



## IIML NEWSLETTER

# Samavaya

**VOLUME 36 NO. 1**

**JANUARY - MARCH 2023**



## EVENTS & ACTIVITIES

### *37th Annual Convocation*



## IN THIS ISSUE

- EVENTS & ACTIVITIES
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- IN THE NEWS

The 37th Annual Convocation of IIM Lucknow saw 834 students being awarded their degrees by the Chairman, IIM Lucknow Board of Governors, Mr. N Chandrasekaran and Director, IIM Lucknow, Prof. Archana Shukla. Mr. Dinesh Kumar Khara, Chairman, State Bank of India was the Chief Guest on the occasion and delivered the Convocation Address.

511 students from the 37th batch of Master of Business Administration, 54 students from the 18th batch of Masters in Business Administration in Agri Business Management, 108 students from Master of Business Administration (IPMX) 16th batch; 34 students from Master of Business Administration in Sustainable Management, 108 students from the Post graduate Programme for Working Executives, 13 students from the Fellow Programme in Management (PhD) and 6 students from Executive Fellow Programme in Management received the degrees.





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### **3rd edition of Palash launched**

The 3rd edition of Palash the Annual Hindi magazine of the institute was launched on 26th January 2023 by Director Prof. Archana Shukla. This issue is dedicated to Naari Shakti (Women Empowerment).



### **Meeting with राजभाषा संसदीय समिति**

A team from IIM Lucknow met राजभाषा संसदीय समिति (Parliamentary Committee on Rajbhasha) recently and presented Institutional update on Rajbhasha.

The team was headed by Director IIML Prof. Archana Shukla and comprised of other senior members of the institute.

### **Participation by IIML students in G20 Summit**

The G20 summit recently concluded in Lucknow. An exhibition had been organised as a part of the summit. Our students were invited to participate in the same.







### **74th Republic Day celebrations**

Celebrations started with unfurling of the flag by the Director Prof. Archana Shukla. Speaking on the occasion she said that now is the time when we should focus on our Rashtra Dharma -our duties towards our nation. Our constitution has given us fundamental rights but it also asks us to fulfill our fundamental duties. This is not a big task - small things like blood donation, following rules and regulations etc. all are part of doing our duties.

This was followed by cultural activities by the IIML community children and IIM Lucknow students.







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### Manfest Varchasva - Annual Business Fest

Manfest-Varchasva 2022-23, IIM Lucknow's annual business, cultural and sports fest was inaugurated by our Director Prof. Archana Shukla and senior IAS Officer Mr. Ashok Khemka on 10th February, 2023. She expressed her happiness about the conduction of the fest in offline mode after 3 years and mentioned that the sessions with eminent speakers would be fruitful for the students.







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### ***International Women's Day***

A Panel Discussion on Women Empowerment was organised. Panelists : Dr. Shally Awasthi, Ms. Madhavi Kukreja

Welcome address was given by Prof. Archana Shukla , Director IIM Lucknow Session Moderator : Dr. Priyanka Sharma

The session was attended by members of IIML Community from both campuses



### ***Celebration of International Year of Millets IYM2023***

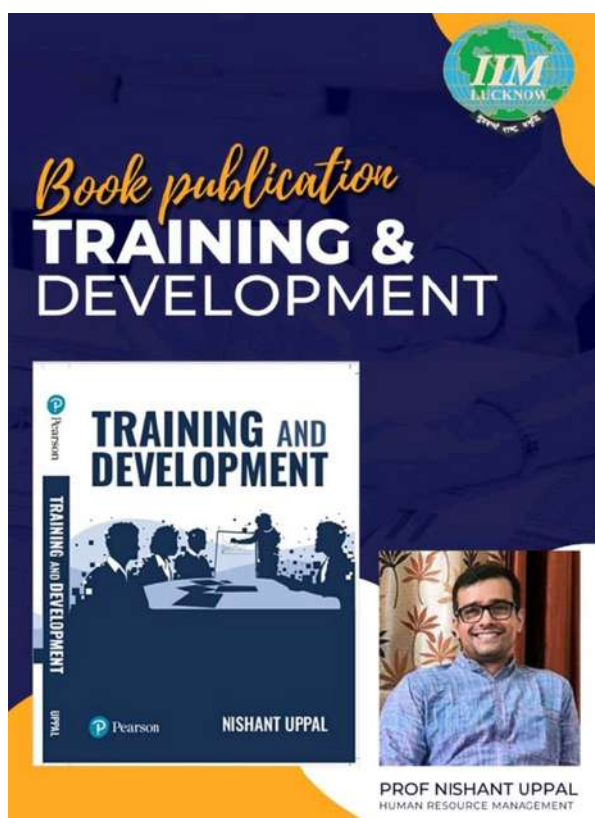
A lecture by Prof. Kushankur Dey was organised on importance of Millets today at [#iimlucknow](#) campus as part of Celebration of International Year of Millets [#iym2023](#). Snacks made out of millets were served after the lecture.







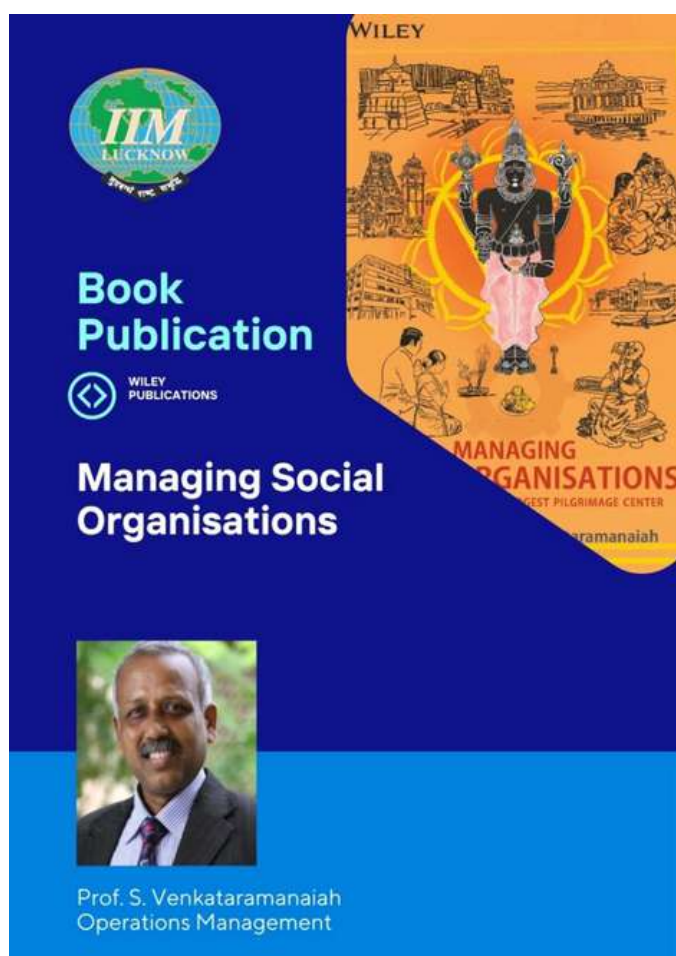
## ACHIEVEMENTS



Pearson Publications has just released a new book on training and development, authored by Prof. Nishant Uppal from the area of Human Resource Management at IIM Lucknow.

In this insightful book, Prof. Uppal explores the efficacy of developmental programs in igniting internal motivation among employees through innovative learning techniques like gamification and feedback approaches. He also delves into the significance of "transfer of training" and "training evaluation", where the assessment of specific results achieved through the training processes is gauged, apart from the general application of training objectives

Wiley publications recently published the management book titled 'Managing Social Organisations', authored by IIM Lucknow's Prof. S Venkataramanaiah from Area of Operations Management. In his book, Prof. Venkataramanaiah provides management learnings from world's largest pilgrimage center, Tirumala Tirupati Devasthanam (TTD). The book scans through the entire workings of TTD with precision and explores the macro and micromanagement of such a complex and large organization.







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## ACHIEVEMENTS

### FETZER MSR SCHOLARSHIP

#### NISHANT GARG

PhD Scholar  
Human Resource Management

for Management,  
Spirituality, and Religion  
(MSR) program at the 2023  
Academy of Management.



IIM Lucknow's PhD Scholar, Nishant Garg, has secured the coveted Fetzer MSR Scholarship. His proposal was selected amongst the top 20 applications from the research scholars and young faculty applicants across the world, by the MSR Fetzer Scholarship Committee, to attend the Management, Spirituality, and Religion (MSR) program at the 2023 Academy of Management.

### RESEARCH UPDATES

## ABDC CATEGORY A PUBLICATIONS



#### SK ABU KHALEK

DOCTORAL SCHOLAR, MARKETING



#### PROF. ANIRBAN CHAKRABORTY

MARKETING

#### ACCESS OR COLLABORATION?: A TYPOLOGY OF SHARING ECONOMY.

TECHNOLOGICAL FORECASTING AND SOCIAL CHANGE (ABDC-A, ABS-3, IF:10.884)  
[HTTPS://DOI.ORG/10.1016/J.TECHFORE.2022.122121](https://doi.org/10.1016/j.techfore.2022.122121)

#### SHARED CONSUMPTION AND ITS DETERMINANTS: A SYSTEMATIC LITERATURE REVIEW AND FUTURE RESEARCH AGENDA

INTERNATIONAL JOURNAL OF CONSUMER STUDIES (ABDC-A, ABS-2, IF:7.096)  
[HTTPS://DOI.ORG/10.1111/IJCS.12913](https://doi.org/10.1111/IJCS.12913)

IIM Lucknow's Prof Anirban Chakraborty and PhD Scholar Sk Abu Khalek from Marketing area received two ABDC A Category publications. Their first publication titled 'Access or collaboration?: A typology of sharing economy' delineates various modes of shared consumption relying on exchange theory and highlights the importance to view the sharing economy as a broad concept while defining eight modes of shared consumption. The second publication titled 'Shared Consumption and its Determinants: A Systematic Literature Review and Future Research Agenda' systematically reviews the extant literature on the adoption of shared consumption, synthesizes the body of knowledge and provides a comprehensive understanding of this emerging consumption mode.







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## ACHIEVEMENTS



IIM Lucknow's Prof. Anadi Saran Pande (Strategic Management) and Vivek Kumar Jha (PhD Scholar, Strategic Management) won the Best Paper award at the International Conference on People, Ecosystems, & Emerging Trends in Entrepreneurship held at IIM Kashipur in December 2022.

Their paper titled 'Ecosystems and Sustainability: The Influence of Entrepreneurial Ecosystems on Sustainable Entrepreneurship and SDG Performance of Nations' analysed a large data set comprising 4471 firms across 77 nations in examining the antecedents of sustainability performance of nations.

The conference was organised jointly by IIM Kashipur and Strathclyde Business School, United Kingdom.

Dr. Payal Mehra, from IIM Lucknow's area of Business Communication won the Best Paper award at the Second Annual PRISM Conference held at IIM Nagpur in November 2022. Her paper titled 'When Business Leaders apologize on social media: Evaluating role of Image restoration theory and rhetorical persuasion in crisis management' evaluated the role of 150 public apologies by CEOs and how classical communication theories played a vital role in them. The 2022 edition of PRISM conference was held in memory of Dr. Pritam Singh, former Director of IIM Lucknow.







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Prof. Dhirendra Mani Shukla co-authored a publication in the prestigious FT50 Journal of Business Venturing.

The paper titled 'Social entrepreneurship and intersectionality: Mitigating extreme exclusion' contributes to the area of social entrepreneurship by examining social enterprises' efforts to share knowledge in rural areas.

Using a two-step, multi-method approach, the paper discusses how these enterprises seek to mitigate some of the consequences of women's marginalisation during this process.



The paper titled "The Role of Platform in Financing the Capital-Constrained Farmers in Developing Economies" co-authored by our PhD student Mohit Ray with Prof. Suresh K. Jakhar, faculty in the Operations Management area at IIM Lucknow and Prof. Prashant Chintapalli, faculty in the Management Science area at Ivey Business School, London, Ontario, Canada, won the Best Paper award in the "Role of Digital Technology in Reshaping Business" track at POMS India International Conference 2022, organized by POMS India Chapter and IIM Kozhikode from 21-23 December 2022.

Professor Suresh K. Jakhar, in collaboration with IIT Kanpur, designed the Airport Slot allocation algorithm. Using actual data from Delhi and Chennai Airport, they demonstrated that their approach is better than all available rules worldwide.







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## ACHIEVEMENTS



Our students Madhav S Goel and Nazish Islam have been chosen as Aditya Birla Scholars, Class of 2022-23.

Of the nearly 400 applications received, the ABG evaluation team found 105 students with potential to become leaders of tomorrow. In the management stream, of the 35 aspirants shortlisted, 15 students were named as Aditya Birla Scholars.



**Named the Aditya Birla Scholar, Class of 2022-23**  
Of the nearly 400 applications received, ABG's evaluation team found 105 students with potential to become leaders of tomorrow. In the management stream, of the 35 aspirants shortlisted, 15 students were named as Aditya Birla Scholars.

**Madhav S Goel**  
Post Graduate Programme in Management



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**Nazish Islam**  
Post Graduate Programme in Management





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In recognition of our Director Prof. Archana Shukla's contribution to the management education in Bharat and in appreciation of her years of pedagogic and research experience, she was awarded the Bharat Asmita Acharya Shreshtha Award for the best teacher in Management



**IIM-Lucknow's 37th convocation: 828 graduating students presented degrees and medals**

<https://timesofindia.indiatimes.com/city/lucknow/budding-managers-of-iim-walk-through-lucknows-heritage/articleshow/95590415.cms?from=mdr>

**Two IIM-Lucknow students defy odds to emerge triumphant**

<https://timesofindia.indiatimes.com/city/lucknow/two-iim-lucknow-students-defy-odds-to-emerge-triumphant/articleshow/98678827.cms?from=mdr>

**Consulting firms hog the limelight at IIM-Lucknow**

<https://www.dqindia.com/sanchiconnect-inks-mou-with-iim-lucknow-to-expedite-the-deep-tech-startups-funding-in-india/>

**IIM-L PhD student awarded prestigious US scholarship**

<https://timesofindia.indiatimes.com/city/lucknow/iim-l-phd-student-awarded-prestigious-us-scholarship/articleshow/98591353.cms?from=mdr>





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**'Valley of 1L flowers' to greet guests at IIM-L convocation**

<https://timesofindia.indiatimes.com/city/lucknow/valley-of-1l-flowers-to-greet-guests-at-iim-l-convocation/articleshow/98554091.cms>

**Success shouldn't be measured by bank balance: Jyotiraditya Scindia at IIM Lucknow event**

**IIM Lucknow's Annual Cultural And Sports Fest To Be Held Between February 10-12**

<https://news.abplive.com/education/iim-lucknow-s-annual-cultural-and-sports-fest-to-be-held-between-february-10-12-1581189>

### Team Samavaya

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