



## From Media's Desk

The Media and Communication Cell of IIM Lucknow presents the first newsletter of this decade, Samavaya 2020 with updates on events and highlights of the last quarter. The newsletter purports to share IIM Lucknow's latest initiatives and achievements so as to keep the community updated about its ventures. In this edition, we share our celebrations and introduce the new initiatives of the quarter.



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# Indian Institute of Management Lucknow earns AACSB International Accreditation

AACSB International (AACSB) announces that Indian Institute of Management Lucknow (IIML) has earned accreditation.

Founded in 1916, AACSB is the longest-serving global accrediting body for business schools, and the largest business education network connecting students, educators, and businesses worldwide. Synonymous with the highest standards of quality, AACSB accreditation inspires new ways of thinking within business education globally and, as a result, has been earned by only 5 percent of the world's schools offering business degrees at the bachelor's level or higher.

"AACSB accreditation recognises institutions that have demonstrated a focus on excellence in all areas, including teaching, research, curricula development, and student learning," said Stephanie M. Bryant, executive vice president and chief accreditation officer of AACSB International. "We congratulate Indian Institute of Management Lucknow and Prof. Archana Shukla, Director IIM Lucknow on earning accreditation, and applaud the

entire IIML team—including the administration, faculty, staff, and students—for their roles in earning this respected honour."

"We are delighted and proud to receive the prestigious accreditation from AACSB, recognising us amongst global premiere institutions. It enhances IIM Lucknow's commitment to remain a leading business school providing socially conscious and globally relevant thought leadership. We take this opportunity to acknowledge the insightful feedback provided by AACSB peer review team. This accreditation further reinforces our commitment towards sustaining the quality and rigour in all our activities. I am confident that AACSB accreditation would strengthen our international linkages and provide newer collaborative opportunities globally", said Prof. Archana Shukla, Director, Indian Institute of Management Lucknow.

AACSB accreditation provides a framework of 15 international standards against which business schools around the world assess the quality of their

educational services. These standards ensure continuous improvement and provide focus for schools to deliver on their mission, innovate, and drive impact.

AACSB-accredited schools have successfully undergone a rigorous review process conducted by their peers in the business education community, ensuring that they have the resources, credentials, and commitment needed to provide students with a first-rate, future-focused business education.

"Indian Institute of Management Lucknow's commitment to earning accreditation is a true reflection of their dedication—not only to their students, alumni network, and greater business community, but to the higher education industry as a whole," said Bryant. "Today's students are tomorrow's business leaders, and the addition of IIML to the network of AACSB-accredited business schools will have a lasting positive impact for their institution, both locally and globally."



## Nostalgia 2019

Alumni Committee, IIM Lucknow proudly hosted its Alumni for the annual homecoming - 'Nostalgia' from 20-23rd December 2019. The batches of 1989, 1994, 1999, 2004 and 2009 were invited this year for Nostalgia which included formal as well as informal events that began with Inauguration and Director's address and went on to include activities like sports and several performances by Institute's dance, music, dramatics, literary and laughter clubs. The Alumni



were also brought 'back-to-classroom' to let them relive their old days through a classroom session and a quiz. Apart from this, various fun activities spanned the course of the entire event to remind them of the 'good old days'.

It was indeed 'Nostalgic' for the alumni to come back to the campus and revisit life at their alma mater and take back some more memories with their batch mates that'll be cherished for a long time!

## Manfest Varchasva



Manfest-Vachasva 2019 was the 33rd edition of the annual Business, Cultural and Sports fest organized by IIM Lucknow from November 15 to 17, 2019. It is one of the biggest B-school events organized in the country with 70+ events spanning across 3 days and a total budget of ₹1.3 Cr+. The mega-event saw a total participation of more than 15,000 students across the events and the campus hosted the stay for more than 1400 students during the fest. The fest is a



student-led initiative from conceptualization to execution which makes it a great spectacle of the planning and management skills of the students.

## Aarohan 2019

IIM Lucknow Noida Campus hosted the second edition of Aarohan, the annual cultural and management festival, on Dec 20 and Dec 21, 2019 in association with Accord Commerz. The event was inaugurated by the chief guest for the ceremony, Mr. Awadhesh Singh, Sr Director, Barclays. The event commenced with a business conclave on "Development Vs Conservation, A zero-sum game".

## Vigilance Awareness Week

October 28th – November 2nd 2019



Vigilance Awareness Week had the theme of Integrity a way of life. Along with the pledge taking ceremony many other activities were conducted including Essay Competitions and Guest Lecture on topic Integrity a way of life by Mr. Alok Ranjan (Retd. IAS).

## Rashtriya Ekta Diwas

The birth anniversary of Late Sardar Vallabhbhai Patel was observed as "Rashtriya Ekta Diwas" on 31st October 2019. Unity pledge was taken in the morning and a Unity run was organised.

## Samvaad – In Conversation with Alumni

Was organized by the Alumni Committee of IIM Lucknow (Noida Campus) on 8th Dec, 2019 on the theme 'Industry 4.0'. Ten eminent alumni from the IIML fraternity, holding leading positions across industries, shared

valuable insights, experiences and personal journeys during the interactive discussions with the students and faculty. Samvaad 2019 was organised in two sessions: 'Decoding businesses 4.0'

and 'Decoding Consumers 4.0'. Panels for both the discussions had alumni from various esteemed organisations like DLF Limited, EY, KPMG India, Kia Motors India, LeasePlan, Naukri.com, PepsiCo, Perfetti Van Melle, Press Information Bureau and Uber. The event attendees were students of PGP-Sustainable Management, IPMX, and WMP courses along with notable faculty and the director.





## Constitution Day

26th November 2019 was observed as Constitution Day. Following initiatives were organised:

- i) Reading of the Preamble
- ii) Live Telecast of Hon'ble President, Vice President and Prime Ministers' address in the Central Hall of Parliament



## Lakshmipati Singhania IIM Lucknow National Leadership Awards

The President of India, Shri Ram Nath Kovind, presented the IIM Lucknow National Leadership Awards 2018 in

New Delhi on Dec 9, 2019. The awardees are Ms. Kiran Mazumdar Shaw, Chairperson & MD, Biocon Ltd, Dr. Srikumar Banerjee Homi Bhabha Chair Professor, Bhabha Atomic Research Centre & Chancellor, Dr. Bhushan Punani Executive Secretary Blind People's Association

India, Shri Puneet Dalmia, MD Dalmia Bharat Group, Dr. Amit Sharma Group Leader, Structural and Computational Biology Group, International Centre for Genetic Engineering and Biotechnology, Shri Anshu Gupta, Founder Director, Goonj

## Vice Chancellors' Summit

### Dynamics of Higher Education in India and Canada

University Presidents and Vice-Chancellors from 147 institutions from Canada and India gathered for a two-day Summit in Delhi. The Summit was funded by the Government of India,

through MHRD.

Prof. Archana Shukla Director IIM Lucknow was a panelist in the session - Championing Innovation and Entrepreneurship in Higher

Education. The objective of this session was to delineate many examples, from both countries, of the innovative role of higher education, and to look ahead to new and creative approaches to the harnessing of entrepreneurial qualities in the interests of accelerated educational and societal innovation.



# Nitin Das: Alum in Focus

Humans of IIM Lucknow



I'll tell you the real story of Medusa on campus. She's actually an MBA student with her hands tied to the back. She wants to jump into the water but is held back because of case studies, quizzes and classes. The only chance she gets is when the fountain starts during the fests. But I didn't want a student life like that. I managed to create a different one, the fountains were always on for me. I was part of the Manifest team. I was inclined towards creativity, theatre and anything out of the academic schedule.

Back then, I didn't quite know what I wanted to do. I suppose no one does. Long term goals are an enigma that not many can decode. No matter the amount of

advice other people give, the future always stays unclear unless we experience it for ourselves. And that's how it unfolded for me. Post placements, I started working in sales, marketing and brand management until I realised that this isn't what I really want. I used to hate Mondays. It felt like a cactus growing inside my formal shoes - one which grew bigger with each passing Monday. After spending five years in those thorny shoes, I couldn't walk anymore. I decided to quit my corporate life and pursue filmmaking.

It all started with 'Foreplay'- our street theatre group. We were a group of friends who named it so because 'it leads to something better'.

We used to perform in different corners of Delhi, we picked up issues like cleanliness,

molestation etc. Soon we started making films in collaboration with students from Jamia Millia and one thing led to another.

My films are mostly on sustainability and nature because if one travels, they cannot ignore what is happening. And by travel, I do not mean your corporate travelling- from one AC hotel to another, attending overnight conferences. As a true traveller, we tend to see places that take us back in time and compare it with what the world has turned into now. This campus is very sheltered, go outside and see Mubarakpur, or what is happening around, then you can choose to ignore it or do something about it. I chose the latter.

My work is very personal and not competitive. It's in fact, a self-improvement journey which stretches my limits to do better than the last time. I am very happy with what I do, I love working with nature, it is what inspires me to keep pursuing films. It helps me see and focus on the important things in life.

I don't hate Mondays anymore. To be honest, I usually don't know which day of the week it is unless a friend says things like "I can't meet today, it's Monday." And I reply with, "Oh, is it!"

# New faculty in highlight

## Shubhda Arora, Asst. Professor for Communication

In 2005, during the Kashmir earthquake I was in a town called Awantipora which was very close to the epicenter. When me and my sister felt the trembles, we rushed out of the house and kept screaming for our mother. She was taking a bath then and didn't come out. To my surprise, the reason why she didn't come outside was that she couldn't think of stepping out in a towel! This made me realise how societal norms define our actions. A disaster impacts two groups in a very different way. This thought made me choose communication in disasters as my interest and research area.

I guess, everything that happens in our life shapes us differently. When I joined Delhi University for my Bachelors in Science, I felt that society's notion of home science students turning into housewives was quite wrong. I was among a group of women

who were trying to prove a lot. I know women who made it to international organizations such as the UN, after their home science degrees. I chose to pursue MBA after my graduation. Those two years and an economic recession landed me into a sales job in a hospital. I didn't like my job and wanted to teach, but I neither had a PhD nor a B.Ed degree.

After some efforts, I joined a university as a marketing professor. The first thing there was overcoming my fear of public speaking. The first ten minutes of the class were difficult, but once I lost my inhibitions, everything was easier. It was good to learn about different cultures, changing my communication style according to the audience, and it is quite ironical how I used to freeze in front of the class as a student and now I



speak for a living!

At the core, I think I'm still an introvert but I can't really tell a student I don't feel like talking today. It's a job requirement and over time, I have started enjoying it. These interactions are special. My professors have had a great impact on my life and I would definitely want that kind of a bond with my students here as well.

## Upcoming faculty highlights



**Priyatam Anurag**  
ASSISTANT PROFESSOR  
Strategic Management



**Dipti Gupta**  
VISITING ASSISTANT PROFESSOR  
Business Sustainability



**Kushankur Dey**  
ASSISTANT PROFESSOR  
Agribusiness Management



# Papers

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## Conference Presentations:

Soumya Vaithinathan, Yogesh K Agarwal and Samir K Srivastava, **A Clarke and Wright based heuristic approach for implementing recall of utility products**, presented by Soumya Vaithinathan in the 23rd Annual International Conference of the Society of Operations Management, Indian Institute of Technology, Kanpur, December 19-21, 2019. It won **Springer Best Paper Award**.

Amit Karamchandani, Samir K Srivastava and Sushil Kumar, **comparing blockchain perception from SCM context in Indian manufacturing and service industries**, presented by Amit Karamchandani in the 23rd Annual International Conference of the Society of Operations Management, Indian Institute of Technology, Kanpur, December 19-21, 2019.

Amit Karamchandani, Samir K Srivastava and Akhil Srivastava, **A Fuzzy Rough Based Algorithm for Automated Decisions in Blockchain Based Supply Chain**, presented by Amit Karamchandani in the INFORMS 2019 Annual Meeting in Seattle, Washington, October 20-23, 2019.

## Invited Paper:

Samir K Srivastava, **Artificial Intelligence in Supply Chains**, BHU Engineer's Alumni Souvenir, Lucknow, November 09, 2019.

## Invited Panel discussion:

Samir K Srivastava served as a panelist for panel discussion on "Resource Disruption and Firm Strategy" in the 21st Annual Convention of Strategic Management Forum, organized by IIM Lucknow, December 27-29, 2019.

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**Author:** Chandan Sharma & Debdatta Pal (2019)

**Paper:** Does Exchange Rate Volatility Dampen Imports? Commodity-Level Evidence From India  
International Economic Journal, 33:4, 696-718, DOI: 10.1080/10168737.2019.1630467

**Abstract:** The effect of exchange rates' volatility on India's imports on a balanced panel of 73 commodities spanned from April 2013 to October 2016. Rather than using cross-country bilateral import flows, we test the relationship at the commodity level using disaggregated trade data with monthly frequency. Generalized autoregressive conditional heteroscedasticity model is used for estimating exchange rate. We employ pooled mean group estimator for simultaneously assessing long- and short-run association between nominal exchange rate volatility and import volume. In the long-run, for all commodities, a 100% increase in volatility results in a 12% drop in India's imports. A significant dampening impact of volatility of exchange rate on imports is evidenced also in short-run. However, at the disaggregate level, imports in the agricultural and allied sector are found to be relatively more sensitive to exchange rate volatility as compared to the manufacturing sector. We also conducted a time series analysis for the aggregate data covering both pre- and post-crisis period. The results validate the findings of commodities-level panel data analysis. This paper concludes with policy implications of our findings.

**Keywords:** Exchange rate volatility, imports, pooled mean group, India  
**JEL Classification:** C33, F10



**Author:** Sharma, Chandan, and Arup Mitra (2019)

**Paper:** "Corruption and Economic Growth: Some New Empirical Evidence from a Global Sample." *Journal of International Development* 31 (8), 691-719, doi.org/10.1002/jid.3433

**Abstract:** This paper assesses the impact of corruption control and regulation quality on growth across countries over the period 1996 through 2015. After dealing with the possible endogeneity problem through the dynamic panel data models, our findings are suggestive of the positive effects of corruption control. Thus, our analysis tends to support the 'sand the wheels' view at the aggregate level as well as for lower and lower-middle-income countries. Similar results are also obtained for regulation quality. However, contrary to the theoretical arguments, the joint effect of regulation and corruption does not seem to be significant empirically for countries from any of the income groups. Evidence is also indicative of a positive effect on trade across countries from all income groups. Although our results failed to support the natural resource curse hypothesis, countries with efficient institutions and low level of corruption are not seen to experience any resource curse. Finally, policy implications of these findings are brought out.

**Keywords:** corruption; regulation; economic growth; natural resources

**JEL Classification:** D73; L51; O41; O13

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**Authors:** Sharma, Chandan, and Soumik Biswas (2020).

**Paper:** "Determinants of bribe in informal sector: Some empirical evidence from India." *Global Business Review*: 21(1) 1-22. DOI: 10.1177/0972150917749293

**Abstract:** Payment of bribes, eviction and confiscation of goods are critical issues faced by the street vendors in Indian cities. In this context, this study attempts to empirically outline the determinants of bribe payment in this sector by drawing upon traditional literature on corruption. We conduct a primary survey in an industrial town in India. To empirically analyse the bribery models for the informal enterprises, we utilize several alternative specifications for a robustness check purpose. We also test a range of important factors that may cause bribery. Our analysis has offered some important results. First, we find that street vendors with higher business size are more likely to pay bribe and also likely to pay higher amount of bribe. Second, it is found that business-specific laws and regulations reduce the bargaining power of the street vendor. Vendors dealing in more regulated businesses like eateries, tobacco products are more likely to pay bribe. Third, it is found that vendors originating from distant places are likely to pay more bribe, and thus, the study support the proposition that corruption may create inequality, from which some groups can be more disadvantageous than others. Finally, contrary to the findings of traditional literature, the study finds that in the specific context, business age is positively related with bribe payment.

**Keywords:** Bribe, informal sector, caste, religion, small enterprises



Conference paper:

**Conference:** 33rd Annual Australian & New Zealand Academy of Management Conference, December 03-06, 2019, Cairns, Queensland, Australia

**Authors:** Dharendra Mani Shukla; Amita Mital; Israr Qureshi; Taiyuan Wang

**Paper:** Alliance Portfolios: Interaction Effects of Partner Type Diversity, Tie-strength and Learning Orientation

The paper was awarded "**Best Paper Award**" in the Governance, Leadership and Strategy Stream

**Abstract:** This study examines how three important alliance portfolio (AP) characteristics – partner type diversity, tie-strength, and learning orientation- interact to affect firm performance. Drawing primarily on organizational learning and coordination costs perspectives, we suggest that partner type diversity and tie-strength interact positively to affect firm performance. However, this positive interaction is more prominent for APs with exploitative learning orientation than those with exploratory learning orientation. An empirical investigation conducted on a longitudinal dataset of 164 Indian firms, for the period 2003-2014, from high-tech sectors, support our theoretical arguments. Findings of this study contribute to the alliance portfolio literature by examining how contingencies among the three key AP characteristics affect firm performance.

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Mr. Prashanth V (FPM student) and Mahesh Kumar (EFPM student) have won the **best paper award in ISDSI and INDAM** conference respectively.

**Best paper award**, Mr. Prashanth V (FPM student), A facility location problem in a sustainable closed loop online retail environment with stochastic demand and returns, 13th Annual ISDSI conference, IIM Sambhalpur, co-authored with Prof Omkarprasad Vaidya and Prof Sushil Kumar.

**Best paper of the Track award**, Mr. Mahesh Kumar (EFPM student), Impact of task priority on software supply chain and its implications: A simulation approach, INDAM conference IIM Trichy, co-authored with Prof Omkarprasad Vaidya and Prof R K Srivastava.

Kavita Chaddha presented a case study on "Information Commons - The Emerging Third Place: A case study on the students' perception of an ideal learning environment at the Indian Institute of Management Lucknow, Noida Campus" in an international conference - ICDL, organized by TERI, held at India Habitat Centre, Delhi from 6th to 8th November 2019.





# MDP held during Jan-Feb 2020

## INDIAN INSTITUTE OF MANAGEMENT LUCKNOW



### SHORT-TERM MANAGEMENT DEVELOPMENT PROGRAMME CALENDAR JANUARY – FEBRUARY 2020

S.NO.	PROGRAMME TITLE	DATES	VENUE
1	Agriculture Input Marketing	January 13-17, 2020	Lucknow
2	Developing Strategic Mindset	January 20-22, 2020	Noida
3	Finance for Decision Making (for Non-Finance Executives)	January 20-24, 2020	Lucknow
4	Sales and Distribution Management Excellence in Indian Markets	January 22-25, 2020	Lucknow
5	Design Thinking for Strategy and Innovation	January 28-31, 2020	Lucknow
6	Business Innovation through Design Thinking	January 29-31, 2020	Lucknow
7	Managerial Effectiveness	February 3-7, 2020	Noida
8	Project Management	February 3-7, 2020	Lucknow
9	Financial Analysis of Business for Decision Making	February 4-7, 2020	Noida
10	Corporate Entrepreneurship and Innovation	February 10-13, 2020	Lucknow
11	Managing Retail Businesses	February 10-14, 2020	Lucknow
12	Leadership Communication and Image Management: Persuasion and Influence Strategies	February 24-28, 2020	Lucknow
13	Agribusiness Supply Chain Management	February 28 - March 3, 2020	Lucknow

For customized Management Development Programmes for your Managers/Executives at IIM Lucknow, contact at us 0522-6696288/6696283-2.

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