



## Indian Institute of Management Lucknow

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### Academic Activities

#### Featured members

##### *Agribusiness Management*



Prof. Kriti Bardhan Gupta

##### *Communications*



Prof. Roshan L. Raina

##### *Decision Sciences*



Prof. Abhijit Bhattacharya

##### *Finance & Accounting*



Prof. Seshadev Sahoo

##### *Human Resources Management*



Prof. Archana Shukla

##### *Information Technology & Systems*



Prof. Pradeep Kumar

##### *Operations Management*



Prof. Bharat Bhasker



Prof. Samir K. Srivastava



Prof. S. Venkataramanaiah

## Publication Profile

## Research Publications

### Papers

Gupta, Kriti Bardhan, 'Sustainable Management of Water Scarcity in the Asia-Pacific Region Using Virtual Water Trade through Agricultural Products', *Palawija*, 30(3), Dec. 2013 : pp 1-5. Published by Centre for Alleviation of Poverty through Sustainable Agriculture, UN ESCAP, Indonesia. The complete article is accessible at <http://www.uncapsa.org/Palawija/pn1309.pdf>

The present article explores the problem of uneven distribution of fresh water and water scarcity in The Asia-Pacific region and highlights the concept of trade in virtual water through agricultural products for sustainable management of scarce water resources. It identifies agricultural and allied products that have high potential for virtual water trade. Further, it analyses the structure of trade in these products across countries to identify possibilities for managing regional water scarcity through such trade. Finally, the study points out the importance of the inclusion of virtual water accounting in water and agricultural policy analyses at the national or regional level.

Chaurasia, S. & Shukla, A., 'The Influence of Leader-Member Exchange Relations On Employee Engagement And Work Role Performance', *International Journal of Organization Theory and Behavior*. 16(4), Winter 2013.

Sharma, Mayank, Kumar, Pradeep & Bhasker, B, 'An empirical study of factors resulting to online community formation', *Journal of Information Technology and Management*, 25(2), 2014.

### Conference/Seminar Publications

Harshit Maurya, Rajeev Saxena & Devashish Das Gupta, Brand association in Indian life insurance market: A qualitative approach towards customer based brand equity, paper presented and published in proceedings of the 7TH INTERNATIONAL GREAT LAKES NASMEI CONFERENCE, Chennai, December 27-28 2013.

The turbulence in the economic environment coupled with unit linked insurance schemes and globalization empowered by technology has redefined the consumer characteristics in the life insurance markets in India. Brand associations play a vital role in creating brand knowledge, and ultimately brand equity, and are widely assumed to be the driving force of a brand's strength (Biel, 1992; Feldwick, 1996). The study was operationalized using qualitative approach to exploration. The purpose of the in-depth interview was to identify brand associations in the life insurance services. After identifying the image attributes, an extensive literature review of brand image measurements from brand image studies was done. This was done to get an absolute mix of the most frequently mentioned image attributes based on the exploratory study and the existing literature. All together 16 items were generated which were further classified into the brand association categories consistent with previous literature (Keller, 1993; Berry, 2000). These categories when properly managed and focused upon would result in improving the dismantled brand image in the said industry. This would also help strengthening the trust-loyalty linkage between the customer and the Life Insurance service brands operational in Indian sub continent.

Vimal Verma & Devashish Das Gupta, Senior Citizens as Food Shoppers: An Exploratory study into the gerontology, paper presented at the International Conference on Aging Well, Cochin, January 2014.

The average age of world population is increasing and can be evidenced as the largest growing segment in the world. By the year 2050 it is projected that the total elderly would be 1.5 billion and will constitute over 16% of the population. India being the second country having largest elderly population is no exception to this trend. The changing needs of senior citizens create a vital issue for food retailers. As per Census of India projections, the percentage of elders as a percentage of total population in the country would jump from 7.4% in 2001 to 12.4% in 2026 and touch 19.7% in 2050. In 2011, India had about 76 million seniors above the age of 60 years and it is expected that this figure will grow to 173 million by 2025, further increasing to about 240 million by 2050. This literature review based paper looks into the psychographics of the senior customer and factors affecting their consumption behaviour. It creates a Gerontographic segmentation of elderly customers. Finally it looks into their retail food buying behaviour, Food Purchase pattern, store patronage and finally the antecedents & factors influencing food shopping behaviour. (This paper has been selected for further review for publication in journal.)

S.Sahoo, Explaining Post-Issue Operating Performance of Initial Public Offerings Issued in India, paper presented at the India Finance Conference 2013, Indian Institute of Management, Ahmedabad, Gujarat, India, December 18-20, 2013.

This study investigates operating performance of IPOs listed in India during 2004-2008. The result shows that IPO firm's operating performance as a whole is at peak either in the listing year or in the preceding year of listing. Operating performance starts falling just after listing date and continued to fall till third year from issue. Further, decline in performance is most pronounced in the first year after listing. Investigating determinants for underperformance, I find that variables i.e. age of the IPO firm, size, post issue promoter group retention, growth history, and venture capital participation are inversely associated with underperformance. In other words, larger and matured firms having commanding growth history shows superior operating performance than their counterparts. IPO firms where promoter groups post issue retention (equity) is more are doing better than firms where promoter group retain less. In contrast to international evidence it is documented that highly levered firm's exhibit relatively poor operating performance than low geared firms. Superior graded IPOs failed to exhibit better operating performance than lesser graded IPOs.

**Keywords :** Initial public offering, operating performance, age of the firm, post issue retention, IPO grading, size, profitability, activity ratio, growth.

## Conference/Seminar Publications

S Venkataramanaiah, Mohan M & Rita James, Market Approaches for Healthcare Delivery in Emerging Economies: A Case Study, paper presented at the International conference on Listening to Consumers of Emerging Markets, IIM Lucknow, Noida, January 8-11, 2014.

The present article explores the problem of uneven distribution of fresh water and water scarcity in the Asia-Pacific region and highlights the concept of trade in virtual water through agricultural products for sustainable management of scarce water resources. It identifies agricultural and allied products that have high potential for virtual water trade. Further, it analyses the structure of trade in these products across countries to identify possibilities for managing regional water scarcity through such trade. Finally, the study points out the importance of the inclusion of virtual water accounting in water and agricultural policy analyses at the national or regional level.

## Articles in Magazines

Prof. Samir K Srivastava, in COVER FEATURE (Looking Back, Looking Ahead), Logistics Times, Volume 4, Number 9, January 2014, pp. 40.

Few good signals and trends were observed in the logistics sector during 2013. There have been investments in roads, railways, ports and highways and implementation of ICT, many of which have started showing good results...However, the warehousing sector did not grow as rapidly as expected. The intra-state tax regime has been a significant issue for logistics operators and FDI in retail continues to be a contentious issue. The structural and policy issues, low level of application and penetration of ICT, and insufficient skills and infrastructure remain causes of concern.

Available at: [http://issuu.com/rajmisra/docs/lt\\_january\\_2014/40?e=0](http://issuu.com/rajmisra/docs/lt_january_2014/40?e=0)

## Other Assignments

Prof. Devashish Das Gupta was invited by IIT Roorkee Dept of Management sciences for conducting a workshop on Current Research avenues in Marketing and Consumer Behaviour for the PhD Scholars on December 14th 2013

Prof. Devashish Das Gupta was invited by Centre for Heritage Management (CHM), Ahmedabad University for addressing participants of a Management Training Programme on Heritage Walk, organised from January 27-31, 2014. Senior Officials from the Dept of Tourism from 7 states attended the programme. Topic of Address was 'Marketing of Heritage Walks'. Programme involved hands on training and visit to sites to understand the ground realities

## Awards

Top Rankers Management Consultants, with processing support from 'Jindal Global Business School' and a high caliber 'Intellectual Support Panel', nominated Prof. Roshan Lal Raina, for the Top Rankers Excellence Award for Academic Leadership'. The award was presented to Prof. Raina in the inaugural ceremony of the 15th National Management Summit on "Accelerating Business Transformation", organised by Top Rankers Management Consultants, on 17th Jan 2014, at Hotel Imperial, Janpath, New Delhi.

IIM Lucknow's team, HCM Specialists were placed joint first at Srijan, the HR event during Manthan, the management fest of TISS, Mumbai. The team was composed of Mohd. Haris Minai and Suhani Maharishi, both FPM students at IIM Lucknow.

Fourth year FPM student of IIM Lucknow, Abhishek Mishra won the best paper award for his paper 'Measuring Consumer Design Perceptions: A methodological extension and a scale' co authored by Satyabhusan Dash (IIM Lucknow), Naresh Malhotra (Georgia Tech, USA), Dianne Cyr (SFU, Canada) and Shreyanka Basu (Connecting Dots, Delhi). The award was sponsored by Emerald India and carried a cash prize of Rs 25000.

## Management Development Programmes

### Concluded (January 2014)

| S.No. | Program Title  | Program Director                                 | Date                                  | Venue |
|-------|--|--|---------------------------------------|-------|
| 1     | Capacity Building Program for Administrative Heads of Higher Education Institutes        | Prof. Ajay Singh<br>Prof. Chandan Sharma         | January 13-17, 2014                   | Noida |
| 2     | Developing Strategic Mindset   | Prof. Archana Shukla                             | January 16-18, 2014                   | Noida |
| 3     | Valedictory session for e-MDP:<br>Advanced Program in Strategic Leadership               | Prof. M Akbar                                    | January 18, 2014                      | Noida |
| 4     | Valedictory session for e-MDP:<br>Executive Program in Business Management- 02           | Prof. Punam Sahgal<br>Prof. Amit Mookerjee       | January 18, 2014                      | Noida |
| 5     | Design and Delivery of Affordable Health Care  | Prof. S Venkataramanaiah                         | January 27-29, 2014                   | Noida |
| 6     | E-MDP: Executive Program in Business Management- 03 - 1st on campus                      | Prof. Archana Shukla<br>Prof. S Venkataramanaiah | January 28-30, 2014                   | Noida |
| 7     | Achieving Service Excellence   | Prof. Anirban Chakraborty                        | January 30, 2014<br>February 01, 2014 | Noida |
| 8     | Valedictory session for e-MDP:<br>Executive Global Business Management Program           | Prof. Archana Shukla<br>Prof. N K Gupta          | January 31, 2014                      | Noida |
| 9     | Executive General Management Program for Executives of KPMG (11 <sup>th</sup> On Campus) | Prof. Punam Sahgal                               | January 31, 2014                      | Noida |

## Events

International Conference - Listening to Consumers in Emerging Markets, IIM Lucknow Noida Campus, January 9-11, 2014



## Events

International Conference - Listening to Consumers in Emerging Markets, IIM Lucknow Noida Campus, January 9-11, 2014



## Events

Manfest 2014



# Events

Manfest 2014





## Events

### प्रश्नोत्तरी प्रतियोगिता परिणाम

प्रथम पुरस्कार – श्री देवाशीष पात्र, ए.बी.एम. 09026  
 द्वितीय पुरस्कार – सुश्री सीरत जागड़ा, ए.बी.एम. 09010  
 तृतीय पुरस्कार – डॉ. सब्यासाची सिन्हा, संकाय सदस्य  
 तृतीय पुरस्कार – श्री मुकेश कुमार, पी.जी.पी. 28284  
 सांत्वना पुरस्कार – श्री हंसनीत कालरा, पी.जी.पी. 29232

### हिन्दी पखवाड़ा 2013 – ऑनलाईन हिन्दी निबन्ध प्रतियोगिता परिणाम

प्रथम पुरस्कार – श्रीमती सुरुचि सक्सेना, आशुलिपिक  
 द्वितीय पुरस्कार – श्री विश्व भास्कर, ए.बी.एम. 09030  
 तृतीय पुरस्कार – श्रीमती संगीता श्रीवास्तव, अवर लिपिक  
 सांत्वना पुरस्कार – श्री आशीष कुमार, अधीक्षक  
 सांत्वना पुरस्कार – श्री संजय सक्सेना, सहायक

हिन्दी व्याख्यान – वैश्वीकरण के दौर में भी हिन्दी का महत्व बना रहेगा, 23 जनवरी 2014, डॉ. नलिन रंजन सिंह, प्रवक्ता, जे.एन. पी.जी. कालेज द्वारा

शिक्षायण पत्रिका, पंचम अंक, में प्रकाशित स्वरचित लेख, कविता, रचना आदि हेतु निम्न को पुरस्कार प्रदान किये गये:

डॉ. पंकज कुमार, संकाय सदस्य, कविता: इम्तहान  
 श्रीमती सीमा शुक्ला, आशुलिपिक, लेख: जीवन में सफलता के कारगर उपाय