

IIMB DIGEST

AUGUST 2019

FROM THE EDITORIAL DESK

Dear Reader,

It has been an exhilarating month at IIM Bangalore. We hosted four global events – the Foundation Day celebrations of the Centre for Public Policy with Prof. Steven Wilkinson, from Yale University, delivering the inaugural lecture, the IIMB Accounting Research Conference, Vista 2019 – the annual business summit hosted by our two-year MBA students, and IIMBue, the leadership summit organized by our Alumni Association. We share vignettes from all these events with you in this edition of the IIMB Digest.

In the Newsmakers section, we laud Professor Shibashis Mukherjee whose paper has been shortlisted for the 2018-19 Journal of Professions and Organization Best Paper Award, Prof. Trilochan Sastry whose organization – Association for Democratic Reforms – has been honoured with a national award, Professor Pulak Ghosh who has been appointed Member of the National Statistical Commission, and our alumnus Sahil Barua whose venture has been named 'Startup of the Year'.

On the recent research front, we feature Professor Malay Bhattacharyya's study titled, 'Do emerging stock markets react alike to international economic policy uncertainty, geopolitical risk, and financial stress?', Professor Gopal Das's paper titled 'How self-construal guides preference for partitioned versus combined pricing', and Professor Dalhia Mani's recent work that examines the role of families and communities in the Indian economy. Our faculty also publish regularly in the national media. Their columns provide insights on a variety of contemporary issues as you can read in the section, 'Faculty-Authored Articles'.

The spirit of innovation and entrepreneurship is celebrated in the section on start-ups incubated by NSRCEL, an IIMB centre of excellence, which nurtures early-stage ventures.

In this edition, we also introduce you to our digital learning arm – IIMBx, which aims at making online education accessible, affordable and adaptable for all sections of the Indian population. Events and Executive Education Programmes, in the coming month, may be found in the section, 'Block Your Calendar'.

We hope you enjoy reading about IIMB. Do share your suggestions and feedback. Write to us at communications@iimb.ac.in

Best regards,
The Editorial Desk
IIMB Digest

NEWSMAKERS

Professor Shibashis Mukherjee's paper shortlisted for 2018-19 Journal of Professions and Organization Best Paper Award

Paper titled, 'Complementary work in the hospital: How infection preventionists perceive opportunities for cooperation with higher status physicians' [Read More](#)



IIMB alumnus' co-founded startup Delhivery wins 'Startup of the Year' at ET Startup Awards 2019

Award given to Sahil Barua's startup for displaying greatest growth over the last year, with potential to become a blue-chip corporation [Read More](#)



Professor Pulak Ghosh is appointed Member of the National Statistical Commission

Professor Pulak Ghosh, faculty in the Decision Sciences area, has been appointed Member of the National Statistical Commission (NSC), approved by the Appointments Committee of the Cabinet [Read More](#)



Professor Trilochan Sastry receives award on behalf of Association for Democratic Reforms

Professor Trilochan Sastry, faculty from the Decision Sciences area of IIM Bangalore, on behalf of the Association for Democratic Reforms (ADR), received the first 'Democracy Award'. [Read More](#)



INNOVATION & ENTREPRENEURSHIP

TAXSHE, an exclusive women cab drivers' service company incubated by IIMB's NSRCEL, wins big at the World Bank's 'SDGs and Her' competition

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DABBLE PLAYART, an NSRCEL-incubated one-of-a-kind maker of natural and safe art products, helps children's cognitive and emotional development

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EVENTS

Centre for Public Policy celebrates its Foundation Day with a special talk on 'Army and Nation: Explaining India's Civil-Military Success'

Professor Steven Wilkinson, Nilekani Professor of India and South Asian Studies, and Professor of Political Science and International Affairs at Yale University, delivers the inaugural lecture. [Read More](#)



Vista 2019: From BlockChain to Big Data, Vista 2019 opens with pulsating contests and inspiring speakers.

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IIMBue 2019: Dr. Devi Shetty, Chairman, Board of Governors, IIMB, inaugurates IIMBue 2019, the IIMB Alumni Association's annual leadership conclave, on July 26

[Read More](#)



Accounting Research Conference: Dr. Richard Sloan, Accounting Circle Professor of Accounting, USC Marshall, delivers the key-note address on 'Explaining the Profitability Anomaly', at the IIMB Accounting Research Conference 2019 on July 26.

[Read More](#)



RECENT RESEARCH

By Professor Dalhia Mani, Forthcoming, Asia-Pacific Journal of Management

Who controls the Indian Economy: The Role of Families and Communities in the Indian Economy

In India, no systematic study has been conducted thus far to check the extent of disproportionate control, although, narratives in the popular media sometimes point to the role played by certain families like the Ambanis or the Tatas, and to certain communities like the Marwaris. Professor Dalhia Mani, in an ambitious economy-wide longitudinal study, seeks to answer these questions [Read More](#)



By Debojyoti Das, M. Kannadhasan, and Malay Bhattacharyya

Do the emerging stock markets react to international economic policy uncertainty, geopolitical risk, and financial stress alike?

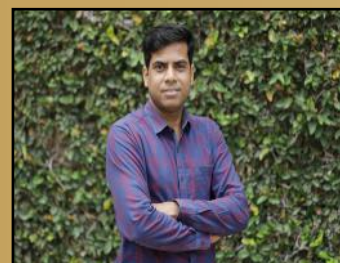
The research study examines the effects of international (US based) economic policy uncertainty, geopolitical risk, and financial stress alike on the emerging stock markets by understanding receptivity of the markets to various macroeconomic shocks. [Read More](#)



By Gopal Das and Rajat Roy

How self-construal guides preference for partitioned versus combined pricing

Marketers often offer equivalent pricing options by charging a base price and surcharges, or providing a single price. This study examines the systematic impact of a person's activated self-construal on the evaluation of product offers made under these alternate pricing frames. [Read More](#)



By Trambak Banerjee, Gourab Mukherjee, Shantanu Dutta, and Pulak Ghosh

A large-scale constrained joint modeling approach for predicting user activity, engagement and churn with application to freemium mobile games

Mobile games have become an integral part of modern life. It is an extremely crowded market with a significant proportion of revenue accumulated through advertisement based on free products. [Read More](#)



FACULTY AUTHORED ARTICLES

Professor Gopal Naik, faculty from the Economics and Social Sciences area, highlights challenges faced by the agriculture sector and farmers, and lists solutions

[Read More](#)



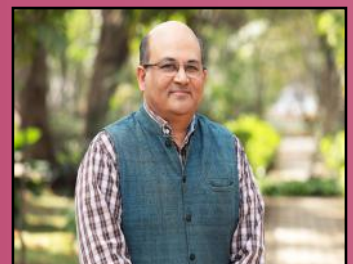
Professor R. Srinivasan, faculty from the Strategy area, shares his views on strategic shifts in work culture and the growing influence of gig economy in India

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Professor Rishikesha Krishnan, faculty from the Strategy area, talks about the new frameworks and approach needed to re-think strategy in the digital era

[Read More](#)



Professor MS Sriram , faculty from the Centre for Public Policy, writes that from the larger perspective of efficiency and better utilization of capital, it may be a good idea to move state-owned banks towards a more market-based framework

[Read More](#)



Professor Suresh Bhagavatula Entrepreneurship Chair and Cristina Shapiro, Global Director of 10,000 Women, Goldman Sachs, write on why empowering women to be entrepreneurs and creating opportunities for them will fuel India's economy

[Read More](#)



Professor Prateek Raj, from the Strategy area at IIMB, and his co-author, Pankaj Anand, write that building social capital outside the community and moving up the social ladder is crucial for Dalit businesses to succeed as markets that exclude certain specific social groups are neither free nor fair.

[Read more](#)



IIMBX

IIMBx, the digital learning initiative of Indian Institute of Management Bangalore, lays emphasis on making online education accessible, affordable and adaptable for all the sections of the Indian population, simultaneously catering to the demands of a much wider, larger, global audience since its inception in 2015. From course content creation to platform designing, IIMBx's focus has been on delivering superior quality educational content that is relevant to the diverse group of the target market with an ease of access and operation.



Besides offering online courses, IIMBx also hosts workshops, seminars and conferences.

Advanced Corporate Strategy is a Massive Open Online Course offered by IIMBx. [Read More](#)

This course offered by Professors R. Srinivasan and Sai Yayavaram from the Strategy area, provides exposure to corporate strategy and explores various aspects of managing a multi-business firm. Learners can access this course on edX for free, at edx.org. If they prefer to obtain a verified certificate,

BLOCK YOUR CALENDAR

Eximius'19

IIMB promotes entrepreneurship through NSRCEL, its incubation centre for start-ups, and the Entrepreneurship and Innovation (EnI) Cell, a student-driven club. Every year, EnI hosts Eximius, one of India's largest entrepreneurship summits, a three-day event, on campus.

Eximius'18 saw enthusiastic participation from entrepreneurs, venture capital firms, corporations, and undergraduate and postgraduate students. It recorded footfalls of 24000+ from 1500+ colleges, 900+ startups, and 350+ corporations.

Eximius'19 will be hosted, from August 9-11, 2019, on campus. It will feature speaker sessions, fireside chats, product demonstrations by start-ups, panel discussions, workshops, competitions, and more. Speakers include Dr. Montek Singh Ahluwalia, Deputy Chairman of the Planning Commission, Sahil Barua, Co-Founder, Delhivery, Kris Gopalakrishnan, Chairman Axilor Ventures and Co-founder of Infosys, Karan Shroff, Head of Brand Marketing, Xiaomi India, Avnish Sabharwal, Managing Director, Accenture Ventures & Open Innovation, to name a few. [Read more](#)

14th International Conference on Public Policy and Management from August 22–24

The Centre for Public Policy at IIM Bangalore will host a three-day International Conference on Public Policy and Management from August 22–24, 2019. The conference has been organized to encourage discussion, debate, and conversations on current policy issues like valuating Education in India, Contemporary Issues in Infrastructure Development, Health Sector: Issues and Solutions, Public Expenditure Review of Health and Education in the Select States, Barriers to Trade, Political Economy and Governance, Trends in Migration, Economics of Inequality, and many more.

[Click here](#) to register.

The event shall see Dr. Gagandeep Kang, Executive Director, Translational Health Science, and Technology Institute, Faridabad, delivering the keynote address on 'Trials and Tribulations: Clinical Research in India'. Renana Jhabvala, Padma Shri awardee, Chairperson and Board of Director member of Sitara, a Self-Employed Women's Association (SEWA) initiative, will deliver the valedictory talk on 'Women, Work, and the Economy'.

The conference will have plenaries on 'Changing Faces of Media in the New Era', and 'Federation and Decentralization'. The objective of the conference is to provide a forum for exposure to new ideas and methodologies, hopefully leading to cross-learning and collaboration.

Alumni Programmes

August 2019

August 31: Saturday Musings – 'Create your Personal Brand' – 10:00am to 12:30pm at the IIMB Auditorium

September 2019

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.

EXECUTIVE EDUCATION PROGRAMME CALENDAR

Programme Title : Digital Marketing for CMOs, Executive Education Open Programme

Programme Director : Professor [Seema Gupta](#)

Programme Dates : 02 – 05 September 2019

[Click Here](#) For Registration

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Programme Title : Project, Program & Portfolio Management (Batch -1), Executive Education Open Programme

Programme Director : Professor [Anshuman Tripathy](#) and [Dr. Sudhir Chadha](#)

Programme Dates : 03 – 06 September, 2019

[Click Here](#) For Registration

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Programme Title : Organizational Excellence Through Leadership (Batch -1), Executive Education Open Programme

Programme Director : Professor [Abhoy K Ojha](#) and Professor [C. Panduranga Bhatta](#)

Programme Dates : 04 – 06 September 2019

[Click Here](#) For Registration

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Programme Title : Preparing for an Uncertain Future: Corporate Entrepreneurship and Venturing, Executive Education Open Programme

Programme Director : Professor [Srivardhini K Jha](#)

Programme Dates : 04 – 06 September 2019

[Click Here](#) For Registration

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Programme Title : Supply Chain Management: Sourcing, Planning & Delivery (Batch -1), Executive Education Open Programme

Programme Director : Professor [Anshuman Tripathy](#) and [Dr. Sudhir Chadha](#)

Programme Dates : 09 – 12 September 2019

[Click Here](#) For Registration

[Click Here](#) For Programme URL



Programme Title : Inner Development for Outer Transformation, Executive Education Open Programme

Programme Director : Professor [Ramnath Narayanswamy](#)

Programme Dates : 09 – 13 September 2019

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Programme Title : Digital Business Models and Strategy, Executive Education Open Programme

Programme Director : Professor [S Raghunath](#)

Programme Dates : 09 – 11 September 2019

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Programme Title : Developing Technology Partnerships between firms in India and Israel, Executive Education Open Programme

Programme Director : Professor [Abhoy K Ojha](#), Professor [Sai Yayavaram](#) and Professor [Gadi Ariav](#)

Programme Dates : 16 – 19 September 2019

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Programme Title : Digital & Social Media Marketing and Analytics, Executive Education Open Programme

Programme Director : Professor [U Dinesh Kumar](#) and [Ami Shah](#)

Programme Dates : 16 – 19 September, 2019

[Click Here](#) For Registration

[Click Here](#) For Programme URL



Programme Title : Establishing and Managing Corporate Innovation: Lessons from the Israeli Experience, Executive Education Open Programme

Programme Director : Professor [Abhoy K Ojha](#), Professor [Suresh Bhagavatula](#) and Professor [Gadi Ariav](#)

Programme Dates : 23 – 27 September 2019

[Click Here](#) For Registration

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Programme Title : Forex Risk Management, Executive Education Open Programme

Programme Director : Professor [Sankarshan Basu](#)

Programme Dates : 23 – 27 September 2019

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Programme Title : Demystifying Financial Derivatives, Executive Education Open Programme

Programme Director : Professor [Sankarshan Basu](#) and Professor [Sunil Parameswaran](#)

Programme Dates : 24 – 27 September, 2019

[Click Here](#) For Registration

[Click Here](#) For Programme URL



Programme Title : Creativity, Reinvention and Self Development for Global Managers, Executive Education 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 : International Management Programme, Executive Education Open Programme

Programme Dates : 15 September 2019 – 24 February 2021

[Click Here](#) For Registration

[Click Here](#) For Programme URL



IIMB WELCOMES

Dr. Nilam Kaushik has joined IIMB in July 2019 as Assistant Professor in the Strategy area. She is a Young Faculty Research Chair. She earned her B. Engg. from Carleton University in Ottawa, Canada in 2007 and went on to pursuing her Master's degree in Electrical and Computer Engineering from the University of Waterloo.

Prior to pursuing her doctoral studies, she worked as a Software Developer at BlackBerry (formerly Research In Motion) and has a patent to her credit from her work there. She completed her PhD in Management from the University College London in 2019. During her time as a doctoral student, she was also a Visiting Scholar at the D'Amore-McKim School of Business at Northeastern University from 2016 to 2017.



Dr. Nilam Kaushik is interested in the drivers of innovation management in digital platforms and studies how online platforms organize for innovation. In her work, she combines interdisciplinary methods and techniques such as text-mining, information retrieval and econometrics, and also uses field experiments. She is a Research Affiliate of the IoT Open Innovation Lab at Northeastern University and continues to be an Honorary Research Associate at the UCL School of Management.

IIMB BIDS ADIEU TO

Gnana Bhaktamitran

The Indian Institute of Management Bangalore mourns the passing of Mr. Gnana Bhaktamitran, on July 18, 2019, in New Zealand. Mr. Bhaktamitran joined the Institute on 5th October 1974 as the first Librarian and worked here for nearly 12 years. [Read More](#)

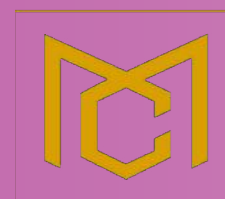


Vinod Sankaranarayan

IIM Bangalore reports with sadness the passing away of Vinod Sankaranarayan, of Batch 7 of the one-year EPGP, on Sunday 28th July, 2019. Vinod graduated from the EPGP in March 2016 and was working as a Sr. Product Manager in Paypal Bangalore. An enterprising Placement Committee member and an always approachable alumnus, Vinod will be missed dearly.



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