Mr. Seetharam L., Director, Talent Acquisition, Virtusa.

Track 2 of final panel discussion was moderated by Prof. Sanjeev Prashar, Professor, Marketing at IIM Raipur. The topic was 'Emerging people strategy and what it means for HR: Skills for New Managers'.

The panelists for this panel were Mr. Rajiv Sikka, Chief Executive Officer, Indian-Oil Adani Gas Pvt. Ltd., Mr. Sudipto Mandal, Chief Human Resource Officer, Star Cement. Mr. Vijay Sivaram, Chief Executive Officer, Qess Corp Ltd. The Summit ended with a final vote of thanks by Prof. Sanjeev Prashar, leaving tomorrow's managers brimming with ideas to implement throughout their careers.



MoU Signed with State Planning Commission of Chhattisgarh

Indian Institute of Management Raipur signed Memorandum of Understanding (MoU) with State Planning Commission Chhattisgarh for Mutual Collaboration in Furtherance of Planning, Development & Growth of Chhattisgarh on October 20, 2020



Building New Digital Ecosystem

**3rd International Conference on Digital Economy (ICDE) & 14th Annual ISDSI Conference
(27-29 December 2020)**

**Organized by
The Centre for Digital Economy
Indian Institute of Management Raipur (Virtual Mode)**

Key Organizers:

Prof. Bharat Bhasker,
Conference Patron Director, IIM Raipur
Prof. Satyasiba Das, Conference Chair
Prof. Sumeet Gupta, Chair, CDE

Conference Highlights:

- Doctoral Colloquium
- Paper Development Workshop
- Academic Paper Presentation
- Director's Panel & Awards

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

Faculty Publications



Prof. Nemiraja Jادیappa
Assistant Professor

Hickman, L. E., Iyer, S. R., & Jادیappa, N. (2020). The effect of voluntary and mandatory corporate social responsibility on earnings management: Evidence from India and the 2% rule. *Emerging Markets Review*, 100750. DOI: <https://doi.org/10.1016/j.ememar.2020.100750>

Abstract: Utilizing the natural experiment presented by India's Companies Act of 2013, this paper investigates the relationship between corporate social responsibility (CSR) engagement and earnings management. India's Act includes provisions designed to improve governance and financial audits, as well as a unique mandate requiring firms that satisfy size or profitability criteria to spend a minimum of 2% of reported income on CSR initiatives. We examine the earnings management behavior of firms that voluntarily reported CSR expenditures prior to the Act's implementation as well as those firms that began to report CSR spending as a consequence of the mandate. Results indicate that firms which voluntarily reported CSR expenditures before the Act also engaged in more earnings management than other firms, consistent with CSR being used manipulatively in the pre-Act period. Once the Act was in effect, evidence indicates that on average firms engaged in less earnings management. However, the results suggest the CSR mandate did not have a significant marginal impact on earnings manipulations, implying that the observed decrease in earnings management in the post-Act period was primarily due to other provisions of the Act, such as those related to corporate governance.

Rohit, A., Dash, P., & Rao, D. T. (2020). A comparative assessment of the spillovers of US monetary policy shocks and its mitigation. *Economics Letters*, 197. 109623. <https://doi.org/10.1016/j.econlet.2020.109623>

Abstract: We conduct a comparative assessment of the spillovers of three types of Fed's monetary policy surprises, i.e., Fed funds rate (FFR), Forward guidance (FG), and Large-scale asset purchases (LSAP) on monetary autonomy in the periphery economies (PEs). We find these shocks to be significant in causing loss of monetary autonomy in the PEs. We also find that the macroprudential tools mitigate the degree of such impairment. This holds for two types of macroprudential policies, i.e., borrower-targeted and financial institutions-targeted. We find both of them to be most effective against the FFR shocks. Comparing the macroprudential tools, we find the financial institutions-targeted tools to be more effective than the borrower-targeted ones in mitigating the degree of impairment against all types of Fed shocks.



Prof. Pradyumna Dash
Associate Professor



Suman, S., & Das, S. (2020). Structured literature review on organizational innovation in family business context. *Strategic Management*, 25(3), 38-44. DOI: 10.5937/StraMan2003038S

Abstract: Over the past decade, research on innovation in family firms has shown incremental growth. Several scholars and practitioners across the globe have shown interest in this field, which has also enriched the current body of literature. Despite the growth in studies related to innovation, research lacks a comprehensive review of the past and present achievements. In our study, we tried to fulfill this gap with a focus on family and firms' influence on organizational innovation. Based on a systematic review of 30 plus journal articles, it presents an integrative picture of family firm innovation. Major research avenues have been discussed based on which areas of future research can be determined.

Prof. Satyasiba Das
Associate Professor

Suman, S., & Das, S. (2020). Corporate Environmentalism, Epistemological Review & Ontological Position. In N. Mitra & R. Schmidpeter (Eds.), *Mandated Corporate Social Responsibility: Evidence from India* (pp. 199-213). Springer.

Abstract: Since recent past, ago a good number of organizations have voluntarily started accepting green practices to make contributions to the environmental well-being by reducing wastes, developing green products, constructing their buildings in the most efficient greener way, recycling their wastes into marketable products and many other ways to make themselves green. Consumers have started demanding for green products and companies are more than happy to satisfy their demand by producing environmentally friendly products. A quest to reduce cost had led to environmentally friendly innovation that has led to a "win-win situation" for all the stakeholders. By going green, companies are attracting more investors to fund them, which would have remained stagnant otherwise without any funds for expansion. In this article, we have examined the main drivers of Corporate Environmentalism (CE) on a global level such as market forces, government and civil regulations. The article discusses the relation between Corporate Environmentalism with stakeholder satisfaction and employee retention and found positive relations among them. Green firms also pressurize their suppliers and others take holders to engage in acts of corporate environmentalism to avoid the criticism of green wash. Corporate eco-efficiency brings the benefits of both economic prosperity and environmental protection and states that "A clean environment is actually good for business, for it connotes happy and healthy workers, profits for companies, developing conservation technologies, selling green product and efficiency in material usage". The article also explains the environmentalism scenario in Indian subcontinent.

Kumar, S. et al. (2021). What drives brand love for natural products? The moderating role of household size. *Journal of Retailing and Consumer Services*, 58, 102329. DOI: <https://doi.org/10.1016/j.jretconser.2020.102329>

Abstract: Natural products, including natural food, cosmetic, and other fast-moving consumer goods are becoming increasingly popular, and their health-related benefits are highly recognized. Despite the growing awareness and use of natural products, little is known about the enablers and barriers that influence the consumers' brand love toward them. The present study attempts address this gap and better explain consumer behaviour toward natural products by utilizing stimuli-organism-response (S-O-R) theory. The study rests on the premise that certain stimuli influence the internal state of consumers, which in turn shape their response to products and services. This study uses health consciousness and environmental concern as stimuli, facilitators (natural content and regional products) and inhibitors (usage and image barriers) as organism's internal state and brand love as a response. Based on analysis of 720 responses, we empirically reveal that health consciousness and environmental concern significantly influence the internal state of the organism, represented by identified facilitators and inhibitors. Three of the identified facilitators and inhibitors, namely, regional product, image, and usage barriers shape brand love for natural products. The moderating role of household size is also confirmed. The findings of the study contribute to literature and practice.



Prof. Sushant Kumar
Assistant Professor

Kumar, S., & Dhir, A. (2020). Associations between travel and tourism competitiveness and culture. *Journal of Destination Marketing & Management*, 18, 100501. DOI: <https://doi.org/10.1016/j.jdmm.2020.100501>

Abstract: In recent years, countries have been competing with each other to attract tourists due to of the unprecedented growth in new tourism destinations. Consequently, these countries have been taking several initiatives to improve the competitiveness of their destinations in comparison to those of other countries. However, it is becoming increasingly difficult for destinations to become the most popular and preferred choice among tourists. The earlier literature has highlighted the need for examining the association between the culture of a particular destination and their competitiveness with respect to tourism. However, little is known about these associations at the present time. This study offers a cultural explanation of the travel and tourism competitiveness (TTC) of a country by investigating the relationship between destination competitiveness, as measured by TTC, and national culture. The study investigates these relationships by analysing data from 73 countries. The researchers used multiple regression to examine the relationships, and cluster analysis to segment the countries. The findings indicate that individualism, long-term orientation, and indulgence dimensions of national culture were significant in influencing the TTC of a country, whereas power distance and masculinity were insignificant. This study emphasises the importance of developing culturally congruent policies to improve destination competitiveness.

New Faculty Joined

Prof. Kamal K. Jain has joined IIM Raipur as Visiting Professor in the area of 'Organizational Behaviour & Human Resource Management'. Prof. Jain's research interest lies in knowledge sharing, knowledge leadership, Negotiation, and instructional pedagogy.



Prof. Kamal K. Jain
Visiting Professor

Other Assignments & Talks Delivered



Prof. Bharat Bhasker
Director

Prof. Bharat Bhasker delivered a talk on 'Landscaping the Management Education Beyond Frontiers: How to be Industry Ready' in the 13th BW-Future of Management Conclave organised by Business World on October 17, 2020.

Prof. Bharat Bhasker delivered a talk on the topic 'Landscape Challenge at Workplace and Relationship Management for Mentor & Mentees' in a Webinar on Mentoring Policy organised by Reserve Bank of India on October 26, 2020.

Prof M. Kannadhasan, Professor of Finance and Chairman (Admissions), IIM Raipur delivered a talk on "Academic Excellence in New Normal" as part of Prof S Kaliyamoorthy Endowment Lecture on October 03, 2020 through Webinar, organised by Alagappa Institute of Management , Alagappa University, Karaikudi, TN.



Prof. M. Kannadhasan
Professor

National Unity Day Celebration

Indian Institute of Management Raipur observed National Unity Day on 31st October 2020 to commemorate the 145th birth anniversary of Sardar Vallabhbhai Patel. All the faculty, officers, staff, research scholars and house-



keeping staff assembled at 10.30 am in the campus. Prof. Bharat Bhasker, Director, IIM Raipur, in his address showed his gratitude to Sardar Vallabhbhai Patel for his major role played in the integration of India by uniting many princely states to build the Republic of India. He elaborated on how an event like National Unity Day holds special significance in a country as diverse as India to unite the people belonging to different castes, religions, ethnicities, regions and speaking different languages. He inspired everyone to follow the path shown by Sardar Vallabhbhai Patel and work for the integration of nation.

On this occasion, Prof. Bhasker administered the national unity pledge to everyone.

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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 Program-I	January 19, 2020	Rashmi Shukla & Ankita Chhabra
2.	Executive Certificate Program in General Management Program-II	October 18, 2020	Rashmi Shukla & Shalabh Singh
3.	Executive Certificate Program in Operations Management and Six-Sigma-II	October 18, 2020	Mohit Goswami and Gopal Kumar

Forthcoming Programme under E-Learning

S.No.	Course Title	To be commenced from	Programme Faculty (Dr./Prof.)
1.	Executive Certificate Program in Human Resource Management-I	November 01, 2020	Anubha Dadhich & Damini Saini
2.	Executive Certificate Program in Leadership and Change Management-III	November 08, 2020	Anubha Dadhich
3.	Executive Certificate Program in Applied Financial Risk Management-I	November 08, 2020	Yogesh Chauhan & Nemi Raja
4.	Executive Certificate Program in Project Management	November 29, 2020	Yogesh Chauhan & Nemi Raja
5.	Executive Certificate Program in Data Science and Machine Learning Using R and Python-III	December 20, 2020	Sumeet Gupta, Mohit Goswami & Gopal Kumar
6.	Executive Certificate Program in Digital Marketing & Social Media Strategy	January 03, 2021	Arunima Shah

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

Executive Education and Consultancy, IIM Raipur organized online Professional Development Training under TE-QIP III during October 26-28, 2020. 26 participants from various TEQIP III technical institutes throughout the country participated in the online programme. Resource Persons for the programme were: Prof. Sanjeev Prashar, Prof. Bharat Bhasker, Prof. Satyasiba Das, Prof. Sumeet Gupta, Prof. RK Jana, Prof. Anubha Dadhich, Prof. Mohit Goswami, Prof. Parikshit Charan & Prof. Archana Parashar.

IIM Raipur in Media





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