



Indian Institute of Management Lucknow

Academic Activities

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Featured members

Agri Business Management



Prof. Jabir Ali

Business Environment



Prof. Sanjay K. Singh

Decision Sciences



Prof. Yogesh Agarwal

Finance & Accounting



Prof. Prakash Singh

Marketing



Prof. Saji K. B. Nair

Prof. Anita Goyal

Operations Management



Prof. Atanu Chaudhuri



Prof. Rajiv K. Srivastava



Prof. Samir K. Srivastava

Strategic Management



Prof. A.K. Jain

Publication Profile

Research Publications

Books & Book Chapters

Anita Goyal, *Innovations in Services Marketing and Management: Strategies for Emerging Economies*, IGI Global, USA.

The edited text looks at the innovations in the area of services marketing and services management in terms of process innovation, market strategy innovation, relationship innovation, and the like in emerging economies. It presents the innovative strategies and developments from developing economies and also from developed economies which can be adopted in emerging economies keeping into consideration the cultural and social aspects. The book is relevant for present as well as future considerations as innovation is not a one-time process, and the contents of this book can provide number of opportunities to consider new ways of handling business. This book will be of interest on one hand to students, academicians, researchers, and on other hand to managers of large and small scale service businesses as well as service entrepreneurs and thus to all those associated with services businesses. This book has seventeen chapters with contributions from 28 authors from developed as well as developing economies. Authors represent the developed nations, viz. Australia, United Kingdom and, the United States of America; and the developing nations, viz. Brazil, China, India, Indonesia, Madagascar, and Turkey.

Kavita Chaddha, *Marketing of Library and Information Products and Services: Using Services Marketing Mix*. In Anita Goyal (Ed.), *Innovations in Services Marketing and Management: Strategies for Emerging Economies* (ISBN13: 9781466646711), Business Science Reference (an imprint of IGI Global), 2014, pp 190-205.

Details are given at <http://www.igi-global.com/book/innovations-services-marketing-management/77397#table-of-contents>

Papers

Dixit, Vijaya, Srivastava, Rajiv K. & Chaudhuri, Atanu, Integrating materials management with project management of complex projects, *Journal of Advances in Management Research*, 10(2), 2013-14: pp. 206-229.

Chandra, Saurabh, Srivastava, Rajiv K & Agarwal, Yogesh, Multi-product maritime inventory routing with optional cargoes: an application to outbound automotive logistics, *Journal of Advances in Management Research*, 10(2), 2013-14: pp. 230-278.

Ali, Jabir & Nath, Tribhuvan, Factors affecting consumers' 'eating-out' choices in India: Implications for the restaurant industry. *Journal of Foodservice Business Research*, 16(2), 2013:pp. 197-209.

This study investigates the factors influencing consumers' preferences of eating-out and restaurant food services through a primary survey of 618 urban respondents, interviewed personally through a structured questionnaire, in six districts of Uttar Pradesh (India). Majority of the respondents reported 'eating-out' once in a month. They primarily ate out with friends or family members on holidays or special occasions. The difference in consumers' preferences for eating-out has been analyzed for family and fast food style restaurants using chi-square test. Logistic regression analysis indicates that the preference for eating out is significantly more prominent among those who are younger (<30 years), more educated (preferably graduate), employed, having more than one income earners in their family and belonging to higher income groups of households (>Rs. 15000 per month). The paper also discusses the implications of eating-out choices for the promotion and development of restaurant industry.

Keywords: consumer choices, eating-out, food services, restaurant, tourism, India.

Ganesh, Parvathi & Singh, Prakash, Factors affecting valuation of Microfinance Institutions in India: An empirical study, *UDYOG PRAGATI*, 37(2), April- June, 2013.

Conference/Seminar Publications

Sadhotra, Neha & Saji, K. B., Investigating the consumer adoption of technology facilitated services: Conceptual framework with research propositions. Paper presented (by Dr.Saji) and published in the refereed proceedings of the 2013 American Marketing Association's (AMA) Summer Marketing Educators' Conference held at Boston, Massachusetts, USA during August 9-11, 2013

Technology-facilitated services is altering the ways with which the consumers interface with the service providers, and they often inculcate a significant behaviour change wherein the patterns that are ingrained must be altered. The present paper reports the potential antecedents and consequences to the consumer adoption of technology-facilitated services in a service dominant setting; and presents a comprehensive conceptual framework with a series of research propositions meant for empirical testing.

Conference/Seminar Publications

Sadhotra, Neha, Saji, K.B., & Sivakumar, K. 2013. Analysis of factors influencing the adoption of technology facilitated services. Paper (presented by Neha Sadhotra) at the 2013 World Marketing Congress of Academy of Marketing Science, hosted by Monash University, at Melbourne, Australia during July 16-20, 2013

The services marketing firms are increasingly aware that there are several barriers to the consumer adoption of technology-facilitated services; and the revenue generation is possible only when the hurdles to the adoption are overcome. The present study therefore examines the factors contributing to the consumer adoption of technology-facilitated services in a service dominant setting. We developed a conceptual framework involving both technology-specific and non-technology specific variables, which enabled us to explain the moderating roles of service characteristics, firm specific factors, and environmental factors on the relationships linking antecedents and consumer adoption in a service dominant setting.

Singh S. K. & Shalini Raghav, Scenario of Urban Transport in Indian Cities Challenges and the Way Forward. Paper presented in Silver Jubilee Conference on Cities and Sustainability organized by Indira Gandhi Institute of Development Research, Mumbai during October 29-30, 2013

Cities and towns play a vital role in promoting economic growth and prosperity. Although less than one-third of India's people live in cities and towns, these areas generate over two-third of the country's income and account for ninety percent of government revenues. In the coming years, as India becomes more and more urbanized, urban areas will play a critical role in sustaining high rates of economic growth. But, economic growth momentum can be sustained if and only if cities function efficiently - that their resources are used to maximize the cities' contribution to national income. City efficiency largely depends upon the effectiveness of its transport systems, that is, efficacy with which people and goods are moved throughout the city. Poor transport systems stifle economic growth and development, and the net effect may be a loss of competitiveness in both domestic as well as international markets. Although Indian cities have lower vehicle ownership rate, number of vehicles per capita, than their counterparts in developed countries, they suffer from worse congestion, delay, pollution, and accidents than cities in the industrialized world. This chapter provides an overview of urban transport issues and challenges in India. Rather than covering every aspect of urban transportation, it primarily focuses on those areas that are important from policy point of view. The chapter first reviews the trends of vehicular growth and availability of transport infrastructure in Indian cities. This is followed by a discussion on the nature and magnitude of urban transport problems such as congestion, pollution and road accidents. Building on this background, the chapter discusses the policy measures to improve urban transportation in India.

Ganesh, Parvathi & Singh, Prakash, Modeling the Credit Risks of Microfinance Institution in India, paper presented at "INCLUSIVE FINANCE CONFERENCE" at XLRI, Jamshedpur on September 25, 2013

Articles in Magazines

Samir K Srivastava, Currency crisis & impact on logistics business, Logistics Times, Volume 4, Number 5, September 2013, pp.29-31.

A few months ago, FICCI estimated the logistics sector in India to reach \$200 billion by 2020. Similarly, the Ministry of Road Transport, Government of India, had said that India's logistics sector is likely to cross the \$200 billion mark by 2020. The underlying assumption was that this sector will grow by 10-12 percent over the next few years and the rupee will remain stable. Will these projections still hold true given the declining rupee is a big question mark....

(Available at: http://issuu.com/rajmisra/docs/lt_septembet_2013_pdf?e=1293825/4941567).

Editorial Assignments

Prof.Saji K.B. Nair served on the editorial review board of the conference proceedings of the American Marketing Association's (AMA) 2013 Summer Marketing Educators' Conference held at Boston, Massachusetts, USA during August 9-11, 2013. He has contributed for the New Product Development and Innovation track.

Other Assignments

Prof. Prakash Singh chaired a technical track also in the "INCLUSIVE FINANCE Conference at XLRI, Jamshedhpur

Prof. Roshan L. Raina delivered a key note address - Leadership : Issues & Challenges, at the Leadership Summit titled Meeting the Readiness Challenge organised at LBSIMT, Barielly.

Prof. Roshan L. Raina delivered a key note address - Leadership : Issues & Challenges, at the Leadership Summit titled Meeting the Readiness Challenge organised at LBSIMT, Barielly.

Prof. Arun K. Jain was one of the jury members of ET Now business channel for the *Vodafone Driving Into the Big League Season 3* contest.

Other Assignments

Mr. Chandra Mohan Misra attended ICAR sponsored "Short course on Marketing Research for Value Chain in Fisheries" held at CIFT, Cochin.

Nominated by the Hon'ble Governor, Manipur, Mr. Chandra Mohan Misra attended the selection committee for Ombudsmen for the State of Manipur, under MNREGS, at Imphal

Dr. Devi Singh was the Chief Guest at the Inaugural Session at J.K. Lakshmi Pat University Jaipur.



Management Development Programmes

Forthcoming (September - October 2013)

S.No.	Program Title	Program Director	Date	Venue
1	Managerial Effectiveness for Judicial Officers	Prof. D S Sengar Prof. Himanshu Rai	September 2-6, 2013	Lucknow
2	Leadership Skills, Time Management & Behavioural Skills for Navodaya Vidyalaya Samiti Officers	Prof. Shailendra Singh Prof. Sushil Kumar	September 2-6, 2013	Lucknow
3	2013 India Accounting & Finance Conference	Prof. Vinodh Madhavan	September 9-11, 2013	Lucknow
4	Training-cum-Field Visit Programme on Innovation in Agriculture & Agribusiness for Dept. of Agriculture, Sri Lanka	Prof. Jabir Ali Prof. Sushil Kumar	September 9-13, 2013	Lucknow
5	Personal Growth through Emotional Intelligence	Prof. Shailendra Singh	September 16-18, 2013	Noida
6	Managerial Effectiveness for Judicial Officers	Prof. D S Sengar Prof. Nishant Uppal	September 16-20, 2013	Lucknow
7	AMP for IRS (C&CE)/NACEN, MCT Phase III, Group I	Prof. Ajay Singh Prof. Kaushik Bhattacharya	September 16-October 4, 2013 (DLC), October 7-18, 2013 (OLC)	Lucknow, Singapore, South Korea
8	Excellence through Effective Communication for DRDO Scientists	Prof. R L Raina Prof. Payal Mehra	September 19-21, 2013	Lucknow
8	Team Building	Prof. Archana Shukla	September 23-25, 2013	Noida
9	General Management Programme for Indian Audit & Accounts Services Probationers	Prof. Pankaj Kumar Prof. Madhumita Chakraborty	September 23, 2013 October 26, 2013	Lucknow
10	AMP for IRS (C&CE)/NACEN, MCT Phase III, Group II	Prof. D Tripathi Rao Prof. Rajeev Kumra	October 7-25, 2013 (DLC-IIML) October 28 - November 8, 2013 (OLC)	Lucknow, Singapore, South Korea
11	Excellence through Effective Communication for DRDO Scientists	Prof. R L Raina Prof. Payal Mehra	September 19-21, 2013	Lucknow
12	Communication for Leaders	Prof. Himanshu Rai	September 26-28, 2013	Lucknow
13	1 year Part-time General Management Programme for Executives (GMPE5)	Prof. Shailendra Singh Prof. Prakash Singh	September 28, 2013 October 6, 2013	Lucknow
14	Project Management for DRDO Scientists	Prof. K N Singh Prof. Sushil Kumar	September 30, 2013 October 4, 2013	Lucknow
15	Marketing Research for Capturing Consumer Insight and Achieving Marketing Excellence	Prof. Satya Bhusan Dash	October 1-5, 2013	Noida

Management Development Programmes

Forthcoming (September - October 2013)

S.No.	Program Title	Program Director	Date	Venue
16	Excellence in Manufacturing	Prof. S Venkataramanaiah	October 3-5, 2013	Lucknow
17	Negotiation Skills Development	Prof. Himanshu Rai	October 10-12, 2013	Lucknow
18	Mergers, Acquisitions and other Restructuring Strategies	Prof. Neeraj Dwivedi Prof. Ajay K Garg	October 17-19, 2013	Lucknow
19	1 year Part-time General Management Programme for Executives (GMPE6)	Prof. Bharat Bhasker Prof. Ashutosh Kumar Sinha	October 19-27, 2013	Lucknow
20	HRD for Line Managers	Prof. Pankaj Kumar	October 21-23, 2013	Noida
21	Managerial Effectiveness for Judicial Officers	Prof. D S Sengar Prof. Sushil Kumar	October 21-25, 2013	Lucknow
22	Managing Team Performance for POWERGRID Executives	Prof. Archana Shukla Prof. Nishant Uppal	October 28-30, 2013	Lucknow

Concluded

S.No.	Program Title	Program Director	Date	Venue
1	One-year Part-time General Management Programme for Executives (GMPE4)	Prof. Sanjay K Singh Prof. Payal Mehra	August 3-11, 2013	Lucknow
2	One-Year Part-time General Management Programme for Executives (GMPE7)	Prof. R L Raina Prof. Rajesh K Aithal	August 17-25, 2013	Lucknow
3	Managerial Effectiveness for Judicial Officers	Prof. D S Sengar Prof. Himanshu Rai	August 19-23, 2013	Lucknow
4	Effective Communication for Professional Excellence	Prof. R L Raina	August 26-28, 2013	Noida
54	Intricacies of Joint Venture/Take Over/ Acquisition/Merger in Global Perspective for Powergrid Executives	Prof. Ajay K Garg Prof. Ashutosh Kumar Sinha	August 27-30, 2013	Lucknow

Events

Inauguration of 1st Batch of Executive FPM

Another milestone in IIM Lucknow's history - A new programme Executive Fellow Programme in Management was recently inaugurated at the Noida campus. Prof. IM Pandey delivered the inaugural guest note address and Prof. Raj Srivastav, Provost and Deputy President Singapore Management University delivered Inaugural guest lecture.

The 1st batch of EFPM consists of 22 students out of which 17 are alumnus of different IIMs. The first batch includes high profile Executives including Accenture Asia pacific MD & COO, Chief Endowment Officer, Azim Premji Foundation, Director, General Motors and CFO, Standard chartered Bank among many others.

