



Indian Institute of Management Lucknow

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Publication Profile

Research Publications

Books & Book Chapters

Singal, Ajay K., & Jain, Arun K. (2012), Degree of internationalization & old economy firms in Indian context - A Perspective, In Marin Marinov & Svetla Marinova (Eds.). *Impacts of Emerging Economies and Firms on International Business*. Palgrave Macmillan, London. ISBN: 9781137032539

Papers

Malhotra, N, Mukhopadhyay, X, Liu, X & Dash, S.B., 'One, few or many? An integrated framework for identifying the items in measurement scales', *International Journal of Market Research*, 54(6), 2012

Churchill (1979) proposed a detailed procedure for the development of better multi-item measures that has become popular. Recently, however, many scholars have challenged this dominant paradigm. They argue that, in many marketing contexts where the target construct has a precise and concrete definition, long multi-item measures can be substituted by shorter measures with fewer items, or even single-item measures. This has resulted in the controversy around the relative superiority of single- versus multi-item scales. We review the extant literature to summarise various arguments in favour of (or against) multi-item and single-item measures, respectively. Moreover, we propose an integrated framework for developing a new scale, reducing long multi-item scales to shorter multi-item measures or to single-item measures, or to expand an existing short (single-item) scale. The significant contributions of this paper to the literature are identified.

Rao, D. Tripathi, Jasdeep Mandia & Abhishek Anand, 'Risk Return Analysis of Portfolios of Stocks', *Economics, Management and Financial Markets*, 7 (3), 2012, ISSN 1842-3191, Addleton Academic Publishers, New York

The efficient frontier (risk-return profile) signifies the minimum risk achieved through diversification, i.e., the systematic risk, which has to be taken for any value of the expected returns. Using the Modern Portfolio Theory (MPT) of mean variance optimization, we estimate and compare different long-only sectorial portfolios. Based on a longitudinal monthly data of average stock returns, efficient frontiers are obtained solving multiple optimizations through quadratic programming in R-statistical computing tool. We find that all the sectorial portfolios of stocks follow MPT in general as the risk associated with it increases on increasing the expected rate of the return but the slope of the efficient frontier decreases. Different sectors behave differently when it comes to the risk-return relationship. On a broad basis, the efficient frontiers of each sector can be classified into three bands: Band 1 always lies on the left side of Band-2, and Band 2 in turn always lies on the left side of Band 3. Since, ideally all the sectors should have exhibited similar behavior, i.e., same expected returns for any given level of risk undertaken, therefore, either there is a persistence of information asymmetry or there exists investor's bias towards certain sectors.

JEL Classification: G11

Malhotra, N.K., Mukhopadhyay S, Liu, X & Dash, S.B., 'One versus Many or a Few: Single versus Multi-item Scales and Long Form versus the Short Form of Multi-item Scales', *International Journal of Market Research*, 54(6), 2012: pp.- 835-862

Sahoo, Seshadev & Prabina Rajib, 'Determinants of Pricing IPOs: An Empirical Investigation', *South Asian Journal of Management*, 19(4), 2012: pp.59-87. ISSN: 0971-5428.

This paper aims to investigate the pricing of IPOs by using market average P/E and issue mechanism, delay in listing along with a set of financial and signaling information. A database of 172 IPOs issued during the period 2002-2007 in India is considered for the study. The result indicates that market P/E as measured by BSE-Sensex (i.e. P/E at the time of issue) is significant and positive in affecting both offer price and list price. We lend support to the view that book building mechanism command higher prices for the IPOs than fixed priced offer. Other variables i.e. book value per share, earnings per share, IPO activity period, investment bank prestige, and post issue promoter group retention are also significant and positive in evaluating IPO price. We find that listing delay is adversely affecting the list price. Subscription rate is also found positively associated with list price.

Keywords: IPO, Signaling, Financial information, Offer price, List price, Market P/E.

Raina, Roshan Lal, Sharma, Rashmi & Pande, Neerja, 'Blog as a Tool for Corporate Communication', *LBS Journal of Management & Research*, 10(1), 2012: pp.16-24

The ability to communicate effectively is ranked as one of the foremost quality for any individual or an organisation to be successful in today's globally competitive world. Technology has brought people closer and has made execution of business operations easier. Organisations are always looking out for ways to reap maximum benefits out of various communication channels. The latest addition to the existing communication channels is a blog, which is actually a contraction of the term 'Web Log', that is a website usually maintained by an individual with regular entries of commentary, events, graphics, etc. The focus of this article is to illustrate how a blog can play a strategic role in corporate communication by fulfilling the goal of boosting sales, supporting customer issues, creating a forum for marketing discussion and ultimately creating core competency of the organisation.

Keywords: Corporate Communication; Employee Blogs; Executive Blogs; Astroturfing.

Kumar, M. & Singh, S., 'Roles of perceived exchange quality and organisational identification in predicting turnover intention', *IIMB Management Review*, 24,2012:pp. 5-15.

This paper explores whether the perceived quality of the leader-member exchange and the general environment of exchange could predict turnover intention. It further examines the role of organisational identification as an explanatory variable mediating between exchange relationships and turnover intention. The authors used three-step hierarchical linear regressions on a data set collected in two time waves. The results supported the mediating role of organisational identification for the leader-member exchange and turnover intention relationship as well as the general environment of exchange and turnover intention relationship. Moreover, as was expected, the general exchange quality had a greater impact on organisational identification compared to the leader-member exchange quality. However, the findings did not confirm the expected trend in the case of two exchange variables predicting turnover intention.

Gupta, V., Singh, S., Kumar, S., & Bhattacharya, 'Linking leadership to employee creativity: A study of Indian R & D Laboratories', *Indian Journal of Industrial Relations*, 48 9(1),2012:pp. 120-136

This paper explores whether the perceived quality of the leader-member exchange and the general environment of exchange could predict turnover intention. It further examines the role of organisational identification as an explanatory variable mediating between exchange relationships and turnover intention. The authors used three-step hierarchical linear regressions on a data set collected in two time waves. The results supported the mediating role of organisational identification for the leader-member exchange and turnover intention relationship as well as the general environment of exchange and turnover intention relationship. Moreover, as was expected, the general exchange quality had a greater impact on organisational identification compared to the leader-member exchange quality. However, the findings did not confirm the expected trend in the case of two exchange variables predicting turnover intention.

Joshi,Kedar, Singh, K N & Kumar,Sushil, 'Two-sided supplier-manufacturer selection in BTO Supply chain', *Journal of Modelling in Management*, 7(3),2012
Publisher:Emerald Group Publishing Limited

The purpose of this paper is to demonstrate a newly developed integrated multi-criteria decision method (MCDM) with two sided preferences or selection scenario in build to order supply chains so as to explore the future applications like supplier parks. The current state of consolidation scenario of original equipment manufacturers (OEMs) and suppliers is presented and build to order imperativeness in case of Supplier Park is highlighted. These motivations guided the need of development of new technique in two sided selection scenario. The MCDM technique like Analytical Network Process (ANP) is integrated with mutual compatibility index. A hypothetical example is presented to demonstrate the proposed methodology. The newly developed integrated methodology helps decision maker to incorporate both sided preferences in the final supplier-manufacturer selection. Scenario based i.e. two-sided preference based methods can be used to get better results as it includes both party's priorities.

Joshi,Kedar, Singh, K N & Kumar,Sushil, 'Two-sided supplier-manufacturer selection in BTO Supply chain', *Journal of Modelling in Management*, 7(3),2012
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Gupta,Vishal & Kumar,Sushil, 'Impact of performance appraisal justice on employee engagement: a study of Indian professionals' *Employee Relations*, 35(1),2012:pp. 61-78

Conference/Seminar Publications

Vidyarthi, Aditi & Dash, S.B., 'Factors affecting choice of Global vs Local Apparel Brands: An Empirical study in Indian Context', paper presented in the 2nd International Conference on Business Analytics 2012 at Great Lakes Institute of Management, Chennai, India.

Apparel brands have gained attention in market research due to increased globalization and opening up of bilateral trade agreements with other countries. The research examines factors affecting purchase of apparel brands and understands the perceptions that Indian consumers hold with respect to global and local apparel brands. The present study based on extensive literature review, focus group discussion and questionnaire survey examines factors affecting purchase of apparel brands. A total of 545 youths in India participated in the survey. The results indicate that besides product specific intrinsic factors, purchase of apparel brands is affected by perceived quality, emotional value, perceived prestige and interpersonal influence. The study also provides a comparative understanding of factors affecting purchase decision for global vs local apparel brands. It is seen that intrinsic factors such as fitting, fabric, color, design together with perceived quality, country of origin, emotional value and perceived prestige have a stronger influence on purchase of global than local apparel brands.

Keywords: Apparel brands, Global vs Local, Consumer Behavior

Chaudhuri, Atanu, Lillrank, Paul, 'How "Mass Personalization" can be a means to break trade-offs in Indian Healthcare Operations?', paper presented in XVI Society of Operations Management Conference, held at IIT Delhi, co-hosted by IIT Delhi, IIM Lucknow and Grand Valley State University, USA, from December 21-23, 2012

Chaudhuri, Atanu, Srivastava, Rajiv K, Srivastava, Samir, 'Operations Management in the perishable food products industry: Insights from literature review and Indian and UK industries', paper presented in XVI Society of Operations Management Conference, held at IIT Delhi,co-hosted by IIT Delhi, IIM Lucknow and Grand Valley State University, USA, from December 21-23, 2012.

Dixit, Vijaya, Srivastava, Rajiv K., Chaudhuri, Atanu, 'Materials Management based on criticality of items: a fuzzy logic based approach', paper presented in the Doctoral Consortium of XVI Society of Operations Management Conference, held at IIT Delhi, co-hosted by IIT Delhi, IIM Lucknow and Grand Valley State University, USA, from December 21-23, 2012.

Daultani, Yash, **Kumar, Sushil, Chaudhuri, Atanu**, 'Applications of Lean Principles in Healthcare: Opportunities and Challenges for Indian Hospitals', paper presented in the Doctoral Consortium of XVI Society of Operations Management Conference, held at IIT Delhi, co-hosted by IIT Delhi, IIM Lucknow and Grand Valley State University, USA, from December 21-23, 2012.

Sadhotra, Neha, & **Saji, K.B.**, 'Moderating role of emotional response in consumer adoption of technology facilitated services: An exploratory investigation', paper presented and published in the refereed proceedings of the MARCON 2012 International Marketing Conference held at Indian Institute of Management Calcutta during December 28-30, 2012.

The services firms are now increasingly becoming aware of the barriers to consumer adoption of technology facilitated services and the revenue generation hurdles associated with it. The most prominent hurdle is about getting the consumers adopt the new-to-the-world technology inherent in the service offer, which often demands a significant behavioural change among the consumers. With this perspective, the present study intends to track the moderating role of emotional response in overcoming such hurdles in the context of services marketing. The research design employed for the study is basically exploratory in nature. A focused literature review has revealed that the generic consumer adoption of services has mostly been modeled by tracking the Rogers' original contributions. The present study however employs the unique perspective of Service-Dominant Logic in order to arrive at a conceptual framework for modeling the consumer adoption of technology facilitated services. The research framework, which incorporated six variables and seven research propositions, suggests a theoretically supported set of strong arguments for empirically investigating the consumer adoption of technology facilitated services in the technology intensive services setting. Once get validated empirically, the study could add significant value to the technology intensive services marketing theory and practice.

Dhir, Sanjay & **Mital, Amita**, 'Asymmetric Motives in Indian Bilateral Cross-Border Joint Ventures (CBJVs) with G7 Nations: Impact of Relative Partner Characteristics and Initial CBJV Conditions', paper presented and proceedings published at 11th Annual Conference of Southern Management Association (SMA), held at Fort Lauderdale, Florida during 30th October to 3rd November 2012. The paper was also adjudged among the top 12 papers in the conference for Paper Development Workshop (PDW).

The study analyzes relative partner characteristics and initial CBJV conditions as antecedents to the degree of asymmetric motives between CBJV partner firms in developing nations. An empirical analysis of 201 bilateral CBJVs in with G7 nations, for a time period of ten years (2000-2010), shows that while degree of asymmetric motives between partners firms enhances when relative culture difference, capital structure and inter-partner product-market overlap increases, higher level of diversification, critical activity alignment and resource heterogeneity decreases the degree of asymmetric motives between partner firms in CBJV.

Chaurasia, Swati & **Shukla, Archana**, 'Linking LMX and Work Role Performance: The influence of Psychological Capital', paper presented and proceedings published at Academy of Business Research, held at Biloxi, Mississippi USA during November 7-9, 2012

The paper explores the relationship of Employee engagement with personal and work related factors. The model includes employee engagement process and outlines how leadership and individual's personal characteristics are important for effective work role performance. By adopting a survey based research design, we have analyzed a sample of 298 Indian working managers at different levels in various sectors. We have used structure equation modeling (SEM) to test the model. The paper contributes that how employee engagement process is influenced by an employee's self positive attitude and the quality of relationship with his/her manager. This engagement process influences the performance of an individual in various work roles. The study also establishes the mediating role of employee engagement between these personal and work related factors and work role performance.

Key Words: Employee engagement, work role performance, SEM

S.Sahoo, 'Board Structure and Pricing of Initial Public Offerings: An Empirical Investigation from Indian Market', paper presented in the India Finance Conference 2012, held at Indian Institute of Management, Calcutta from December 19-21, 2012,

This study examine corporate board structure from the view point of board size, maturity, diversity, reputation and leadership quality and issue specific attributes of 176 Indian initial public offerings (IPOs) issued during 2007-2011 and its effect on underpricing, after-market volatility, and subscription rate. Consistent with signalling theory, board size, reputation, and diversity are negatively associated with underpricing, but board leadership is positively associated with underpricing, which is inconsistent to international evidence. Further, the association between maturity of the board and underpricing is statistically non-compelling (though it bears a negative relationship). Finally, this study suggests that IPOs backed by venture capital firms are lesser underpriced, attract more subscription and also significantly reduce the volatility in the post listing period.

Key words: Board size, reputation, maturity, diversity, underpricing, venture capital, offer value, subscription rate, volatility, investment bank prestige, debt level.

Goyal, Anita, 'Placement of Grade labels on Biscuits Packaging', paper presented in the 1st International Conference on Marketing in Emerging Economies: An Agenda for the next decade, held at Amritsar from December 15-16, 2012.

Ray, Arnab, & **Saji, K.B.**, 'Moderating role of endorser characteristics in sports celebrity choice: An exploratory study in the Indian context', paper presented and published in the refereed proceedings of the MARCON 2012 International Marketing Conference held at Indian Institute of Management Calcutta during December 28-30, 2012.

In the contemporary world of business, the consumer goods marketing firms are increasingly found to be using endorsement as an effective tool for reaching out to their consumers. An empirical study by Dean and Biswas (2001) in the North American context reports an increasing trend in celebrity endorsements, with sports celebrities accounting for more than fifty per cent. The endorsements and endorsers are also executed in many forms in India, of which the celebrities (both sports and movie stars) as well as the expert endorsers are the most widely used tactics (Dubey and Agrawal, 2011). Engaging a celebrity to endorse a branded product entails substantial financial commitment by a firm; and hence the objectives of the firm in choosing a celebrity need to be seriously explored along with various endorser characteristics that could impact the process of celebrity choice. The present study is positioned in this significant context, and brings out a solid theoretical framework so as to explain the process of sports celebrity endorsement by working around the Comparative Advantage Theory and the Population Ecology Model. The present paper reports in detail, the direction and the extent of influence of endorser characteristics on the relationship between sports celebrity choice and endorser effectiveness in the process of sports celebrity endorsement.

Srivastava, Ekta, & Saji, K.B. , 'Impact of persuasive advertising appeals on the consumer adoption of competing products: A conceptual framework and research propositions', paper presented and published in the refereed proceedings of the MARCON 2012 International Marketing Conference held at Indian Institute of Management Calcutta during December 28-30, 2012.

Persuasive advertisements are the means to induce favourable changes in consumers' attitudes towards products and services that would eventually lead to the consumer's purchase decision making. Persuasive advertising achieves this by employing various psychological appeals such as rational appeals and emotional appeals. According to the Activation Theory of Semantic Processing, the information in advertisements provides the cues that help the potential consumers retrieve and consider that product or brand. However, it could also simultaneously increase the likelihood of considering the competing products by consumers. This observation culled out of the extant literature by the researchers has been the primary motivation for the present study. The broad objective of the study is therefore to assess the impact of persuasive appeals on the consumer adoption of competing products as well as on the competing product performance. The research design employed for the present study is basically exploratory in nature. By working around the Sustainable Competitive Advantage Theory, we brought out a meaningful research framework for explaining the impact of persuasive advertising appeals on the consumer adoption of competing products. We plan to validate this framework through an empirical research with specific reference to the Indian business context.

Rastogi, D.J., & Saji, K.B., 'Relationships among customer orientation, perceived risk, and customer lifetime value: Moderating role of upper echelon support in CRM implementation', paper presented and published in the refereed proceedings of the International Conference on Marketing in Emerging Economies held at the PITK campus of Punjab Technical University in collaboration with Kenan-Flagler Business School, The University of North Carolina, USA during December 15-16, 2012.

The firms in India have been observed to be increasingly adopting the CRM tools for creating conducive environments to manage their customer relationships and achieve the desired levels of competitive advantage and firm performance. A recent estimate indicated that the global spending on CRM implementation stood at US\$ 10.9 billion for the year 2010. Despite this significant surge in the global spend on CRM implementation, there is still debate going on within Indian firms about the possible return on CRM investments, which motivated us to conduct the present study with specific reference to the context of top management support extended to the process of CRM implementation. The broad objective of the study is therefore to assess the moderating role of upper echelon support on the CRM implementation process. The theoretical framework evolved through the first order validation attempted by the researchers with specific reference to the Indian services marketing context has successfully brought out the antecedents and consequences to the firm level CRM implementation process. The study once completed with its intended second order empirical validation could provide a solid foundation to understand the impact of upper echelon support on the CRM implementation process in an emerging economy context.

Mishra, Abhishek, Dash, Satyabhushan & Basu, Shreyanka, 'Design perception for Interactive Devices: A mobile phone perspective', paper presented at MRSI Conference held at Gurgaon from 17-18 Dec, 2012. The paper won the JOINT BEST AWARD in the Academics Category at the conference.

The design of a product is critical to, not only its adoption but also usage. Needless to say, design attributes have received considerable attention. There is a clear need to build a taxonomic classification of design elements for interactive devices like mobile phones. The category of mobile phone is chosen as they are not only products offering communication utility but have slowly evolved into a mode of self-expression and part of extended self. Research objectives of this study were develop a framework for design sub-dimensions that the user perceives while using a product along with the items explaining that dimension in form of means-end (benefit-attribute) concept and understand the elicitation of design dimensions based on individual differences like age, gender, SEC and type of phone owned among others.

Gupta, Ansh, Dash, Satyabhushan & Vijay Singh, Avantika , 'Examining the association between Green Service Encounters and Re-patronage Intention: - A study in Indian green hotel industry' paper presented at the MRSI (Market Research Society of India) Conference held at Gurgaon from December 17 -18, 2012. The Paper won the Best paper award.

Globally, a general deterioration in the physical environment is driving individuals and organizations to implement changes for improving the worsening state of the environment. There is a growing amount of evidence indicating that consumers are choosing products or avoiding others based on their impact on the natural environment. As consumers are becoming more sensitive about the environmental impact of their consumption, the hotel companies are trying to re-interpret this new age pragmatic consumers so as to re-design and re-invent their business processes as well as marketing strategies to tap this new and growing consumer segment. This study aims to examine the relationship between green service encounters and the consumers' re-patronage intention towards the green service (hotels in current case).

Gupta, Ansh & Dash, Satyabhushan, 'Effect of green experiential values on green brand equity: The context of green hotels in India' paper presented at MARCON 2012 conference held at IIM Calcutta from December 28-30, 2012.

Without a doubt, 'green marketing' is the trend at present. The consumers are becoming more aware about the environmental issues, and are also voicing their concern for our planet (e.g. support for Green parties, extensive participations on The Earth Day, The World Environment Day etc.). Hospitality industry is an interesting context to study the sustainable services from end consumers perspective and understand what experiential value they derive from consuming green services and further how these affect the green brand equity of the service provider. The major contribution of this study is the findings from multivariate regression analysis - green experiential values in terms of economic, social and altruistic dimensions positively affects green brand equity whereas no support is found for the hypothesized positive effect of hedonic green experiential value on green brand equity.

Business Publications

Giffi, Craig, Roth, Aleda, Chaudhuri, Atanu and Gangula, Bharath (2012), "2013 Global Manufacturing Competitiveness Index", Deloitte Publications. The report can be accessed at http://www.deloitte.com/view/en_GX/global/industries/manufacturing/3e4898b27c50b310VgnVCM3000003456f70aRCRD.htm?id=gx_theme_GCMfg

Editorial Assignments

Prof. Jabir Ali edited *LMA Convention Journal* (ISSN 2319-3700) on the theme "Transforming Uttar Pradesh through Agriculture". This special issue of the journal comprises of 19 research papers and case studies covering the following four sections:

1. Technology - Driver of Agricultural Growth
2. Agricultural Marketing & Farm Linkage
3. Addressing Environmental Challenges and Agricultural Diversification
4. Agribusiness, Food Processing, Value Addition and Making Farming a Profitable Business

Prof. D. Tripathi Rao has been invited to be a editorial board member of "Journal of Self Governance and Management Economics, Addleton Academic Publishers, New York.

Other Assignments

Prof. Arunabha Mukhopadhyay participated in the panel discussion "Creating enabling environment for NGN Workshop" as part of TRAI's on Next Generation Networks (29-30th November, 2012).

Prof. Atanu Chaudhuri has been invited to become a member of the Scientific Committee of the EurOMA 2013 Conference to be held at University College Dublin and Trinity College Dublin between June 9-12, 2013.

Prof. Atanu Chaudhuri was invited as a guest in the official launch event of "2013 Global Manufacturing Competitiveness Index" held at Taj Mahal Hotel, New Delhi on November 27, 2012. The event was attended by CEOs of Indian Manufacturing companies and policy makers from National Manufacturing Competitiveness Council

Prof. Jabir Ali has been nominated as member in the Board of Studies of the Department of Agricultural Economics and Business Management, Faculty of Agricultural Sciences, AMU, Aligarh for 2 years.

Achievements

Prof. Samir K. Srivastava has been ranked 5th in the List of the Top Indian Academics in terms of Logistics/SCM Research Output in a white paper titled "Analysis of the Logistics Research in India". The research was supported by the German Federal Ministry of Education and Research (BMBF). He is the only one from the IIMs to make it to the coveted list. The paper is available at: <http://ganga.iiml.ac.in/~samir/Analysis of the Logistics Research in India.pdf>

Management Development Programmes

Forthcoming (January - February 2013)

S.No.	Program Title	Program Director	Date	Venue
1	Negotiation Skills Development	Prof. Himanshu Rai	January 3-5, 2013	Lucknow
2	Leadership Development	Prof. Himanshu Rai	January 10-12, 2013	Lucknow
3	Developing Strategic Mindset	Prof. Archana Shukla	January 21-23, 2013	Noida
4	Achieving Success in Rural Marketing through Distribution Excellence	Prof. Rajesh K Aithal	January 28-30, 2013	Lucknow
5	Finance for Non-Finance Executives	Prof. Prakash Singh Prof. Ajay K Garg	February 04-08, 2013	Noida
6	Strategic Corporate Communication	Prof. R L Raina	February 11-13, 2013	Noida
7	Coaching and Mentoring for High Performance	Prof. Pankaj Kumar	February 11-15, 2013	Lucknow
8	Personal Growth through Self Exploration	Prof. Shailendra Singh	February 11-15, 2013	Lucknow
9	Managing Business of Software Products and Services	Prof. Amit Agrahari	February 14-16, 2013	Lucknow
10	Workshop on Developing Strategic Skills	Prof. M Akbar	February 18-22, 2013	Noida
11	Project Management	Prof. Sushil Kumar (OM) Prof. K N Singh	February 18-22, 2013	Lucknow
12	Successful Communication at Work: People, Process, Products	Prof. Payal Mehra	February 20-22, 2013	Lucknow
13	Linking Marketing Research with Marketing Decisions	Prof. Saji K B Nair	February 21-23, 2013	Lucknow
14	Corporate Greening Strategies	Prof. Sushil Kumar (ABM)	February 25-27, 2013	Lucknow
15	Internet Marketing	Prof. Moutusy Maity	February 28, 2013 March 02, 2013	Lucknow

Management Development Programs

Concluded

S.No.	Program Title	Program Director	Date	Venue
1	Managerial Decision Making under Uncertain Environment for NHPC Executives	Prof. B K Mohanty	November 1-3, 2012	Lucknow
2	Creativity and Innovation for Sustained Business Performance	Prof. Sushil Kumar	November 5-7, 2012	Lucknow
3	Strategy for Effective People Management for Prosecuting Officers	Prof. R L Raina Prof. Himanshu Rai	November 5-7, 2012	Lucknow
4	Understanding Self for Managerial Excellence for NHPC Executives	Prof. Pankaj Kumar	November 5-8, 2012	Lucknow
5	Creativity and Problem Solving	Prof. Sushil Kumar (OM)	November 19-21, 2012	Lucknow
6	Strategic Management Programme for Kotak Mahindra Group	Prof. Ajay K Garg Prof. Rajeev Kumra	November 19-23, 2012	Lucknow
7	Embedding Leadership for Middle Level DRDO Officers	Prof. Sushil Kumar Prof. Arun Kumar Tripathy	November 19-23, 2012	Lucknow
8	Strategic Analysis for Competitive Advantage	Prof. Ashutosh Kumar Sinha Prof. Arun Kumar Tripathy	November 21-23, 2012	Lucknow
9	Communication Skills for Finance Executives of POWEGRID	Prof. A Vinay Kumar Prof. Himanshu Rai	November 21-23, 2012	Lucknow
10	Enhancing Efficiency and Effectiveness through Management Tools in Livestock Sector	Prof. Jabir Ali Prof. Sushil Kumar	November 30, 2012 December 1, 2012	Lucknow
11	Advanced General Management Programme for the Executives of MSD (I) Ltd	Prof. S C Bansal	November 05-08, 2012	Noida
12	Doing Business in India for Executive MBA students of MIP Politechnico Di Milano	Prof. Punam Sahgal	November 19-23, 2012	Noida
13	Customer Relationship Management	Prof. Rajeev Kumra	December 10-12, 2012	Noida
14	Understanding Self for Managerial Excellence	Prof. Pankaj Kumar	December 13-15, 2012	Noida

Events

Nostalgia - The Annual Alumni Reunion

This Christmas was special at IIM Lucknow it was homecoming time for the 1st batch of Post Graduate Programme Students of IIM Lucknow. 25 years ago they had left their Alma Mater to create a mark in the world. And this Christmas they came home to be a part of Nostalgia 2012. The IIM Lucknow Annual Alumni Reunion from 24th -26th December 2012.

The first batch (Class of 1987) of IIM Lucknow celebrated its Silver Jubilee - their reunion was held along with the reunion of the batches of 1992, 1997, 2002 and 2007. This is the first time that the batches of 1987 and 1992 stepped on the 200 acre campus, their classes were held in a makeshift campus at the Giri Institute in 1985-87.

More than 200 alumni were in the campus with their families to relive those golden days of their lives with friends and old acquaintances. The event also witnessed presence of some Ex-faculty members of IIM Lucknow who had guided these batches to their present glory. The first director of the institute, Dr. Ishwar Dayal, owing to his ill health joined the festivities through a video link.

A number of formal and informal events had been planned for the alumni to make this homecoming as interesting and memorable as possible. Be it events like "Back to Classroom" where the alumni got to attend an early morning class which was to be conducted by their favorite Professor or the "Re-graduation Ceremony", during which they got to wear their graduation hats and feel like students yet again. These were accompanied by late night retro themed parties amidst bonfire, music, DJ and many more such fun events to remind them of their lighter times they had back then.

Prof. Devi Singh Director IIML inaugurated the event on 24th evening in a grand ceremony. The second half of the day on 26th witnessed interesting workshops conducted



Events

SANKALP - IIM Lucknow's Annual Agribusiness Conclave

SANKALP, IIM Lucknow's Annual Agribusiness Conclave was held on December 8th.

The conclave was organised by Interest Group in Food & Agribusiness - IIM Lucknow and offered a variety of events from panel discussion, case study competition, live project and simulation game!



Dr. Kalam at IIML's Entrepreneurship Summit - Curtain Raiser

Former Indian President Dr. A.P.J. Abdul Kalam was at IIM Lucknow for an interaction with students. The event was organised by The Entrepreneurship Cell, IIM Lucknow and marked the official start of Entrepreneurship Summit 2012 scheduled from Nov 23 to 25.



Events

Manipuri Classical Dance Pung Cholom

Spic Macay IIML Chapter organised a spectacular event tonight. Classical Dance of Manipur - Pung Cholom left the audience spellbound.



Harmony Cup 2012

Harmony Cup - cricket for a cause - was organised by Bhavishya, The Social Initiatives Committee of IIM Lucknow from Nov 25th to 28th. All proceeds collected were directly donated to the cause of the event: "Ek Prayaas" - Helping bring light to darkness: Supporting Education of Underprivileged Children

