



Samavaya

IIML Newsletter

Indian Institute of Management Lucknow



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Prof. Satya Bhusan Dash- Marketing

Publication Profile

Research Publications

Papers

Dhir, S, and **Shukla, A.** (2018). The Influence of Personal and Organizational Characteristics on Employee Engagement and Performance. *International Journal of Management Concepts and Philosophy*, 11(2) pp. 117-131.

Abstract: The paper explores the effect of demographic variables on employee engagement and their performance. The linkage of personal demographic variables as gender, education, age, management level of working managers, tenure as well as organisational demographics as organisational size, structural ownership with employee engagement and work role performance confirms the importance of these variables. The study is conducted on 701 working managers in India from different industries through survey method. The results include some interesting findings which will help in understanding the engagement process. The significant variables are analysed further through the mean comparison method and cross tabulation of demographic variables.

Keywords: employee engagement; demographic variables; performance.

<https://www.inderscienceonline.com/action/doSearch?AllField=Shukla%2C+Archana&SeriesKey=ijmcp>

Sharma, C. (2018). Inequality of Opportunity and Economic Performance: Empirical Evidence from Indian States. *Economic Issues*, 23(1), pp. 67-90

Abstract: This study tests the effects of inequality of opportunity on the economic performance of Indian states. This is first such attempt using Indian data, and the case is relevant because Indian society is divided into different castes and religious groups. Using two rounds of employment survey data conducted from the National Sample Survey (NSS), a state-level analysis is performed. The paper employs the recently-developed method proposed by Ferreira and Gignoux (2011), and computes a state-level analysis of inequality of opportunity in income due to caste, religion and gender. Results suggest that there is wide heterogeneity among Indian states in inequality of opportunity. Models overcoming the endogeneity problem in the estimation confirm the effects of inequality of opportunity on economic performance. Specifically, the results of the analysis suggest that the impact is negative and moderate on per capita income. These findings validate the theoretical argument that a greater equity of opportunities leads to enhanced productivity and efficiency. Conversely, a high level of inequality of opportunity in the job market is likely to hurt economic performance.

Keywords: caste, economic performance, income inequality, inequality of opportunity, religion

http://www.economicissues.org.uk/Files/2018/118_sharma.pdf

Publication Profile

Research Publications

Papers

Sharma, C. (2018). Productivity and Size of Firms: Evidence from Indian Manufacturing. *Economics Bulletin*, 38(2), pp. 791-798.

Abstract: This study makes an attempt to analyze the role of firm's size in productivity variation for a large sample of Indian manufacturing firms. For empirical analysis, I utilize a recent survey on the Indian manufacturing, which covers across size, industries and regions of firms. Our results suggest that large size firms have 9-11 percent productivity premia over other sized firms. Also, smaller firms are significantly inferior in terms of productivity performance in comparison to other sized firms. Furthermore, I also find some effects of trade intensity on the productivity of firms, yet, this effect is not found to be quite sizable. Overall, results show a robustness in estimated effects.

<http://www.accessecon.com/Pubs/EB/2018/Volume38/EB-18-V38-I2-P78.pdf>

Rastogi, A; Pati, S P; Kumar, P; Dixit, J K & Pradhan, S. (2018). Student engagement in Indian context: UWES-S validation and relationship with burnout and life satisfaction. *International Journal of Work Organization and Emotion*, 9(1), pp. 89-106.

Abstract: The student version of Utrecht work engagement scale (UWES-S) is increasingly being employed to assess student engagement without sufficient evidence for its validity, reliability and generalisability. This research seeks to investigate the psychometric properties of UWES-S in the Indian context. Two studies are reported. Study 1 (N = 207) investigates the 14-item UWES-S for factorial and convergent validity, and internal consistency. Study 2 (N = 279) revalidates findings from study 1 and examines relationships with burnout and life satisfaction. The three-factor morphology of UWES-S stands validated across both the studies. Evidence for convergent validity and internal consistency has been provided. The research also proposes a nine-item version of UWES-S based on psychometric properties and item analysis. Further, student engagement is found to be negatively associated with student burnout and positively related to student life satisfaction. This research has a few limitations. Data for analysis has been obtained only from management students. Further, predictive validity has been tested with burnout and life satisfaction only.

<https://www.inderscienceonline.com/doi/abs/10.1504/IJWOE.2018.091340>

Priyadarshi, P and Premchandran, R. (2018). Job characteristics, job resources and work-related outcomes: role of person-organisation fit, *Evidence-based HRM: a Global Forum for Empirical Scholarship*, 6(2), pp.118-136.

Purpose: The purpose of this paper is to examine and understand the role of person-organisation (P-O) fit in mediating the relationship between job resources and work-related outcomes. The need to study the antecedents of P-O fit, dearth of its literature in India, and growing importance of ensuring congruence between the environment and the individual in a diverse workplace, to recruit and retain the employees, underlines the significance of this research.

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In addition to the mediating role of P-O fit, it was hypothesised that co-worker support and decision latitude will lead to an increase in P-O fit and, in turn, be positively related to work engagement (WE), job satisfaction (JS) and organisational commitment (OC).

Design/methodology/approach: Two-phased time-lagged data were collected from a total sample of 213 middle- and senior-level executives working in India. The data consisted of a self-report questionnaire on skill discretion, decision authority and co-worker support in Phase 1 and P-O fit, WE, OC and JS scales in Phase 2.

Findings: Structural equation modelling was simultaneously used to test the hypothesized relationships. It emerged that co-worker support and skill discretion positively correlated with P-O fit. It was found that P-O fit mediated the relationship between co-worker support and JS and OC. It also established partial mediation between co-worker support and WE, and between skill discretion and JS, organisational commitment and WE. The findings of this study, therefore, have profound implications for researchers as well as for practicing managers highlighting the need for a better job design and creating a supportive work environment.

Research limitations/implications: Though the data were collected in two phases, the study design went through a time lag of four weeks, and thereby provided tests of association and not of robust causal relationships. A longitudinal design could be adopted for future research, to enable making inferences about the causal nature of these relationships. The second limitation of the study is its reliance on self-reports as the single source of data.

Originality/value: This is the first study to examine job resources as antecedents of P-O fit using a supplementary fit argument. Further, very few studies have explored P-O fit as a mediating variable and less than 2 per cent of published papers on P-O fit have been studied in the Indian context. Practitioners can employ findings to create interventions to generate more positive organisational outcomes.

<https://doi.org/10.1108/EBHRM-04-2017-0022>

Raj, Alok and **Srivastava, S K.** (2018). Sustainability Performance Assessment of an Aircraft Manufacturing Firm, *Benchmarking: an International Journal*, 25(5), pp. 1500-1527.

Abstract:

Purpose: The purpose of this paper is to develop a composite index (CI) to evaluate the sustainability performance of an aircraft manufacturing firm using Fuzzy Best Worst Multi Criteria (FBWM) decision-making approach. It identifies a wide range of sub-dimensions and their attributes to measure sustainability in a multi-echelon supply chain.

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Design/methodology/approach: FBWM, a hybrid multi-criteria decision making method, relies on multiple sub-dimensions and attributes for assessment of sustainability. Sub-dimensions and attributes are identified from a detailed literature review and inputs from 17 experts. The weights are evaluated using best worst method (BWM). Quantitative measurements are very difficult for attributes like living conditions, noise emission, etc., so the performance of attributes are assessed using Fuzzy logic. The proposed methodology is validated with the case study of a single unit of an Indian aircraft manufacturing firm.

Findings: Economic concerns emerge as the most influential dimension of sustainability in the aerospace sector.

The results reveal that the firm considered in the case study is "Very Sustainable." Firm's performance ratings are excellent in three out of 79 attributes considered for the study. Further, 24 weaker (least performing) attributes are identified with the help of fuzzy performance index. These require managerial action for improvements.

Research limitations/implications: The present study is based on inputs from a small group of managers in a single firm in India. It can be extended to a large group of executives in other firms like Boeing, Airbus, etc. for testing the validity of the proposed methodology and generalization of the findings.

Practical implications: Managers, consultants and audit agencies can use the proposed CI developed in this paper for evaluating the sustainability performance of a firm. It assists managers to identify weaker attributes for which they may plan and prioritize their activities for improvements.

Originality/value: To the best of the authors' knowledge, this is the first paper to measure sustainability in an aircraft manufacturing firm. The paper proposes a novel framework based on fuzzy BWM, for assessing sustainability performance.

Kumar, R. S., **Dash, S. B.** and Malhotra, N. (2018). The Impact of Marketing Activities on Service Brand Equity: The mediating role of Evoked experience. *European Journal of Marketing*, 52(¾), pp. 596-618, Emerald Publication.

Purpose: This study aims to propose and empirically test new improved customer-based brand equity (CBBE) creation framework, which advocates marketing activities create CBBE through customer experience (CE). The proposed framework is in contrast to extant literature suggesting marketing activities directly create CBBE.

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Design/methodology/approach: Qualitative interviews with patients, followed by interaction with respondents using a structured questionnaire, were used to collect the data.

Findings: The results suggest that CE is the focal mediating variable for the relationship between marketing activities and CBBE. Out of 15 marketing activities, 8 positively impacted CBBE through CE and 2 negatively affected CBBE through CE. Among the remaining five, three had only a direct positive impact on CBBE and two neither directly nor indirectly impacted CBBE.

Research limitations/implications: The effects of only individual marketing activity, and not of the interaction among marketing activities, were assessed.

Practical implications: The study provides insights into the importance of CE in building CBBE for credence-dominant services (e.g. healthcare). This work will help managers in implementing experiential marketing by designing suitable activities for creating service CBBE.

Originality/value: The study outlines service CBBE creation through CE, offering specific insights for the healthcare market.

<https://www.emeraldinsight.com/doi/pdfplus/10.1108/EJM-05-2016-0262>

Management Development Programme

MDPs held during May - June 2018

MDPs held during May-June 2018				
S.No.	Programme Title	Programme Director(s)	Dates	Venue
1	Certificate Programme in Business Analytics for Executives (CPBAE8) 3rd on-campus module	Prof. Gaurav Garg & Prof. Kaustav Banerjee	May 5-12, 2018	Lucknow
2	General Management Programme for the Executives of Organic India Pvt. Ltd.	Prof. M K Awasthi & Prof. Prem P Dewani	May 19-20, 2018	Lucknow
3	Effective Contract Management and Negotiation	Prof. D S Sengar	May 21-23, 2018	Noida
4	General Management Programme for the Middle/Senior Level Executives of ITI Ltd.	Prof. Sushil Kumar (BS) & Prof. Neeraj Dwivedi	May 21-25, 2018	Lucknow
5	General Management & Leadership Programme for the Middle Level Executives of Oil India Ltd.	Prof. D Tripathi Rao & Prof. Seshadev Sahoo	May 21-31, 2018	Lucknow
6	General Management Programme for the Executives of Organic India Pvt. Ltd.	Prof. M K Awasthi & Prof. Prem P Dewani	June 9-10, 2018	Lucknow
7	Leadership Development for the Executives of KPMG Global Services	Prof. Pushpendra Priyadarshi & Prof. Himanshu Rai	June 18-20, 2018	Lucknow
8	General Management Programme for the Executives of NTPC Ltd.	Prof. D Tripathi Rao & Prof. Ajay K Garg	June 18-29, 2018	Lucknow
9	General Management Programme for the Executives of Coal India Ltd.	Prof. Ashutosh K Sinha & Prof. Nishant Uppal	June 18-29, 2018	Lucknow
10	Strategic Business Communication for the Leaders of Hero MotoCorp Ltd.	Prof. Neerja Pande	June 19-20, 2018	Gurgaon
11	Certificate Programme in Business Analytics (CPBAE9) - 1st on-campus module	Prof. Gaurav Garg & Prof. Alok Dixit	June 23-30, 2018	Lucknow
12	Strategic Management and Leadership Program for School Principals at NTPC Ltd.	Prof. Anadi Pande & Prof. Sushil Kumar (BS)	June 27-28, 2018	PMI, Noida

Management Development Programme

MDPs scheduled during the month of July – August 2018

MDPs scheduled during July-August 2018				
S. No.	Programme Title	Programme Director(s)	Dates	Venue
1	Leadership Development	Prof. Pushpendra Priyadarshi & Prof. Himanshu Rai	July 2-4, 2018	Lucknow
2	One-year Part-time General Management Programme for Executives (GMPE 16), 2nd on-campus module	Prof. M K Awasthi & Prof. Vikas Srivastava	July 7-15, 2018	Lucknow
3	Mid-Career Training Programme for IFS Officers, Phase II	Prof. Sushil Kumar (BS) & Prof. Pankaj Kumar	July 9-14, 2018	Lucknow
4	General Management Programme for the Executives of Luminous Power Technologies Pvt. Ltd., 1st on-campus module	Prof. Archana Shukla & Prof. Neeraj Dwivedi	July 16-20, 2018	Lucknow
5	General Management Programme for the Executives of NTPC Ltd.	Prof. D Tripathi Rao & Prof. Vikas Srivastava	July 16-27, 2018	Lucknow
6	Sales and Distribution Management Excellence in Indian Markets	Prof. Rajesh K Aithal	July 18-21, 2018	Lucknow
7	General Management Programme for the Executives of Organic India Pvt. Ltd., 3rd on-campus module	Prof. M K Awasthi & Prof. Prem P Dewani	July 21-22, 2018	Lucknow
8	Project Saksham: Leadership Competency Development for the Executives of Indian Oil Corporation Ltd.	Prof. Indranil Biswas & Prof. Prem P Dewani	July 23-28, 2018	Lucknow
9	Change Management Programme for the Executives of Bharat Electronics Ltd.	Prof. Sushil Kumar (CBS) & Prof. Pushpendra Priyadarshi	July 23-28, 2018	Lucknow
10	Strategic Business Communication for the Leaders of Hero MotoCorp Ltd.	Prof. Neerja Pande	July 26-27, 2018	Gurgaon
11	Influencing & Negotiation Skills	Prof. Himanshu Rai	July 26-28, 2018	Lucknow

Management Development Programme

MDPs scheduled during the month of July – August 2018

12	Certification Programme in Aerospace Management, module II	Prof. R K Srivastava & Prof. Arunabha Mukhopadhyay	July 30 - August 10, 2018	Lucknow
13	Mid-Career Training Programme for IRS (Direct Tax) Officers, Phase II, Group I	Prof. Vikas Srivastava & Prof. Suresh K Jakhar	July 30 - August 24, 2018	Lucknow & IBFD Amsterdam
14	General Management & Leadership Programme for the Middle Level Executives of Oil India Ltd.	Prof. D Tripathi Rao & Prof. Ajay K Garg	August 1-11, 2018	Lucknow
15	One-year Part-time General Management Programme for Executives (GMPE15), 4th on-campus module	Prof. Sushil Kumar (CBS) & Prof. Madhumita Chakraborty	August 4 - 12, 2018	Lucknow
16	Corporate Communication and Image Building	Prof. Neeraj Pande	August 6-8, 2018	Noida
17	Digital Marketing: Strategy and Methods	Prof. Moutusy Maity	August 8-12, 2018	Noida
18	Risk Management for the Executives of SLPEs/CPSEs	Prof. Vikas Srivastava & Prof. Seshadev Sahoo	August 16-18, 2018	Lucknow
19	General Management Programme for the Executives of Organic India Pvt. Ltd., 4th on-campus module	Prof. M K Awasthi & Prof. Prem P Dewani	August 18-19, 2018	Lucknow
20	One-year Part-time General Management Programme for the Executives (GMPE17), 1st on-campus module	Prof. Neeraj Dwivedi & Prof. Debdatta Pal	August 18 -26, 2018	Lucknow
21	Certificate Programme in Strategic Management	Prof. Krishna Chandra Balodi & Prof. Neeraj Dwivedi	August 19 - November 25, 2018	Lucknow
22	General Management Programme for the Executives of Bajaj Finance Ltd.	Prof. S C Bansal & Prof. Anita Goyal	August 20-23, 2018	Lucknow
23	Managing Self for Leadership Excellence	Prof. Pankaj Kumar	August 23-25, 2018	Lucknow
24	General Management Programme for the Executives of Luminous Power Technologies Pvt. Ltd., 2nd on-campus module	Prof. Archana Shukla & Prof. Neeraj Dwivedi	August 27-31, 2018	Noida
25	Mid-Career Training Programme for IRS (Direct Tax) Officers, Phase II, Group II	Prof. Ashutosh K Sinha & Prof. Seshadev Sahoo	August 27 - September 21, 2018	Lucknow & IBFD Amsterdam
26	Supply Chain Analytics	Prof. S Venkataramanaiah	August 29-31, 2018	Noida

Events

May 5, 2018- World Laughter day

On this World Laughter Day, Prof. S C Bansal ensured everyone laughed their worries away in a 10 minute session conducted on campus.



May 19, 2018- Shubharambh

Jointly welcoming the IPMX and WMP batches to IIM Lucknow! Food, fun and fraternizing between the students and alumni, all at the Noida campus. An evening of dancing, skits, stand-up comedy and the handing over of the proverbial 'baton' to the current batch from the previous IPMX batch.



Events

June 21, 2018- International Yoga Day

The 4th International Yoga Day was celebrated at IIM Lucknow Noida Campus on Thursday, June 21, 2018 with full enthusiasm and fervor.

Professor SC Bansal, led the celebrations at the Institute by practicing various 'asana' along with faculty, staff and students of the Institute.

The Yoga enthusiasts were briefed about the Common Yoga Protocol prior to the session. The 1.5 hour session ended on a light note with everyone performing "Hasya" asana.



Brig. Dinesh Sharma (Retd.), Officer on Special Duty led the international Yoga Day held at the Lucknow campus on June 21, 2018, with full enthusiasm and fervor.



From the Media

<http://www.mbauniverse.com/article/id/10764/iim-lucknow-2018-20-batch-inaugurated>

IIM Lucknow 2018-20 Batch Inaugurated with 447 Students; Records 30% Ratio of Women; Brings more Academic Diversity



Saturday, June 30 2018, 03:54 PM

IIM Lucknow inaugurated its 34th batch of MBA and 15th batch of MBA-ABM students on June 24, 2018 with the batch strength of 447 students. The batch has students from 23 states and Union Territories giving a wide geographic diversity, in addition to gender, age, and diversity in work experience

The newly inducted PGP 2018-20 batch at IIM Lucknow has high gender and academic diversity with 30% women students and 18% students from Economics and commerce back ground.

IIM Lucknow inaugurated its 34th batch of MBA and 15th batch of MBA-ABM students on June 24, 2018 with the batch strength of 447 students. The newly inducted PGP 2018-20 batch at [IIM Lucknow](http://www.mbauniverse.com) has high gender and academic diversity with 30% women students and 18% students from Economics and commerce back ground.

The new batch constitutes 70% male students and also 70% of the total students from Engineering back ground. The gender diversity of 30% at IIM Lucknow is one of the highest in top four IIMs while the sharp improvement of academic diversity in the new batch to 18% with Commerce and Economics back ground reflects the increasing interest of students from diversified academic back ground to join MBA programmes in IIMs. The batch has students from 23 states and Union Territories giving a wide geographic diversity, in addition to gender, age, and diversity in work experience that the batch has.

Chief Economic Advisor Dr. Arvind Subramanian delivered the inaugural address and advised the students to prepare themselves well in these two years with skill sets and knowledge for a changing global economic landscape.

Dr. Shravan Subramanyam, M.D Roche Diagnostics India and Neighboring Markets was the Guest of honor and stressed in his speech that “Change” and “Choice” would be two key words that will determine the students’ career path.

From the Media

Dr. Shravan Subramanyam, M.D Roche Diagnostics India and Neighboring Markets was the Guest of honor and stressed in his speech that “Change” and “Choice” would be two key words that will determine the students’ career path.

Dr. Ajit Prasad Director in his Inaugural speech advised the students to work hard but stressed that happiness is the key to achieve a more fulfilling life.

The gender diversity in the new batch at IIM Lucknow is nearly at par with last year which was 30.4%. However, as compared to the 2016-18 batch which had 27% females, the 2018-20 batch has recorded improved ratio of 30% females.

Changes in CAT 2018 Exam to Improve Diversity in IIMs

With a focus on improving the ratio of Non-Engineers, women students and the students with work experience in diverse areas, IIMs modified the entire CAT exam three years back. More students with non-engineering background and more women candidates were shortlisted by IIM Ahmedabad, IIM Bangalore, IIM Calcutta and IIM Lucknow for the PGP 2018-20 batch. 28% No-negative-marking questions have been inducted in CAT exam to attract candidates from diverse back grounds.

Admission Policy at IIMs: Changes Introduced to Attract Diversity

Another key parameter that has helped to increase the ratio of non-engineers in IIM class rooms is the change in admission policy by almost all the IIMs. Following changes in new admission policy of IIMs have encouraged and offered the opportunity to more non-engineers, females to get into IIMs in 2018:

- IIMs have lowered the sectional and overall CAT percentile score requirement for the 1st stage shortlisting;
- Less weightage to CAT exam scores have been awarded by IIMs in shortlisting and arriving at the final score;
- Academic diversity weightage is awarded to the candidates coming from Non-Engineering background
- Women candidates are awarded additional weightage for gender diversity

As a result, despite scoring below 90 percentile in CAT 2017 exam, top IIMs namely IIM Ahmedabad, IIM Bangalore, IIM Calcutta, IIM Lucknow have been able to shortlist and offer admission to the candidates with non-engineering back ground and are from diversified academic back grounds to improve diversity in IIM class rooms.

IIM Lucknow: Record of High Female Ratio

Percentage of women in IIM Lucknow is 30% in the recently admitted 2018-20 batch. It is 2nd highest among top IIMs and is at par with IIM Calcutta who has 31% ratio of women candidates. IIM Ahmedabad has a female ratio of around 28%. Ratio of women students at IIM Bangalore is also around 28%. Last two years Gender diversity at top four IIMs is shared below:

Ratio of women	IIM Ahmedabad	IIM Bangalore	IIM Calcutta	IIM Lucknow
2017-19 batch	28%	28.15%	31%	30.4% (30% for 2018-20 batch)
2016-18 batch	22%	28.26%	16.4%	27%

IIM Lucknow was established in 1984 and is the 4th IIM in the family of IIMs as it came into being after IIM Ahmedabad, Calcutta and Bangalore. IIM Lucknow is one of top rated B schools in the country. In the Ministry of HRD, Government of India ranking 2018 IIM Lucknow holds 4th position.

From the Media

In 2005 IIM Lucknow expanded its area of influence in management education by setting up a satellite campus for Executive Education at NOIDA in Delhi NCR making IIM Lucknow as the first IIM to set up such a campus in the country.

<https://bschool.careers360.com/articles/iim-lucknow-inaugurates-34th-batch-of-mba-and-15th-batch-of-mba-abm-students>

Updated On: 27 Jun 2018 04:53 PM IST



Indian Institute of Management, Lucknow (IIML) inaugurated its 34th batch of MBA and 15th batch of MBA-ABM (Agri-Business Management) on June 24, 2018. A total of 447 students have been admitted for the academic year 2018-20. The batch has students from 23 states and Union Territories.

Chief Economic Advisor Dr. Arvind Subramanian delivered the inaugural address and advised the students to prepare themselves well in these two years with skill sets and knowledge for a changing global economic landscape.

Dr. Shravan Subramanyam, M.D Roche Diagnostics India and Neighboring Markets was the Guest of Honour and stressed in his speech that “Change” and “Choice” would be two key words that will determine the students’ career path.

Dr. Ajit Prasad Director in his Inaugural speech advised the students to work hard but stressed that happiness is the key to achieve a more fulfilling life.

IIM Lucknow admitted 447 students in this batch, 70% of whom are males and 30% females. Bringing in more diversity to the batch this time the commerce and economics students constituted 18% of the batch, whereas Engineers are 70%.

About IIM Lucknow

[IIM Lucknow](#) is one of the premier B-schools in India. The institute was established in 1984 and offers a post-graduate program in Agri-Business Management, General Management, and Sustainable Management. The admission to IIM Lucknow is done through [CAT](#) exam.

From the Media

<https://www.youthensnews.com/gpme-course-by-iim-lucknow/>

अब IIM से करिए GPME प्रोग्राम, ये है लास्ट डेट

June 18, 2018 05:36 PM



भारतीय प्रबंध संस्थान, लखनऊ द्वारा कार्यकारी अधिकारियों के लिए सामान्य प्रबंधन कार्यक्रम (जीपीएमई) के 17वें बैच की घोषणा की गई है। यह एक वर्षीय अल्पकालिक कार्यक्रम है जिसके तहत प्रत्येक 9 दिनों पर आईआईएम परिसर में 4 शिक्षण भाग पूरा किया जाना है। इस प्रकार से प्रतिभागियों को 240 घंटे के शिक्षण एवं संस्थान के अकादमिक वातावरण में स्वयं को विकसित करने का उपयोगी अवसर प्राप्त होंगे। कार्यरत कार्यकारी अधिकारियों के भावी बेहतर कैरियर परिवर्तन में आवश्यक सहयोग को ध्यान में रखकर जीएमपीई को तैयार किया गया है। इस उद्देश्य पूर्ति के लिए, कार्यक्रम पाठ्यक्रम में विकसित प्रबंधन सिद्धांतों, व्यावहारिक कुशलताओं और मात्रात्मक विधियों के साथ ही वास्तविक व्यापार जगत के प्रचलनों को भी शामिल किया गया है।

अभ्यर्थी के पास स्नातक/स्नातकोत्तर में न्यूनतम 50 प्रतिशत अंक (या सीजीपीए मापन पर 5/10 अंक) या सीए/आईसीडब्ल्यू/सीएस और 06 जुलाई, 2018 तक अध्ययन के बाद न्यूनतम 3 वर्षों का पूर्णकालिक व्यावसायिक अनुभव होना चाहिए।

प्रो. अजीत प्रसाद, निदेशक, आईआईएम लखनऊ ने कार्यक्रम के बारे में कहा कि इसे विशेष तौर पर कार्यरत पेशेवरों के लिए तैयार किया गया है, जो अपनी शिक्षा बढ़ाने के इच्छुक हैं, लेकिन व्यस्तता और आवश्यक प्रतिबद्धताओं के कारण चूक जाते हैं। इस कार्यक्रम के प्रबंधकीय अध्ययनों में आधुनिक दृष्टिकोण को जोड़ा गया है, जिसमें मामलों के अध्ययन, भूमिका निर्वहन, सामूहिक अभ्यास, बेहतरीन सॉफ्टवेयर प्रयोग आधारित विश्लेषिकी एवं पारंपरिक व्याख्यान शामिल हैं। प्रो. प्रसाद ने आश्वासित करते हुए कहा कि यह कार्यक्रम पेशेवरों के कैरियर को विकसित व मजबूत करने का व्यावहारिक व लाभकारी माध्यम सिद्ध होगा।

From the Media

कार्यक्रम पर वर्तमान प्रतिभागियों की राय:-

श्री नितीश कुलश्रेष्ठ, व्यापार प्रबंधक, निखिल टेक्नो केम. प्राइवेट लिमिटेड ने इस कार्यक्रम के बारे में कहा कि मैं अभियांत्रिकी की पृष्ठभूमि से हूँ और यह कार्यक्रम मेरे लिए आंखें खोलने वाले अनुभव जैसा है। प्रबंधन व सामाजिक विज्ञान एक दूसरे से काफी भिन्न हैं तथा मेरे कार्यक्षेत्र में इन विषयों की अच्छी उपयोगिता है। श्री विनीत मिश्रा, सहायक सामान्य प्रबंधक (क्रय), होन्डा कार्स इंडिया प्राइवेट लिमिटेड ने कहा कि जीएमपीई विभिन्न प्रबंधकीय पाठ्यक्रमों का मिश्रण है जो हमारे ज्ञान स्तर को स्फूर्ति देने के साथ ही नए-नए कौशल तथा सूचनाएं प्रदान करता है। इसके साथ ही यह कार्यक्रम, हमारे वर्तमान संगठन में कंपनी प्रबंधन व टीम के साथ संवाद करते समय बहुत सहयोग प्रदान कर रहा है। संगठन में इसकी स्वीकृति को स्पष्ट देखा जा सकता है।

भारतीय प्रबंध संस्थान लखनऊ के संकाय सदस्यों द्वारा कार्यक्रम का संचालन किया जाएगा। यह कार्यक्रम, प्रबंधन कौशल, संचार कौशल, वित्तीय प्रबंधन, लेखा, मानव संसाधन प्रबंधन, गुणात्मक विधियों और संचालन प्रबंधन के क्षेत्रों में वैचारिक ढांचों द्वारा उत्कृष्टता निर्माण पर केंद्रित है। कार्यक्रम में, अंतिम वार्षिक परीक्षाओं के अलावा कैपस्टोन परियोजना एवं अन्य मूल्यांकन विधियां भी शामिल होंगी। भारतीय प्रबंध संस्थान लखनऊ द्वारा कार्यक्रम पूरा करने में सफल उम्मीदवारों को प्रमाणपत्र प्रदान किए जाएंगे। आवेदन की अंतिम तिथि 06 जुलाई, 2018 है। कार्यक्रम संबंधी सूचनाएं http://www.iiml.ac.in/gmpe17_appl_form.pdf से डाउनलोड की जा सकती है। अधिक जानकारी के लिए 0522-669-6287 पर कॉल करें।

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