



Indian Institute of Management Lucknow



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*"When I started the company I was 52 years old. I had diabetics, lost my gall bladder
and most of my thyroid gland.
But I was convinced that the best was ahead of me. "*

-Ray Kroc- founder of McDonald's



"To accomplish great things, we must not only act, but also dream; not only plan but also believe" - Anatole France

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RESEARCH PUBLICATIONS**JOURNAL PUBLICATIONS**

Ali, J. and S. Kapoor, "Understanding Consumers' Perspectives on Food Labelling in India, *International Journal of Consumer Studies*, Vo. 33 (2009): 724-734.

ABSTRACT

This study aims at identifying the factors influencing consumers' perception on food labelling and its impact on food purchase decision making, through personal interviews of 631 respondents using a structured questionnaire. To analyse the consumers' perceptions on food labelling, factor analysis has been carried out to identify the underlying dimensions among a set of food labelling attributes using the principal component analysis. Based on factor analysis, four sets of components/factors have emerged, that is, (i) serving method; (ii) quality and nutrition; (iii) production and storage; and (iv) product identification, which explain 66.271% of the variance. Logit regression analysis indicates that among the socio-demographic indicators, the estimated coefficients for gender, education, income and location of residence are statistically significant. Similarly, information on quality and nutrition, production and storage processes, and basic information of the product is found to be significant, implying that these factors are more likely to influence the use of food labels in making informed purchase decisions by the consumers. The findings of the study give practical insights on food labelling issues for the food processors and policy makers.

Das Gupta, Devashish and Atul Sharma, "Customer Loyalty and Approach of Service Providers: An Empirical Study of Mobile Airtime Service Industry in India Service Industry in India", *Services Marketing Quarterly*, Vol 30 Issue 4: 342-364.

ABSTRACT

Services are always unique from a marketing perspective due to their intangible nature. Especially in the case of a service like mobile airtime service where there is no service encounter, attributes required for brand loyalty becomes more complex. This is final part of the research project. The earlier part focused into the aspects of service brand image and its antecedents. This paper tests the relationship of customer loyalty and approach of service providers in India.

Singh, Prakash, "Mergers in Indian Banking Industry: An Analysis Using DEA", *South Asian Journal of Management*, SAJM, Vol.16, No. 2, (April- June 2009): 7-28.

ABSTRACT

Market driven business mergers have long been an integral part of the commercial history of developed economies. However, in the emerging economies this phenomenon has gained momentum relatively recently. While the effects of these consolidation moves in the western world is well researched and documented, it is difficult to say that these will have a similar effect in case of banking industry of a developing nation such as India. Performance of Indian banking industry itself, post-liberalization, has been an exception than a norm. This paper offers an insight into the effectiveness of mergers in the Indian Banking System by examining the efficiency benefits of mergers among few Scheduled Commercial Banks in India over the period 2000-01 till date. In the Indian Context, we analyzed the recent mergers (involving both private and nationalized banks) by using the Data Envelopment Analysis. There have not been a

large number of mergers. We came across less than ten mergers of reasonable size in the post 2000 period. We analyzed the profit efficiency and cost efficiency of the acquiring bank to see whether there have been gains from consolidation. We find that while the mergers don't seem to impact the cost and profit efficiency in an adverse manner and whatever fall did happen initially was recovered very fast. Towards the end, we try to see whether we can provide criteria for future bank consolidation.

CONFERENCE/SEMINAR PUBLICATIONS

Chaddha, Kavita *"Improving Librarian-Faculty Relationship in Academic Libraries"*. Paper presented as poster presentation and published in the Conference Proceedings of ICAL 2009 'Globalizing Academic Libraries', organized by the Delhi University Library System, University of Delhi, Delhi during October 5-8, 2009.

ABSTRACT

The paper focuses on the importance of librarian-faculty relationship in an academic institute. It discusses how it helps in the development of library and improvement of its services, like collection development and maximum usage of resources available in the library by the users, which leads to the fulfillment of the ultimate goal of an academic institute, i.e. research and teaching. Various measures which can be implemented to improve the quality of this relationship have been discussed.

Das Gupta, Devashish, *"Marketing Interventions for Tourism Promotion: Recommendations for the top tourist destination in India"*, Paper presented and published in the Proceedings of 'Conference on Tourism in India- Challenges Ahead' held at IIM Kozhikode during 15-17 May, 2008.

ABSTRACT

This paper looks into relevant literature related to Tourism Marketing and case studies of best practices in national and international tourism marketing. This paper looks into the existing Tourism Scenario at the top tourist destination of India. Thereon applying prominent Marketing models it recommends marketing interventions for better footfalls at the destination.

Ganguly, B. and S.B. Dash, *"Vendor Characteristics, Subjective Norms and Online Trust: The Moderating Role of Culture"*. Paper presented at the '2nd Annual Euro Med Conference', held at the University of Salerno, Salerno, Italy during October 26-28, 2009,

ABSTRACT

The purpose of this study is to examine the role of culture on the relationship between vendor characteristics, subjective norms and online trust. Moderator regression analysis has been used in the study for testing the moderator effects of cultural variables. 598 responses from Canada, USA and India were collected for this study. Our results indicate that vendor reputation and communication with vendor positively affect trust. Internal norms also have a positive effect on online trust. External norms have a negative effect on trust. Uncertainty avoidance positively moderates the relation between vendor reputation and trust. Power distance negatively moderates the relation between external norm and trust. However, there were no moderator effects of collectivism on the relation between internal norm and trust and also between communication and trust. The results have several interesting managerial implications. First it shows that customers who are high on uncertainty avoidance would prefer to trust vendors with a lot of reputation. Further, it was found that external norms may have negative impact on trust and the customers who are high on power distance gave less importance to external norms to build trust. Thus celebrity endorsement and use of other mass media need not necessarily generate online trust. Online stores should build reputation, provide more efficient communication, and use the positive word-of-mouth of its existing customers for building trust.

Gupta, Vivek and Devashish Das Gupta, "Adoption and Use of ICT in Indian Tourism: Interventions for the top tourist destinations of India". Paper presented at the 'Conference on Tourism in India- Challenges Ahead' at IIM Kozhikode during 15-17 May, 2008.

ABSTRACT

Information and communication technology (ICT) is one of the key factors of competitiveness as far as tourist markets and tourism management is concerned. ICT reduces transaction and operational costs. ICT is widely used in industries such as airlines & travel, hospitality, tour operators, travel agencies, computer reservation & management systems for tourist destinations worldwide. The focus of this paper is on building, maintaining and enhancing tourism attractiveness of India and Agra in particular, by adopting and using ICT. The paper discusses the importance of the adoption and usage of ICT in tourism industry and the development of destination management system for tourism marketing and management using internet supported tools and a global computer reservation system.

Raina, Roshan Lal "Delivering Value through Innovative Marketing", Paper presented in the National Seminar, organized by Lal Bahadur Shastri Institute of Management & Technology, Bareilly, on October 26, 2009.

ABSTRACT

The role of creativity and innovativeness cannot be belittled in today's world of intense competition. Organizations where people are creative and innovative are excelling over their competitors. Indeed, in a world where straddling is rampant, one way of gaining sustainable competitive advantage is to be continually innovative. Corporates, especially in highly dynamic technology-intensive industries, aim at introducing radical innovations, which generally bring in their wake completely new value-offerings and create totally new markets. Justifying these arguments and bringing to the fore ever increasing and highly complex customer requirements, the paper illustrates ICT as the driver for bringing in and delivering 'value' through 'innovation'.

Rao, D. Tripathi and Prodipta Ghosh, 2009, "Measurement and Quantification of Operational Risk: An Application of Covariate-VaR Approach", Paper presented in the '45th Meeting of the Euro Working Group on Financial Modelling', organized by the Financial Engineering Laboratory of the Department of Production Engineering and Management of the Technical University of Crete, in cooperation with the Euro Working Group on Financial Modelling at Chania, Greece during October 15-17, 2009,.

ABSTRACT

Oft-repeated catastrophic business failures and Basel II requirement of capital charges for operational risk (OR) have increased the awareness about OR. While the policy authorities are keen on banks adopting international best practices, yet measurement and quantification of OR has sparked a debate worldwide. While highlighting the difficulties in quantifying OR, we briefly recall the present methods for measuring and modeling OR as prescribed by the Basel committee. Using full information content of real-time operational loss data of a large Indian public sector bank, we demonstrate the superiority of covariate-VaR compared to standard Peak-Over-Threshold (POT) based approach for OR measurement. We conclude in saying that as the operational loss databases are built across banks, an effective methodology for risk modeling becomes imperative.

BOOKS

Das Gupta, Devashish, *Product Management in Post Liberalised India- How can a Product Be Successful in an Emerging Market*. KG Saarbrucken, Germany: VDM Verlag Dr. Muller Aktiengesellschaft & Co., 2009, 267p. ISBN 978-3-639-18612-3.

ABSTRACT

From an era of limited choice and mediocre after sales service to an era of customised products and efficient consumer grievance system, Indian customers have experienced both the extremities. However from a research perspective it poses an interesting problem as to what are the success factors for a product in the present scenario. This monograph is a three tier study of literature, selected consumer segments and industry representatives in three select consumer durable product categories. It encompasses essential success factors for a product and various aspects related to it.

BOOK CHAPTERS

Raina, Roshan Lal, "Opportunities and Challenges for Information Professionals in the Knowledge Economy." In *Perspectives in Knowledge Management*", edited by Malhan & Rao. Maryland, Scarecrow Press, 2008: 371-78.

ABSTRACT

Professionals in the 'information' sector will have to change their role from 'passive' providers of information to a more 'pro-active' partner in the knowledge generation, processing, and application cycle. Justifying the statement, the paper outlines some of the challenges for them and indicates certain approaches to address those challenges. It also advocates for growing entrepreneurial opportunities in the sector.

OTHER ASSIGNMENTS

Prof. Bharat Bhasker has been nominated to serve as Member of Demographic Data Standards and Verification Procedure committee of the Unique ID Authority of India, Planning Commission, Govt. of India.

Prof. Devashish Das Gupta was invited as Honorary Expert by Ministry of Tourism, Govt of UP for reviewing tourism project proposals under Mega Agra Project as a part of the Govt of India's Commonwealth Games Planning.

Prof. Prakash Singh's interview on the "Current scenario in the Indian Banking sector" was published in "THE ANALYST" - Chartered Financial Analyst Magazine (October, 2009).

Prof. S.B. Dash has served as track chair for the conference track "Marketing across culture with specific focus on Services Marketing, Customer Relationship Management (CRM) aspects in Marketing and E-business"

Dr. Tripathi Rao's column titled 'Indian Macroeconomic Developments - Gliding through Global Ties and Emerging out of the Woods' was published in AFG Venture Group Newsletter : October 2009.

EVENTS DURING THE MONTH



VARCHASVA 2009

'Varchasva' – the annual cultural & sports fest of IIML & a celebration of the institute's 25th anniversary, was held from 2nd-4th October.

In sports, IIML won in every sport (men's category), hands down. In cricket as well as football, IIML & IIMI played a nail biting final match and in both the games, the home team emerged victorious. In all other sports, like badminton, volleyball, table tennis, basket ball & even chess, the trophy went to IIML. However in women's category it was XLRI which bagged all the trophies.

There were other cultural events too like the *Antakshari*, where again the home team '*Dus Numbri*', bagged the prize.

In "*Blitzkrieg*", the much awaited rock band competition, a series of mind blowing performances by Narsee Monjee Mumbai, LBS Delhi & of course the home team enthralled the audiences.



In a nutshell, the three day extravaganza at IIML was a showcase of spectacular talent and an amazing spirit of sportsmanship by the students from across the country which came to IIML to make the vent a grand success.

Samvit'09 – The Leader's Conclave

25th October saw IIM Lucknow host some of the who's who from India Inc. for a discussion on the theme "**Emerging Pillars of the Indian Economy**".

The mega event christened "Samvit'09 – The Leaders' Conclave" hosted Ms. Kalpana J Morparia, CEO – JPMorgan; Mr. Pramod Bhasin, Chairman - NASSCOM and President & CEO – Genpact; Mr. Ajit Balakrishnan, Founder & CEO - Rediff.com; Dr. Sandeep Pandey, Magsaysay Award Winner for Emergent

Leadership, 2002; Ms Meera Sanyal – Country Head, ABN AMRO and Dr. Biswadip Mitra – President & Managing Director, Texas Instruments India. The conclave was anchored by Mr. Sanjeev Srivastava, BBC India Editor.

The event opened with key note speeches from each of the leaders. Mr Ajit Balakrishnan and Dr Biswadip Mitra shared their insights on technology's indispensable contribution hitherto and its

potential for India. To a question on corruption remaining unchanged, Mr Ajit Balakrishnan intrigued the audience by focussing on the different facets of corruption and how India emerging from a licence raj era to a fairly liberal environment is per se, progress and an abatement of one type of corruption.



Dr Sandeep Pandey, renowned for his work for the underprivileged, reminded the audience about the plight of more than a million people who truly constitute the “Unorganized” sector/section and thereby forced to accept punitive measures. His comparison of the price of mineral water to the price of milk drew widespread applause amidst a loud guffaw.

Ms Meera Sanyal shared her thoughts on the elections she contested. The student community was awed by her rationale and sense of conviction in contesting the elections while managing ABN AMRO in addition to contributing to social welfare activities. Nishant Patel, a second year student quipped “She is the true paragon of strength and conviction”.

Mr Pramod Bhasin delivered a flawless key note address followed by multiple interjections in the panel discussion, and made it clear that India’s progress can be supplemented only by the simultaneous existence of liberalization and social transformation.

Ms Kalpana Morparia disabused some of the most popular misconceptions about China and drew the panel into an interesting discussion on China's progress viz-a-viz India. The panel of leaders collectively threw light on how China's administration is governed by some of the smartest people in their country which facilitates sustained development.

Ms Meera Sanyal's parting words to the panel of leaders and to the audience became the cynosure of the talk, when she quipped "I hope this entire panel joins politics" in the context of Indian Administration needing leaders and visionaries such as those pre-independence.

The panel discussion drew a flurry of questions from the audience including the most appreciated one from a serving captain of the army who said "We have heard of Jai Javan Jai Kisan. We only talk about the kisan, what about the Javan? Do banks also have models for our needs?"

The conclave became legendary even as it drew to a close given the dazzling number of insights that the IIM community was exposed to. The students were an ecstatic lot, having had an opportunity to participate in the event. Ms Kalpana Morparia's graciousness was exemplified in her gesture to invite students for a direct interaction with her over lunch.

The 25th of October saw IIM Lucknow culminate the silver jubilee celebrations by opening a new chapter in its inimitable record. The school has strongly committed to exponentially enhancing the industry interaction via more workshops, seminars, guest lectures and going by the acknowledgement and appreciation for the conclave across all the IIM campuses, it won't be long before the school conquers greater peaks in its path.



IIM Lucknow students organize workshop for career guidance for underprivileged students

Disha is an initiative of Bhavishya, IIM Lucknow's Social Initiatives Committee towards providing career guidance to the underprivileged pre-university students. The objective of this initiative is to identify bright students having little opportunity and exposure to the outside world, counsel them about the various career paths available to them and prepare them for the same. To meet this objective, Bhavishya has partnered with Jaipuria Institute of Management (JIM), Lucknow to provide career guidance and personality development to students of Prakash Bal Vidya Mandir (PBVM), Lucknow.

Disha has a vision – 'A smile on every face'. An attempt to realize this was the workshop designed for PBVM students of class 11th & 12th on 23rd Oct'09 at Jaipuria Institute of Management to help them out with their careers in this critical juncture of their lives. These Govt school children are deprived of the good career guidance and being a consultant to them was to help them utilize the resources available to their best. The first step towards this was the computer awareness programme especially 'Googling' on the internet, as this will help them to choose a career of their choice and get intricate details of the same. Also the basics of writing CV in Microsoft Word & marksheet in Microsoft Excel were introduced.



Secondly, various career paths – i.e. Engineering, medicine, accountancy and other opportunities was discussed in detail which included the deadline dates of each forms, making them aware of the various options providing them deeper insights on getting through the competition.

Finally, the programme ended with – ‘Larger than Life’ – motivational insights for the budding future representatives of emerging India. The programme also included creativity activities like ‘Newspaper Dressing’ and Quizzes.

The success of the workshop gave us the deeper insights & motivation altogether to further take up the noble cause to greater heights. It has strengthened our commitment to make a difference in the society at large.

COMMUNITY AFFAIRS

Mr. Dharmendra Singh, Library and Information Assistant, completed his Masters in Library and Information Science in **First Division** from **Rajarshi Tandon Open University, Allahabad**



Executive General Management Program (EGMP) concludes at the Noida campus

The one year long Executive General Management Program concluded with a visit to the Noida campus by the participants. This visit lasted three days (Oct 5 to Oct 7, '09). A day-long, useful workshop, on advanced communication techniques, was conducted by Prof. Neerja Pandey on Oct 5. Half of Oct 6 was used effectively by Prof. K. G. Sahadevan to dwell upon elements of economics not covered during the regular sessions. The participants were also addressed by Mr. Sanjay Kumar, Ex-CEO of Arcelor Mittal, on Oct 6 afternoon. His talk focussed on the coming challenges for general managers, and was well-received. The concluding day (Oct 7) saw the participants receiving the completion certificates after a brief interaction with the Dean (NC), Prof. Punam Sahgal, and the Program Directors, Profs. Ajay Singh and K. Ramakrishnan.



MANAGEMENT DEVELOPEMENT PROGRAMMES

NAME OF THE PROGRAMME	DURATION	PROGRAMME DIRECTOR
Leadership Development for Education Manager (UNICEF)	October 5-9, 2009	Prof. Shailendra Singh & Prof. Payal Mehra
GMP for Defence Officers	October 12, 2009 - March 27, 2010	Prof. R L Raina & Prof. Ajay K Garg
Priority Setting, Monitoring and Evaluation	October 19-23, 2009	Prof. M K Awasthi
Executive Programme on Agribusiness Management	October 19 - November 6, 2009	Prof. Kriti Bardhan Gupta & Prof. Sanjeev Kapoor
Focus on Personal Effectiveness for Novo Nordisk Executives	October 23-24, 2009	Prof. Archana Shukla
Advanced Financial Management	October 26-28, 2009	Prof. Manoj Anand
Developing Performance Management and Counseling Skills	October 26-28, 2009	Prof. Ajay Singh
Agri-inputs Sales and Marketing for Chambal Fertilizers Limited	October 26-29, 2009	Prof. Sanjeev Kapoor
Problem Solving Skills for Effective Performance	October 26-30, 2009	Prof. Sushil Kumar
Effective Communication for Managerial Success	October 27-29, 2009	Prof. Neerja Pande

FORTHCOMING MDPs

NAME OF THE PROGRAMME	DURATION	PROGRAMME DIRECTOR
Managerial Effectiveness	November 9-13, 2009	Prof. Archana Shukla
Technical Aspects of Agricultural Communication and Knowledge Management for ICAR Executives	November 16-20, 2009	Prof. Jabir Ali & Prof. Sanjeev Kapoor
Leadership Development for Education Managers (UNICEF)	November 16-20, 2009	Prof. Shailendra Singh & Prof. Payal Mehra
General Management Programme	November 16-27, 2009	Prof. Archana Shukla
Contract Management and Dispute Resolution for NHPC Executives	November 19-22, 2009	Prof. D S Sengar & Prof. Himanshu Rai
General Management Programme for NTPC Executives (NRHQ)	Nov. 30 - Dec. 11, 2009	Prof. Manoj Anand & Prof. Abhishek Nirjar
Advanced Management Programme for RBI Executives	November 30-December 12, 2009	Prof. Pankaj Kumar & Prof. Ashwani Kumar
General Management Programme for NTPC Executives (WRHQ)	Nov. 30 - Dec. 11, 2009 (GMP) & Dec. 12-13, 2009 (DC)	Prof. A Vinay Kumar & Prof. Prakash Singh



FROM THE PRESS

DECCAN Chronicle

We create CEOs



DEVI SINGH

THE GUIDING principles on which the Indian higher education system was founded were scientific temper and focus on research. The excellence in our education is a by-product of this focus. Our oldest universities like Nalanda were pioneers in the global education systems and attracted students from across the world. Ch

universities were founded on more conservative parameters and focused on creating strong traditional roots. However, they now have forward-looking policies that encourage educational fervour and international cooperation.

The trend of globalisation saw an amalgamation of cultures and the most adaptive, succeeded the most. The robustness of the Indian education system can be gauged from the fact that globally, a large number of CEOs across industries are the products of Indian business and technical schools and are recognised the world over as change managers and business leaders.

student exchange programmes as our main business language is English and students from the West don't face any communication issues. Today, most global businesses look at Indian managers to lead them and are sending more and more of their people to intern with us.

Our educational system is poised for a vast change and if we focus on research and providing our academic faculty the best facilities and sops, we won't just come out on top, but create visionaries and leaders.

DR DEVI SINGH is director, IIM Lucknow

As told to Rai Umraopati Rav

FINANCIAL
Chronicle

LIVE RICH

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IIM Lucknow to add seats for PG course

SREERUPA MITRA

Bangalore

THE Indian Institute of Management (IIM), Lucknow, plans to increase the total number of seats for its post-graduate programme (PGP) from the next academic year. The institute has taken a decision to increase seat capacity from 370 to 425. The additional student intake is to accommodate the increased OBC (Other Backward Classes) quota system implemented by the ministry of human resource development.

Out of the 55 seats that will be added, 28 will go to the OBC category. As of now, there are 61 seats for OBCs at IIM-L's PG programme, said Himanshu Rai, chair-

"At IIMs it is easier for us to attract and retain faculty, but with the arrival of global business schools and dollar salaries, this advantage may not work," he added.

"We will look at forging synergistic alliances with top global brands. We also propose to optimally utilise the Noida campus and make it a

"AN increase in faculty with the increase in students is a given"

Devi Singh

IIM-Lucknow director

THE FINANCIAL EXPRESS

● IIM Lucknow

IIML's 6-month management programme for defence officers commences

IIM L started its 24-week general management programme, the seventh in a series of such programmes, for 32 defence officers who have left or are about to leave the services, voluntarily or because of retirement. The aim of the programme is to help officers transition their skills to suit the corporate world's requirements. The six-month crash course packs in 30 modules of 15 hours each giving participants a basic understanding of managerial systems. The programme has been designed to provide defence officers basic functional inputs in subjects such as accounting and finance, decision sciences, organisational behaviour, human resources management, communication skills, marketing, strategy, information technology and business environment.



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आईआईएम नोएडा में देश के सर्वश्रेष्ठ प्रोफसर

कार्यालय संवाददाता नोएडा

इंडियन इंस्टीट्यूट ऑफ मैनेजमेंट (आईआईएम) अब अपना स्तर और अधिक बढ़ाना चाहता है। नोएडा स्थित लखनऊ आईआईएम की ब्रांच ने देश में उपलब्ध सर्वश्रेष्ठ पीएचडी होल्डर्स को अब अपनी फैकल्टी का मेंबर बनाने की योजनाएं शुरू की हैं। ऐसी ही एक योजना है रिटैरशिप।

यहां नोएडा स्थित आईआईएम देश का एक मात्र इंस्टीट्यूट है, जहां रिटैरशिप लागू की गई है। इसके तहत आईआईएम देश में उपलब्ध सर्वश्रेष्ठ प्रतिभा संपन्न प्रोफसरों के साथ एक अनुबंध कर रहा है। इसके तहत यह व्यवस्था है कि अनुबंध करने वाला प्रोफसर आईआईएम को कोई सेलरी पाने वाला प्रोफसर नहीं है। बस वह अपनी सुविधानुसार

गर्व की बात

- इंस्टीट्यूट की नोएडा ब्रांच ने शुरू की रिटैरशिप योजना
- बड़ी इंडस्ट्री में काम कर रहे प्रोफसर भी अब पढ़ाएंगे छात्रों को

आईआईएम के छात्रों को पढ़ाएगा। इसके एवज में आईआईएम एक निश्चित मानदेय प्रोफसर को देगा।

इस योजना के तहत अनुबंधित हुए बंगलुरु के आईआईएम विजिटिंग प्रोफसर डॉ. राहुल पांडे ने 'हिंदुस्तान' से हुई एक विशेष मुलाकात में बताया कि यह आईआईएम का बहुत ही महत्वपूर्ण कदम है। आईआईएम को अब

अच्छे प्रोफसर नहीं मिल पा रहे हैं, इसके पीछे कारण है कि अधिकतर आईआईएम पीएचडी होल्डर्स को बड़ी-बड़ी इंडस्ट्री अपने यहां खींच लेती हैं। ऐसे में इन प्रतिभाओं का लाभ आईआईएम अपने यहां के छात्रों को नहीं दे पाता। यही कारण कि ऐसे लोगों को अपनी ओर लाने के लिए आईआईएम ने यह रिटैरशिप योजना शुरू की है। इससे अब देश में अच्छे प्रोफसर भी अपने सुविधानुसार अपने अनुभव आईआईएम के छात्रों को दे सकेंगे। प्रोफ सर राहुल ने नोएडा स्थित आईआईएम के साथ दो साल का अनुबंध किया है। उनका कहना है कि इससे इंस्टीट्यूट में पढ़ने वाले छात्रों को भी लाभ होगा, क्योंकि छात्रों को अब उन प्रोफसरों से पढ़ने का मौका मिलेगा, जिनकी अपनी कोई कंपनी है।

बात पते की

1. बंगलुरु स्थित आईआईएम के विजिटिंग प्रोफसर ने डॉ. राहुल पांडे ने दी यह जानकारी
2. देश के नामी प्रोफसर जिनमें पीएचडी होल्डर्स के अलावा अपनी कंपनी चलाने वाले व बड़ी कंपनी से जुड़े प्रोफेशनल्स भी शामिल होंगे
3. रिटैरशिप के तहत एक निश्चित मानदेय पर पढ़ाने के लिए अनुबंध करने वाले विजिटिंग प्रोफसर व प्रोफेशनल
4. आईआईएम नोएडा कैंपस में 350 छात्र हैं।
5. नोएडा कैंपस में 12 रेगुलर फैकल्टी मेंबर हैं तथा प्रत्येक सेमेस्टर में विजिटिंग प्रोफसर पढ़ाने आते हैं।
6. आईआईएम के शत-प्रतिशत छात्र देश व विदेश की नामी-गिरामी कंपनियों में अपनी सेवाएं देते हैं।

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