



Indian Institute of Management, Lucknow

Events

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From the Press

5th Batch of IPMX inducted

The fifth batch of IPMX (2012-2013) commenced on April 9th, 2012. Total 69 students have been enrolled in the batch. Induction module was conducted from 9th April 2012 to 11th April 2012.

Induction module started with a Welcome speech and IIML pledge by Prof Archana Shukla, Dean NC and Chairperson, IPMX, followed by an Inaugural address by Mr. Vivek Subramanyam, CEO, iCreate Software. In his inspirational address to the students, Mr. Subramanyam urged upon the students to instill in them an entrepreneurial spirit. His speech interspersed with personal anecdotes and interesting examples underscored the immense significance of pursuing one's dreams with full conviction and passion. Later, Prof Sushil Kumar emphasised on the emerging trends in management education. The evening closed with an interactive session with the alumni where they shared their experiences and set the expectations for the new batch.

On the second day of the Induction module, Dr. Devi Singh, Director IIML welcomed the students and shared his thoughts on the emerging global business challenges for the senior managers. On the third and the final day of the induction, Prof Archana Shukla took a session on transitioning to IIML way of life and familiarized the batch with IPMX programme.

Regular classes of the batch started on April 12, 2012



Academic Activities

Featured members



Prof. Amita Mital
(Strategic Management)



Prof. Pankaj Kumar
(Human Resource Management)



Prof. Sanjay K. Singh
(Business Environment)



Prof. Samir K. Srivastava
(Operations Management)



Prof. Satyabhushan Dash
(Marketing)



Prof. Atanu Chaudhuri
(Operations Management)



Prof. M. Akbar
(Strategic Management)

Publication Profile

Research Publications

Books & Book Chapters

Mital Amita (2012). Emerging Patterns in Financial and Technical Collaborations in A Study of Consultancy, Management and Business Services Sectors. Chapter published in the Edited book on Global Competition and Competitiveness of Indian Corporates by Shailendra Singh, Macmillan. , pp 251-267

Collaborative forms of doing business have grown rapidly and continue to do so as firms perceive value in such arrangements. While there is substantial research on collaborations in developed countries, the patterns of collaborative activity in less developed countries have received little attention. This paper identifies emerging trends in financial and technical collaborations in the consultancy, management and business services sectors.

Papers

Mark J. Ahn, Ashish Hajela, Mohammad Akbar, "High technology in emerging markets: Building biotechnology clusters, capabilities and competitiveness in India", *Asia-Pacific Journal of Business Administration*, 4(1), 2012: pp. 23-41

Building a bioeconomy requires efficient technology transfer and global linkages to exploit finite intellectual property exclusivity periods. Using a resource-based view lens, this paper aims to assess the priorities, capabilities, and competitiveness of the emerging bioeconomy in India. A triangulated design was used that involved interviews, case studies and a survey of 61 India biotechnology industry participants. Two high priority capabilities were identified as being critical to fostering a competitive bioeconomy access to talent and access to funding. Participants also identified the critical role of government in building and coordinating infrastructure, enabling critical capabilities, and accelerating bi-directional technology and capital flows. This study reinforces the resource-based view strategy framework regarding the importance of local context for biotechnology research. Implications include the need for public-private sector collaboration to strengthen industry infrastructure and enable biotechnology start-ups, partnering between academia and government to accelerate technology transfer, and importance of seeking international investment and alliances early in a company's lifecycle to ensure sustainability.

Conference/Seminar Publications

Priya, S., Pati, S. P. & Kumar Pankaj. 2011. "Influencing Employee Engagement: The Role of Human Resource Practices in Public Sector Context", paper presented in Asia Pacific Marketing and Management Conference, held at Kuching (Malaysia). 9th-11th Nov. 2011

Although employee engagement has been recognized as a much desired and irreplaceable organizational asset in current times by researchers and practitioners alike, research on engagement drivers is sparse. Moreover with wide spread recognition of human resource practices being the primary determinants of various employee work attitudes, it is surprising that empirical work on their influence towards the initiation of employee engagement has not received much scholarly attention; which was the motivation behind our study. The objective of this paper is to investigate the potential influence of human resource practices in inducing employee engagement in public sector undertakings (PSU's). Multiple regression analyses were carried out on the data gathered from 156 suitable responses obtained from the questionnaires distributed, which used the Utrecht Work Engagement Scale and questions on HR practices from established sources. On analyses, the study revealed that recruitment practices and appraisal systems are positive and significant antecedents of engagement. The PSU's should focus on these parameters to develop an engaged workforce which can help them improve their performance. The study ends with important managerial implications relevant for the Indian public sector.

Singh, S. K. 2012. "Strategies to Reduce Carbon Emissions from Passenger Transport", Paper presented in a Seminar on Urban Challenges in the Context of Climate Change organized by the Department of Civil Engineering, IIT Delhi in association with the Liberty Institute, New Delhi on April 20, 2012 at IIT Delhi.

The passenger transport sector is one of the fastest growing sectors in terms of energy demand and CO2 emissions not only in India but also in many other developing countries. The sector is also causing increasing environmental damage beyond emissions of CO2, including air pollution, congestion, erosion of landscapes and land use. To ensure that the passenger transport sector makes a contribution to climate protection and CO2 reduction, there is a need to find a way of achieving a greater degree of mobility combined with lower levels of energy use and CO2 emissions. This paper presents a package of different instruments and measures which can be used to reduce CO2 emissions from the passenger transport sector not only in India but also in many other developing countries facing rapid increase in transport demand.

Roth, Aleda, Chaudhuri, Atanu and Giffi, Craig (2012), "Demystifying Manufacturing Competitiveness of USA/Canada and China: Firm's Internal Capabilities and the Policy Interventions", 23rd Annual POMS Conference, Chicago, Illinois, USA, April 20-23, 2012

Drawing upon the Global Competitiveness in Manufacturing Initiative, we report on how manufacturing CEOs, headquartered in China versus USA Canada, view their relative country competitiveness. By contrasting aggregate-level, country level manufacturing capabilities and competencies, as well as government policies, we offer insights that contribute to a country's manufacturing prowess. Our cross-country comparisons in this paper draws upon data from the 2010 Global Competitiveness in Manufacturing Survey, which was part of a broader initiative to learn firsthand how manufacturing CEOs view competitiveness around the world at the country level, as well as at their individual firms. We asked CEOs at a wide range of manufacturing firms a series of detailed questions about their own organizations' competitiveness today, what will be most important in the future, and how they're gearing up to compete as they move forward. At the same time, we analyzed the performance of these companies in terms of Manufacturing Business Unit (MBU) profitability, to help place their responses in context. In each sector, high performers are identified as those with above-median profitability, which have also met or exceeded their profitability goals. We also elicited responses from the CEOs about the advantage or disadvantage which the government policies in their countries create for their companies' manufacturing competitiveness. In this paper, we focus on the companies, headquartered in China and USA Canada. As China was found to be the top rated country in terms of manufacturing competitiveness, it is informative to determine what factors taking a manufacturing strategy lens play a key role in its rise.

Working Papers

Jha, Sucheta, Masarat Ghazal, Dash, S.B. (2012), Understanding the Impact of recession on consumer's shopping behavior: An empirical study in Dubai. IIML WPS-2012(14),

Using a case Study of the Dubai one of most Islamic religion dominated region in the world, the paper empirically analyses the impact of global recession on consumer shopping behaviour moreover how consumer shopping pattern changed across different product categories as the recession deepens. In addition we explore the impact of demographic backgrounds of consumer on shopping behaviour both during and after the recession. The study will also examine which product category is more affected by recession and which one is less affected. The paper ends with concluding remarks and suggestions for future research for analysing the effect of recession on other national consumer behaviour whether the change trend in shopping behaviour are homogeneous in other nations also. Our Paper offers significant implications for marketers with regard to establishing and maintaining customers' relationship during pre and post recession on a global basis.

Vidyarthi, A., Dash, S.B., Vescovi, T (2012), Factors Affecting Purchase of Necessity Brands: An Exploratory Study in the Indian Context. IIML WPS-2012-13(1),

Necessity products have gained attention in market research due to the declining growth in their sales in India. The present study based on extensive review of literature and qualitative research through focus group discussion examines factors affecting purchase of necessity brands. Drawing on theory of product classification based on social visibility, publicly and privately consumed necessity brands have been identified in the Indian context. The research attempts to examine extrinsic and intrinsic factors affecting purchase of both categories of necessity brands as well as the demographic variables influencing them. The results point towards marketing strategy implications for companies in terms of factors needing attention while promoting their brands in the Indian market. The study may also attract more work in the less researched area of necessity brands. The present report is an offshoot of the ongoing research by authors and is being considered for empirical validation in the emerging market scenario in India.

Articles in Magazines

Samir K Srivastava, Budget 2012-13: What do logisticians make out of it? in COVER FEATURE, Logistics Times, Volume 2, Number 12, April 2012, pp.34.

Every sector looks forward to the Indian government's yearly budget as it reports on their performance and makes budgetary allocations, many of which have an everlasting impact on that sector. Indirectly, the budget also signals the government's stance on various policy and regulatory fronts. This year's budget gives sufficient but less than desirable attention to infrastructure and industrial development the two prime drivers of logistics and supply chain industry. Some steps have been suggested to bridge gaps in distribution, storage and marketing systems to help in more effective management of logistics and supply chains. The budget was silent on related significant issues such as integrative contributions towards intra- and inter-firm diffusion of best practices, green technology transfer and environmental performance measurement. The intra-state tax regime remains a significant issue for logistics operators and FDI in retail continues to be a contentious issue. Probably, there should have been a proposal to provide weighted deduction on expenditure incurred on skill development in the logistics sector...

Available at: http://issuu.com/rajmisra/docs/lt_april_2012/34?mode=a_p

Other Assignments

Mr. Chandra Mohan Misra participated in the National Colloquium on "Lab-to-Land Initiatives" organized by Deen Dayal Upadhyaya State Institute of Rural Development (SIRD) in collaboration with Ministry of Rural Development, Govt. of India during 19-21 April, 2012 at Hotel Clarks, Lucknow.

Awards & Distinctions

The article entitled "Effect of relationship building and constraint-based factors on business buyers' relationship continuity intention: A study on the Indian steel industry" published in *Journal of Indian Business Research* (36,1,22-44) co-authored by Prof. S.B. Dash has been chosen as an Outstanding Paper Award Winner at the Emerald Literati Network Awards for Excellence 2012.

Malhotra, N.K., Mukhopadhyay S, Liu, X, Dash, S.B (2012). One versus Many or a Few: Single versus Multi-item Scales and Long Form versus the Short Form of Multi-item Scales. Paper presented in the international conference in marketing on "shaping the future in research in marketing emerging economy", January 13-14, IIM Lucknow (Noida campus), NOIDA, India has received best paper award in the conference.

Understanding the Rural Consumer's Behavior in Context to His Ecosystem: A Telecommunication Perspective Saroj Kumar Mohanta, MART Noida India Abhishek Mishra, Prof. Satyabhushan Dash IIM Lucknow received the Third best Paper award in the international conference in marketing on "shaping the future in research in marketing emerging economy", January 13-14, IIM Lucknow (Noida campus), NOIDA, under 'research practitioner category' in IIML Marketing Conference

Marketing Mix Elements Influencing Brand Equity with Mediating Role of Brand Experience: An Empirical Study in Healthcare Service, Ravi Shekhar Kumar, IIM, Lucknow received the Second Best Dissertation proposal award in international conference in marketing on "shaping the future in research in marketing emerging economy", January 13-14, IIM Lucknow (Noida campus), NOIDA.

New Joinees



Dr. Vivek Rajvanshi, Assistant Professor in Finance & Accounting Area. Dr. Rajvanshi has completed his FPM from IIM Calcutta, M. Sc. (Statistics) and B.Sc. from CCS University, U.P.. Prior to joining FPM at IIMC he has worked around nine years as Economic and Statistics Officer in the Planning department of U.P. Government.

Dr. Seshadev Sahoo, Assistant Professor in Finance & Accounting Area. Dr. Sahoo has completed his Ph.D from IIT Kharagpur. He obtained his M.Com and MMS from Utkal University. Dr. Sahoo has worked with Institute of Management & Information Science, Bhubaneswar; Dept. of Business Admn., Manav Rachna College of Engineering, Faridabad and Institute of Management & Technology, Faridabad.



Management Development Programs

Forthcoming

S.No.	Program Title	Program Director	Date	Venue
1	Transformational Management Programme for Chief Managers of Powergrid Corporation of India Ltd.	Prof. Archana Shukla Prof. R L Raina	May 7-12, 2012	Lucknow
2	Business Efficacy in a Competitive Market Programme for L&T Sr. Channel Partners	Prof. Devashish Das Gupta Prof. Payal Mehra	May 14-16, 2012	Lucknow
3	Effective Contract Management and Negotiation	Prof. Dharmendra S Sengar	May 21-23, 2012	Noida
4	Strategic School Leadership	Prof. Sushil Kumar (CFAM)	May 21-25, 2012	Lucknow
5	AMP for IES Officers	Prof. Devashish Das Gupta Prof. Ashutosh Kumar Sinha	May 28, 2012 July 06, 2012	Lucknow
6	One year Part-time General Management Programme for Executives (with 240 hours of teaching in four on-campus module of 9 days each)	Prof. B K Mohanty Prof. Rajesh K Aiithal	May 19, 2012 April 21, 2013	Lucknow

Concluded

S.No.	Program Title	Program Director	Date	Venue
1	General Management Programme for Executives through Virtual Class Room (Reliance) - 1st on-campus module	Prof. Arunabha Mukhopadhyay Prof. Atanu Chaudhuri	April 7, 2012 March 2, 2013	Lucknow
2	Coaching and Mentoring for High Performance	Prof. Pankaj Kumar Prof. Pushpendra Priyadarshi	April 23-27, 2012	Lucknow
3	Project Management in an R&D Organization for DRDO Officers	Prof. Sushil Kumar (OM) Prof. K N Singh	April 23-27, 2012	Lucknow

Name of the Publication : Pagalguy.com/ Rediff.com
Edition : Online
Date : 4/4/12
Topic : Top 20 B Schools

[Rediff.com](#) » [Getahead](#) » Top 20 B-schools of India 2012

4. IIM Lucknow

Last updated on: April 3, 2012 23:47 IST



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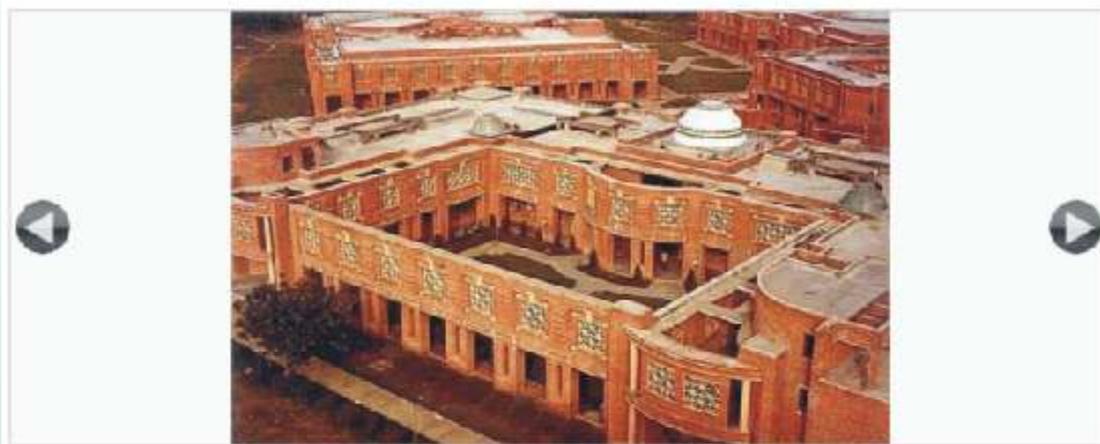
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Print this article



On fourth place is [Indian Institute of Management-Lucknow](#).

It was established in the year 1984.

IIM-L has a 185-acre campus and is well linked with industry bigwigs, which makes it an excellent learning platform for management development learners.

ALSO READ: ["How I made it to IIM Lucknow"](#)

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Name of the Publication : Education Times
 Edition : Online / Print
 Date : 12/4/12

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MANAGEMENT

IIM Lucknow joins GMAC

Posted On: Thursday, April 12, 2012 Print  Share   

Times News Network

The Graduate Management Admission Council, the owner and administrator of the GMAT exam, announced the induction of IIM Lucknow as its seventh member school in India. The other member schools include ISB Hyderabad, IIM Ahmedabad, IIM Bangalore, SPJIMR Mumbai, SOM NMIMS University, Mumbai and Great Lakes Chennai.

"Our association with GMAC would give us access to a larger student base and the latest market research in management education. Our membership would also help in increasing our reach among international participants across the world. We hope this association would go a long way in creating a truly global centre of excellence in management education", said Devi Singh, director, IIM Lucknow.

"It is a privilege to welcome IIM Lucknow as a member school and we look forward to working together in advancing our shared objective of quality management education", said Ashish Bhardwaj, regional director - South Asia, GMAC.

In India, GMAT is accepted for admissions at over 150 programmes offered at 74 business schools and is available in 17 test centres in India.



Name of the Publication : Times of India
Edition : Allahabad
Date : 12/4/12

Seminar on change management

TNN Apr 15, 2012, 12:42PM IST

Tags: Tata Motors | Seminar coordinator | School of Management | Peeyush Ranjan Agarwal | Delhi School of Economics | Chief Justice of India Justice

ALLAHABAD: A seminar on 'Change management and transformation' is being organised by the School of Management Studies, Motilal Nehru National Institute of Technology, on April 18. Former Chief Justice of India, Justice V N Khare will deliver a lecture in the Inaugural session on the topic 'Legal framework and adjudication'.

Seminar coordinator Tripti Singh said eight technical sessions on contemporary issues like legal framework and adjudications, R&D management and IPR, human resource and value creation, social transformations and people aspirations, operations and quality implications, financial re-engineering and cost effectiveness, brand management and competitiveness and public sector enterprises and policy shift have been scheduled. Senior academicians and executives like Prof Jagdish Prakash, former pro-V-C, AU; Prof OP Vyas, IIIT-Allahabad; Prof Manmohan Krishna, AU; Prof BF Singh, former dean Delhi School of Economics; Alok Saxena, managing director, Tata Motors, Lucknow; Prof AK Mishra, IIM-Lucknow; Prof PS Tripathi, FMS, BHU; Alok Mishra, general manager, ONGC will speak at the seminar.

Name of the Publication : Mint
Edition : Delhi/Online
Date : 12/4/12
Title : Indian education's brand image needs to change
<http://www.livemint.com/2012/04/09215648/Indian-education8217s-brand.html?atype=tp>

.... We were established in 1967 by MBAs for MBAs. Accreditation is part of our portfolio. We are now in 190 schools around the world. In China, we have 12, in Latin America 29, Moscow alone has eight, France 17. So we have a diverse presence. In India, we now have four schools—MDI (Management Development Institute, in Gurgaon), SP Jain Institute of Management & Research (in Mumbai), and IIM-Lucknow and IIM-Kozhikode (Indian Institutes of Management). Two more are completing their paperwork. We don't allow B-schools to enter the process unless we think they can complete it.

Name of the Publication : Times of India
Edition : Delhi/Online
Date : 13/4/12
Title : IIM Lucknow joins GMAC
http://articles.timesofindia.indiatimes.com/2012-04-13/news/31336836_1_gmac-gmat-iim-lucknow

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From the Press

Name of the Publication : Hindu Business Line
Edition : Kolkatta/Online
Date : 22/4/12
Title : **Have work experience, get easy admission to B-schools**
http://www.thehindubusinessline.com/industry-and-economy/economy/article3342844.ece?ref=wl_industry-and-economy

....Official sources in Indian Institute of Management (IIM) in Kolkata, Lucknow and Rohtak and, XLRI Jamshedpur confirm that the share of such students has increased to 60-70 per cent of the batch size. The ratio was as low as 30-40 per cent till about two-to-three years ago.

....."People with experience have clear aspiration and better communication skills. Internationally, freshers cannot get into a B-school. We are trying to move towards that," Professor Rajesh Aithal, Chairman, Placement, IIM-Lucknow, said.

Name of the Publication : Times of India
Edition : Mumbai/Online
Date : 22/4/12
Title : **Sari gets pink slip, suit rules job market**
http://articles.timesofindia.indiatimes.com/2012-04-22/mumbai/31382181_1_sari-b-schools-acceptance

....Devi Singh, director of IIM-Lucknow, agrees that the use of the sari has reduced drastically. Describing it in part as the new way of life, he says that whether it is ease of use or low maintenance or the fact that draping a sari takes longer, business suits have overtaken it. It's a trend that cuts across cities.....

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