

Indian Institute of Management Lucknow



NEWSLETTER

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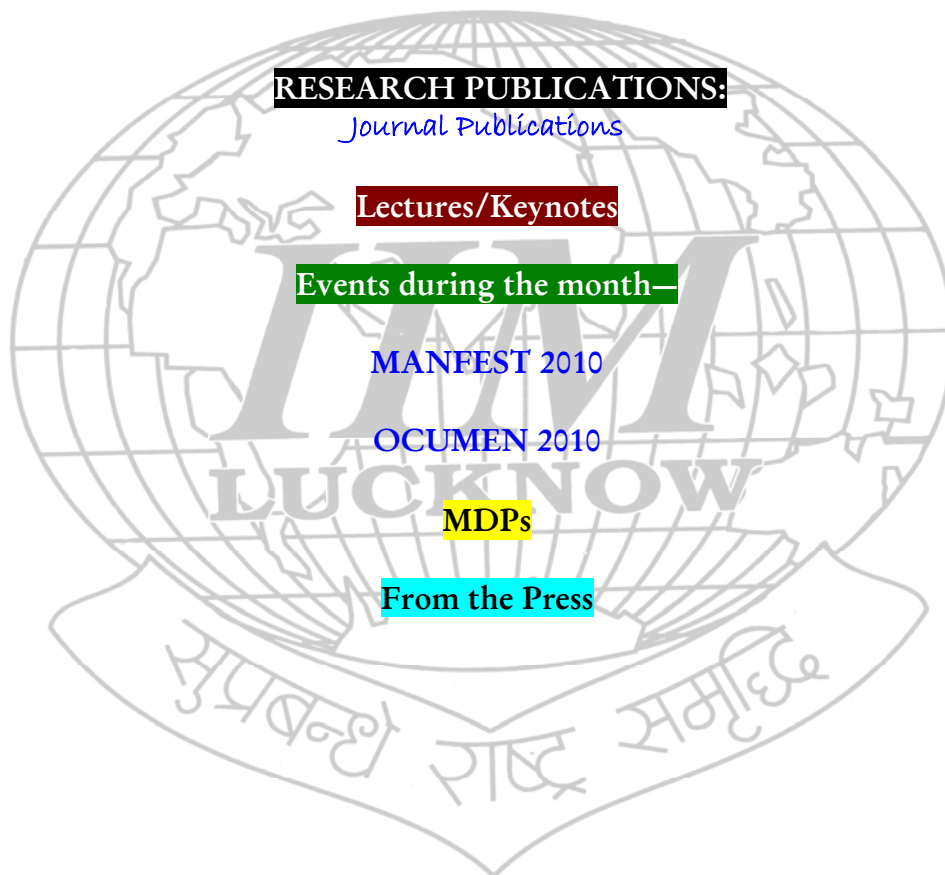
January 2010



The mediocre teacher tells. The good teacher explains. The superior teacher demonstrates. The great teacher inspires."

- William Arthur Ward

In this Issue:



RESEARCH PUBLICATIONS**JOURNAL PUBLICATIONS**

Ali, Jabir, Sanjeev Kapoor and Janakiraman Moorthy, "Buying Behaviour of Consumers for Food Products in an Emerging Economy", *British Food Journal*, Vol. 112 No. 2 (2010): 109-124.

ABSTRACT

The purpose of this paper is to develop a marketing strategy for a modern food/ grocery market based on consumer preferences and behaviour. A total of 101 households having sufficient purchasing power were personally surveyed with a structured questionnaire. These households are spread across the well-developed Gomtinagar area of Lucknow city. The preferences of the consumers clearly indicate their priority for cleanliness/ freshness of food products followed by price, quality, variety, packaging, and non-seasonal availability. The consumers' preference of marketplace largely depends on the convenience in purchasing at the marketplace along with the availability of additional services, attraction for children, basic amenities and affordability. Results suggest that most of the food and grocery items are purchased in loose form from the nearby outlets. Fruits and vegetables are mostly purchased daily or twice a week due to their perishable nature, whereas grocery items are less frequently purchased. The results may help the food processors and outlet owners to understand a diversified set of preferences for products and market attributes, so that they can make better decisions in the emerging organized food and grocery retail environment.

Karmakar, Madhusudan "Information Transmission between Small and Large Stocks in the National Stock Exchange in India: An Empirical Study", *The Quarterly Review of Economics and Finance* (Elsevier Journal), 50 (Feb. 2010): 110-120.

ABSTRACT

The study investigates return and volatility spillover effects between large and small stocks in the national stock exchange in India using daily index data on S&P CNX Nifty, CNX Nifty Junior and CNX Midcap. The VAR model together with the variance decomposition (VDC) and the impulse response function (IRF) analysis have been employed to uncover both casual and dynamic relationship between the large stocks and small stocks. The results show that there are very significant return spillovers from the market portfolio of large stocks to the portfolio of small stocks. To investigate the volatility spillover the study has used standard BEKK model and asymmetric BEKK model. Although, based on the standard BEKK model we have observed unidirectional volatility spillovers from the portfolio of large stocks to the portfolio of small stocks, the finding was less reliable. The more reliable finding, which is based on asymmetric BEKK model, is that there is bidirectional volatility spillover between the portfolio of large stocks and the portfolio of small stocks.

Srivastava, Samir K. and Deepak Jain, "An Industrial Application of Modified Clarke & Wright Algorithm", *Udyog Pragati*, Volume 34, No. 1 (2010): 1-8.

ABSTRACT

Clarke & Wright algorithm is a well-known algorithm for Vehicle Routing Problem (VRP). Using this algorithm one can find the best possible route for fleet allocation and movement by calculating distances from the home position to all points; distances between points; and then calculating the savings factor from the calculated values. We modified this algorithm for finding the best possible path for spot allocation for robotic path in an Indian firm under certain constraints. This resulted in measurement of lesser number of distances and lesser time as compared to the basic algorithm while arriving at the same result. The major contribution of this paper is description of a real-life industrial application of a modified form of Clarke & Wright Algorithm. We describe the basic algorithm and related literature, including solution methodologies and potential applications; develop the modified algorithm and finally describe the results of actual industrial application along with concomitant benefits.

WORKING PAPERS

Pati, S. P. and Pankaj Kumar, "Perceived Organizational Support as Engagement Driver: The Influence of Individual Differences", IIML Working Paper Series. WPS 2009-10/21.

ABSTRACT

Employee engagement (EE) is said to be "one of the hottest topic in management" (Welbourne, 2007) research in current times. Engaged employees are labeled as valuable assets since they are fully psychologically present (Kahn, 1990) in their work roles. However the scarcity of academic thought and research on the construct has left it open to interpretations which are often contradictory. The minimal amount of existing work points towards a positive influence of perceived organizational support (POS) on engaging employees (Saks, 2006). However it is our contention that exposed to similar organizational conditions and task characteristics, the differential level of engagement or intrinsically motivated involvement among individuals is the result of individual differences amongst them. More specifically we believe that organization based self esteem (OBSE) mediates the relationship between POS and EE while occupational self efficacy (OSE) moderates the same.

LECTURES/KEYNOTES/ADRESSES DELIVERED

Prof. Roshan Lal Raina made an invited presentation on 'People, and Planet' at the National Seminar on 'Managing Excellence Beyond Profit', organized by MLR School of Management, at Taj Residency, Lucknow on February 5, 2010.



COMMUNITY AFFAIRS

Saraswati Pooja was celebrated in the campus on January 20, 2010.



Republic Day was celebrated on January 26, 2010

EVENTS DURING THE MONTH



MANFEST 2010

Manfest 2010 – The Annual Business Conclave of IIM Lucknow, held from January 22 - 24, 2010 was built around the theme “*India: Expect Explore Experience*”, a theme that finds much relevance in today’s world where India stands at the epicentre of global development poised to surge ahead.

This year, two high profile, India-centric conclaves were organized: '**Full Throttle**' – **The Automobile Industry Conclave** and '**Chakravyuha**' – **The Gaming & Animation Conclave** on the 23rd and 24th of January respectively. The flagship management events like **The Next CEO: The hunt for the next leader**, **Call for Arms: The Battle of the B-Schools** and **Bizquiz** hosted by popular television presenter and quizmaster, Mr. Gautam Bhimani were, as always, a notch above the rest.



Apart from business events, the entertainment vertical at Manfest was proud to bring **Kailash Kher live** on the 24th of January.

As part of Manfest 2010, the **Red Mile mini-marathon** was conducted inside the IIM Lucknow campus with the vision of **increasing AIDS awareness**. It witnessed enthusiastic participation from members of the faculty, school students, the on campus b-school participants, and the IIM Lucknow administration. Commensurate with our drive towards constant growth, we conducted a **Red Mile – The AIDS Awareness Lucknow City Run**, outside the campus.

OCUMEN 2010

IIM Lucknow presented **Ocumen 2010** on Sunday, 31st of January, where some of the brightest young minds from 20 schools spread across the country came together to understand the world of management.

From 125 schools all over India, top 20 schools were selected for the Ocumen 2010 (12 outstation schools, including those from Kolkata, Mumbai, Meerut, Kanpur, Agra and 8 local schools), based on a case study solution. The event saw the participation of 80 students & 40 teachers on campus on the day of Ocumen. Last year 60 students & 30 teachers participated in the event.

Some of the schools participating for Ocumen include: La Martiniere School for Boys- Kolkata, Modern School- Delhi, Navy Children School- Delhi, Lilavatibai Podar Sr. Sec. School, ISC- Mumbai, Bal Bharati Public School- Delhi, Cathedral and John Connon School- Mumbai, DPS- Chandigarh, Calcutta International School- Kolkata, Loreto Convent- Lucknow, Kendriya Vidyalaya- Lucknow, Colvin Talqudar- Lucknow, Army Public School- Lucknow and City Montessori School, Station Road- Lucknow.

The event helped spread the knowledge about the best practices in the education sector to the schools, which are a vital cog in the development of Intellectual capital for the nation.

Highlights of the events scheduled for this edition were:

- ü A **Finance game** that aims to make young minds conversant with the risks and returns, interest rates and investments. SIGFI, the special interest group in finance at IIM Lucknow, aims to imbibe in the students a rudimentary knowledge of the financial function in organizations.

- ü **A Marketing Game:** PRISM, the special interest group in marketing in IIML. Marketing is one of the core managerial functions and we hope to use this event as a useful platform for information sharing across educational institutes.
 - ü **An Operations Game:** The Operations Interest Group (OIG) conducted a simulation game for school children aiming to introduce them to the basic concepts of operations management.
 - ü **A HR Game:** This game highlighted the importance of teamwork for creation of a successful enterprise. The participants would be expected to use the individual skill sets in a manner conducive of creation of synergies, and ultimate achievement of their common goals.
- The Strategy Game:** This event exposed the students to various strategic situations, in which they decide the course of their organization by indulging in strategic decisions, which shape the future of their organizations, and the ultimate winners.
- ü **Vision India 2025:** As a novel initiative in this edition of Ocumen, the objective was to create among the youth, a sense of belongingness for the country and a feeling that each one of us is an INDIAN, not just on some special occasions, but all the time. This game was designed to simulate the cabinet discussion environment within the classroom. The objectives of the game are
 - o To make the students think about 'The Future India they dream of'
 - o To help them practically experience a sense of democracy
 - o To create in them a sense of team spirit
 - o To help them discuss in a logical and structured manner
 - o To make them feel empowered as 'change agents'

MANAGEMENT DEVELOPEMENT PROGRAMMES

NAME OF THE PROGRAMME	DURATION	PROGRAMME DIRECTOR
General Management Programme for NTPC Executives (NRHQ)	January 4 - 15, 2010	Prof. Manoj Anand & Prof. Abhishek Nirjar
MDP for JK Organization (BLP)	January 4-14, 2010 & Outbound on Jan. 15-16, 2010	Prof. Archana Shukla
AMP for IES Executives	January 4 - February 12, 2010	Prof. Sushil Kumar (CFAM) & Prof. Hrushikesh Panda
Marketing Orientation Programme for LPG Distributors of BPCL	January 11-13, 2010	Prof. Devashish Dasgupta
Strategic Leadership for Principals of CBSE Schools	January 11-15, 2010	Prof. R K Srivastava & Prof. Payal Mehra
Leadership for Innovation in Agriculture	January 18-22, 2010	Prof. Sushil Kumar (CFAM)
Managerial Effectiveness	January 18-22, 2010	Prof. Archana Shukla
MDP for RES Executives	January 18-22, 2010	Prof. Shailendra Singh & Prof. Samir K Srivastava
MDP for JK Organization (ELP)	January 25 - 30, 2010 & outbound on Jan. 31, 2010	Prof. Archana Shukla

FORTHCOMING MDPs



NAME OF THE PROGRAMME	DURATION	PROGRAMME DIRECTOR
General Management Programme	February 1-12, 2010	Prof. Archana Shukla
Effective Communication for Managerial Success	February 2-4, 2010	Prof. Neerja Pande
Employee Selection and Assessment Techniques	February 3-5, 2010	Prof. Ajay Singh & Prof. Punam Sahgal
Leadership Tools for Social/Group Competence for Power Grid Corporation of India Ltd. Executives	February 7-9, 2010	Prof. Archana Shukla
Project Management	February 8-12, 2010	Prof. K N Singh & Prof. Sushil Kumar
Emerging Leadership Programme for JKO Executives	February 8-13, 2010	Prof. Archana Shukla
Distribution and Retail Strategies for Rural Markets	February 11-13, 2010	Prof. Rajesh K Aithal
Understanding Self for Managerial Excellence	February 11-13, 2010	Prof. Pankaj Kumar
Marketing Orientation Programme for LPG Distributors of BPLC	February 15-17, 2010	Prof. Devashish Das Gupta
Personal Growth through Self Exploration	February 15-19, 2010	Prof. Shailendra Singh
Advanced Management Programme for Sr. IES Officers	February 15 - March 26, 2010	Prof. Sukumar Nandi & Prof. Abhishek Nirjar
Leadership for Innovation in Agriculture	February 22-26, 2010	Prof. Sushil Kumar (CFAM)

FROM THE PRESS

NEWS

THE ECONOMIC TIMES

Laterals to see 25% pay uptick at IIMs

Average Fresher Slowly Being Elbowed Out In Recruitment & Admission

Mahima Puri & Shreya Biswas
NEW DELHI

INDIA'S top business schools are set to see the return of giddy pay packets, perhaps sooner than expected, reflecting a change in the student profile that is excessively skewed in favour of those with work experience this placement season.

Potential employers at the Indian Institutes of Management (IIMs) will mostly meet students with work experience of up to three years, portending a trend where the average fresher may be slowly getting elbowed out in recruitment and admissions at India's premier B-schools.

At least 60% of students in IIM Calcutta, 52.5% in IIM Lucknow and 68% in IIM Bangalore showing up before recruiters this season will have had corporate stints. At IIM Shillong, the number is evenly matched.



Early signs are that the so-called lateral placements — where companies hire only experienced hands — that kick off the IIM hiring season will be a blowout with the

average pay package expected to rise 20-25%. At IIM Lucknow, for instance, 35 students with corporate stints have landed a job within four days of initiating the process.

IIM-C too has made a promising start to its laterals. Its students with corporate backgrounds have received offers from companies like Cognizant Consulting, Deloitte Consulting, Hinduja Group and Nasdaq-listed IT service firm Virtusa Corp. Others such as Essar Group and Genpact are also expected to come calling.

"There's definitely an upswing for laterals this year," says IIM-C external relations secretary Samyukkitha Thirumeni.

The reason could be that corporates are changing their choice of recruits. "Companies prefer candidates with industry experience," says NS Rajan, HR advisory global leader, Ernst & Young, adding that such people have the right kind of learning curve.

The Statesman

Shifting strategies

IIM Lucknow's CEO Conclave 2009 aims to work out sustainable rural marketing approaches and future business models

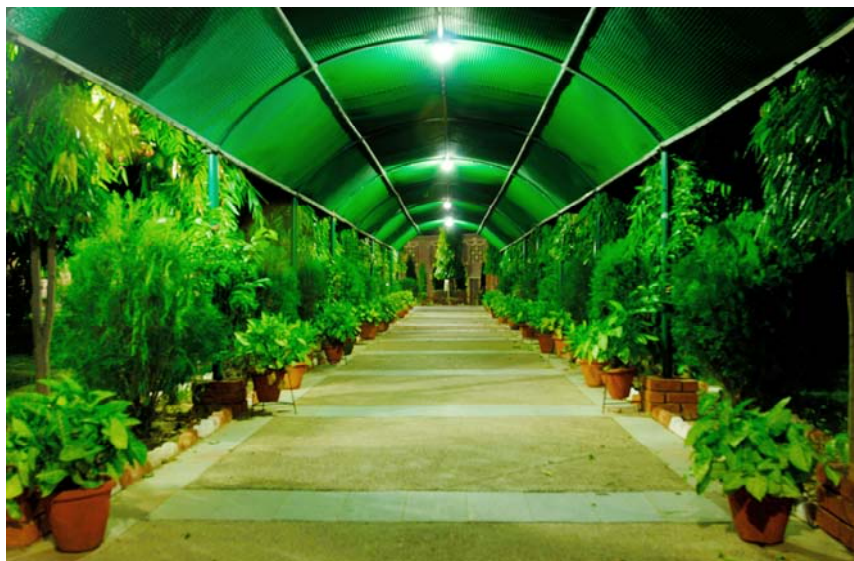
IIM Lucknow's Noida campus recently announced the organisation of "CEO Conclave 2009: Business Strategies for Rural India". The conclave aims to bring together industry leaders who have worked in rural India to discuss new innovations in rural supply chain management; how distribution models are being redefined; business development strategies for rural markets; issues in rural health care; business models for sustainable strategies in rural market and shaping rural markets. The conclave will witness the participation of industry experts, academicians and policy makers.



The biggest challenge before future managers lies in developing unconventional leadership.

Bharat Bhasker (Professor-in-Charge)
Corporate Communication & Media Relations
Indian Institute of Management
Prabandh Nagar, off Sitapur Road,
Lucknow 226 013, U.P.
Ph.: 0522-2736670/ 2736761; Fax: 0522-2734025
E-mail: bhasker@iiml.ac.in ; ccmr@iiml.ac.in

Designed by: **Vani Venkat**



IIML NEWSLETTER

