



IIMB DIGEST

SEPTEMBER 2019

NEWSMAKERS

IIMB wins Best Ornament Garden Award on Independence Day

IIMB wins the Best Ornamental Garden Award in Karnataka from the Mysore Horticulture Society on August 14, 2019. Read about IIMB's Green Campus [here](#).



MP Tejasvi Surya visits NSRCEL

'It takes a community to raise a start-up': Member of Parliament Tejasvi Surya visits NSRCEL at IIMB, on August 23, 2019, to understand what it takes to create an impactful and vibrant entrepreneur-centric ecosystem. [Read More](#)



IIMB Alumna Nischala Murthy Kaushik wins award

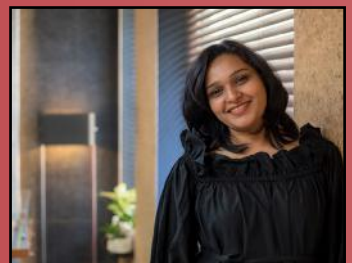
IIMB alumna Nischala Murthy Kaushik shines bright with the Women in Corporate Award (WICA) 2019. [Read More](#)



INNOVATION & ENTREPRENEURSHIP

Spaciux, the NSRCEL-incubated one-of-a-kind start-up in the architecture space, helps design an ecosystem for architects

The Women Start-up Program (WSP) at NSRCEL, IIM Bangalore's incubation hub and entrepreneurship centre, offered recognition and validation to founder Minal Dubey's idea. With NSRCEL's help, she has been able to build a good network of architects, designers, and photographers. [Read More](#)



NSRCEL-incubated start-up, Selvitate Tech, helps MSMEs establish market presence. It works both as a SaaS (Software as a Service) model and a service-support model.

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EVENTS

Graduation of the third cohort of the Goldman Sachs 10,000 Women Program at IIMB

The third cohort of the Goldman Sachs 10,000 Women Program at IIMB is ready to scale their business and conquer new markets. Fifty-four participants share their success stories at the valedictory on August 23, 2019. [Read More](#)



International Conference on Public Policy & Management

'Organizing the female labour force of the unorganized sector will bring social change' Padma Shri awardee Renana Jhabvala, National Coordinator at Self Employed Women's Association, an organization aimed to empower poor, self-employed women workers, delivers the closing address on 'Women, Work and the Economy: Lessons from the Informal Economy', at the XIV International Conference on Public Policy & Management at IIMB

Read the full report of the exciting three-day conference, hosted by the Centre of Public Policy at IIMB, from August 22-24, [here](#)



Independence Day celebrations on campus

IIMB celebrates 73rd Independence Day on August 15: The Director's address, a play by students, patriot songs by the staff community, a Hindustani vocal concert by a well-known artiste and distribution of scholarships marked the special day. [Click here](#) for photos and report.



Eximius 2019

Challenges and opportunities for young Indian entrepreneurs feature in three-day summit at IIMB, from August 09-11: Speakers at Eximius'19 focus on tech and innovation as drivers of transformation & growth. [Click here](#) for full report.



First batch from the Young Leaders' Program receive Accomplishment Certificates

The first batch from the Young Leaders' Program at IIMB receives Accomplishment Certificates on August 08. Read what they have to say about the unique program [here](#).



IIMB celebrates the launch of 'Fit India' with pledge-taking and a walkathon on campus on August 29

To check the photos of the event, [click here](#).



IIMB Director G Raghuram, Nobel Laureate Kailash Satyarthi, India's High Commissioner Jawed Ashraf, industry chiefs and IIM alumni meet in Singapore on August 17

IMPACT 2019 saw about 750 ministers, business leaders, industrialists, Indian Institute of Management (IIM) alumni and a Nobel Laureate gather at the Marina Bay Sands Convention Centre in Singapore on August 17.



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RECENT RESEARCH

By Professor Prakash Awasthy and Professor [Jishnu Hazra](#)

Responsible sourcing by improving workplace safety through buyer-supplier collaboration

The research study examines a problem where a buyer and a supplier collaborate to improve safety at the supplier's facility. Using analytical frameworks, Professor Jishnu Hazra, from the Production & Operations Management area at IIMB and the co-author of the paper, determines and characterizes optimal policies from buyers, suppliers, and system safety perspectives. The authors find that a low capability supplier prefers Accord when the buyer's capability is high and Alliance, otherwise. However, from a safety perspective, for small capability supplier, Alliance should never be preferred, they conclude.



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By Professor Subhadip Mukherjee and Professor [Rupa Chanda](#)

Trade Liberalization and Indian Manufacturing MSMEs: Role of Firm Characteristics and Channel of Liberalization

The study examines the impact of tariff and non-tariff reductions on firm-level Gross Value of Output (GVO) and productivity for various types of Indian manufacturing MSMEs for the 2002–2007 period. After controlling for firm, industry, state and time-specific factors, Professor Rupa Chanda, RBI Chair in Economics at IIMB, and the co-author of the study finds that tariff reductions have improved firm-level GVO and productivity for MSMEs which are technologically upgraded and quality certified. Liberalization of non-tariff barriers is found to have a positive effect on both GVO and productivity growth.

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By Professor [R Srinivasan](#)

Disruptive food-tech startups & their strategies: A case study

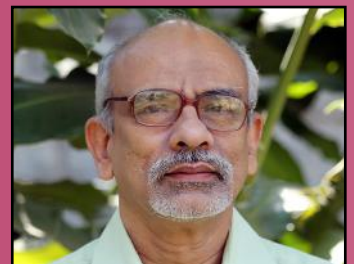
Professor R Srinivasan's case on Swiggy, Foodora and Yelp elaborates how the food-tech market is evolving in countries such as India, Germany and the United States, and elucidates how each of these hyperlocal platforms are adopting different strategies to sustain their business.

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FACULTY AUTHORED ARTICLES

[Dr. G Raghuram](#), Director, IIMB, authors a column on 'Transport Infrastructure and Connectivity' in the August issue of Yojana, a developmental magazine. In his article, Prof. Raghuram discusses proposals in the Union Budget 2019, which will aid infrastructure development and improve transportation networks in the country. Yojana is a monthly journal brought out by Publications Division, Ministry of Information & Broadcasting, India. To read, Prof. Raghuram's full article, [click here](#)



[Prof. Sankarshan Basu](#), from the Finance & Accounting area at IIM Bangalore, and Jaslene Bawa, of FLAME University, write on IL&FS and the role that credit rating agencies played in the case. To read the full article, [click here](#).



SPECIAL FEATURES

IIMB is a melting pot of cultures with students hailing from different states and speaking different languages. IIMB celebrates this diversity with enthusiasm, pride and, of course, loads of delicious food. Read more about the Ethnic Specials hosted at the Students' Mess.

[Read More](#)



IIM Bangalore has joined hands with Akshaya Patra's youth initiative, Aikya, for a campaign to curb food wastage. Called the 'Zero Plate Waste' project, the campaign seeks to ensure that the IIM Bangalore campus does not contribute to wastage of food. It also wishes to influence other institutions to do the same.

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BLOCK YOUR CALENDAR

Alumni Programmes

September 14: Social Entrepreneurs And Enterprises (SEE) – PAN IIT & IIM Alumni event based on Funding and Fund Opportunities specific to Social Enterprises – 10 am to 5 pm.

September 28: CEO Conclave — Inviting Leading CEOs of Indian Corporates to share their knowledge and experiences – 9:00am to 6:00 pm.

Student Programmes

Nat-Geo Film Screening and Case Study Competition

Organiser: Mash, Marketing Club of IIMB

Date: 7th September

Event PoC: Alok Yadav (alok.yadav18@iimb.ac.in)

Product Management Case Study Competition and Speaker Series

Organiser: Sigma, Technology Club of IIMB

Date: 15th September

Event PoC: Manisha Panda (manisha.panda18@iimb.ac.in)

Valuation and Creating Sustainable Value

The course, 'Valuation and Creating Sustainable Value', helps you understand different techniques of valuation. The first part of the course explores the definition, uses and methods of valuation – how value can be created for an organisation and what influences valuation. The second half of the course covers creating sustainable value. Through this course, graduate students and working professionals can understand the nuances and relevance of valuation. It covers concepts that will help students build a competent grasp on the subject. Learners will get expert practitioner and academic insights on several topics in the course which consolidate understanding for practical purposes.

Release date: 8th October



Quantitative Marketing Research:

The course on Quantitative Marketing Research aims to equip learners on designing a quantitative market research project. This includes implementation of specific methods to interpret data and come up with marketing decisions. This is of great significance, especially to marketing managers, as it helps answer crucial marketing questions using data. In this course, we introduce quantitative marketing research techniques in conjunction with key marketing concepts. The learner is introduced to the concept of value and willingness-to-pay, along with how to use auctions to estimate the same. Then, the concept of conjoint analysis is covered, where the concept of value as a function of different attributes is discussed. Post that, the topic of cluster analysis is taken up, where market segmentation based on different value propositions of different customers or customer groups is explored. The course concludes by throwing a light on various ethical issues that are involved, in marketing research, which goes beyond its technical aspects.

Release date: 17th October



EXECUTIVE EDUCATION PROGRAMME CALENDAR

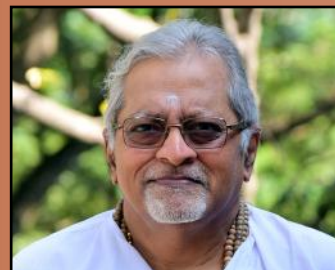
Programme Title : Creativity, Reinvention and Self Development for Global Managers Open Programme

Programme Director : Professor [Ramnath Narayanswamy](#)

Programme Dates : 30 September – 04 October, 2019

[Click Here](#) For Registration

[Click Here](#) For Programme URL



Programme Title : Going beyond Jugaad: Building a Systematic Innovation Capability Open Programme

Programme Director : Professor [Rishikesh T Krishnan](#)

Programme Dates : 10 – 12 October, 2019

[Click Here](#) For Registration

[Click Here](#) For Programme URL



Programme Title : Digital Marketing for Business Growth (Batch 3) Open Programme

Programme Director : Professor [Seema Gupta](#)

Programme Dates : 14 – 18 October, 2019

[Click Here](#) For Registration

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Programme Title : Executive General Management Programme (EGMP Batch 51) Open Programme

Programme Dates : 12 – 26 October, 2019

[Click Here](#) For Registration

[Click Here](#) For Programme URL

Programme Title : Next Generation CHROs 2019 (Batch 3) Open Programme

Programme Director : Professor [Vasanthi Srinivasan](#) and Professor [Anandorup Ghose](#)

Programme Dates : 21 – 25 October, 2019

[Click Here](#) For Registration

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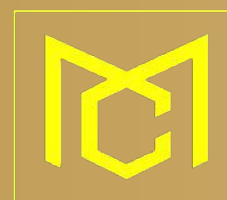
IIMB WELCOMES

Vijay Venkataraman is primarily interested in ecosystem strategies. His dissertation research focuses on complementor strategies in the enterprise software platform ecosystem. Besides his dissertation research, he is also working on a number of projects in the area of innovation. Vijay has presented his research at a number of international conferences such as the Strategic Management Society Annual Conferences, Academy of Management Annual Meetings, CCC Doctoral Conference, and Platform Strategy Research Symposium. A paper based on his dissertation won a best paper prize at the SMS Annual Conference in Houston, 2017.



Vijay's prior consulting experience with clients such as Toshiba, Pepsi-Lays, and ABN AMRO, and managerial stint in a Deloitte Technology Fast 50 start-up have contributed toward making him an effective researcher as well as instructor. He has taught courses on Strategic Management and International Business at Georgia Tech.

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