

IIMB DIGEST

NOVEMBER 2019

NEWSMAKERS

IIMB is ranked Best B-school in Central Asia by Eduniversal

IIM Bangalore has been named the Number One Business school in Central Asia by Eduniversal Paris in their 2019 rankings. The award was given away on October 28 at a ceremony in Bangkok, Thailand. According to a statement from Eduniversal, they surveyed over 20000 MBA and Masters programs in 886 different schools and universities in 136 countries for their 2019 rankings.

FT MiM Rankings

On a related note, IIM Bangalore's two-year MBA, the Post Graduate Programme in Management, has been ranked in the Top 50 globally by the Financial Times, London. The FT Masters in Management (MiM) ranking for 2019 has placed IIMB's two-year MBA at No. 44 globally, and in the Top 3 in India.



Strategy Consulting, and Sales & Marketing firms increase share in Summer Placements at IIM Bangalore

All the 437 eligible two-year MBA students of IIM Bangalore were recruited for summer placements by over a hundred companies making 446 offers during October 15-18, 2019. Roles offered included Business Analytics, Consulting, E-Commerce, Finance, General Management, IT/Product Management, Operations, Retail, and Sales and Marketing. [Read more](#)



IIMB's one-year MBA students win big at IIM Ahmedabad's Operations Strategy contest

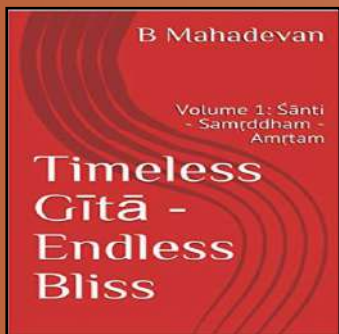
A team of three students, Praveen Sasidharan, Rachana Kamath and Siddharth Singh from the Executive Post Graduate Programme in Management (EPGP) at IIM Bangalore, has won the First Prize at OpStruct — the flagship event of IIM Ahmedabad's 'The Red Brick Summit', organized by Optima, the Operations Club of IIMA on 2nd October, 2019. [Read more](#)



Prof. B. Mahadevan's work on the Gita is now on Kindle

A collection of short articles based on the first six chapters of the Bhagvad Gita, titled '**Timeless Gita – Endless Bliss**', by Professor [B. Mahadevan](#), from the Production and Operations Management area, is available as a kindle version [here](#).

The book is an attempt to bring out some of the interesting messages that Gītā provides for people who are in the thick of their professional career. This volume has a selection of 85 verses from the first six chapters of the Gītā.



SPECIAL FEATURES

The Ganga Foundation has its roots in IIM Bangalore, as its Co-Founder, S. Vaidyanathan (Vaidy), sustained a spinal cord injury on campus in 1990. It was fitting that almost 30 years on, Professor G. Raghuram, Director, IIM Bangalore graced the 10th anniversary celebrations of the foundation in Chennai, along with Dr Suranjan Bhattacharji, former Director, Christian Medical College, Vellore.

[Read more](#)



Krishna M., K. Ramakrishnan and K. Pandian have been providing hearty meals to generations of students with a smile. IIM Bangalore honours them with Long Service awards on the 46th Foundation Day on October 28th.

[Read more](#)



IIM Bangalore has led the way in delivering innovative learning experiences for business executives through its Executive Education Programmes. It provides informed global perspectives, an exceptional faculty and flexible, forward-looking practices to its participants. The Executive General Management Programme (EGMP) is one such transformational learning experience. Meet the '50 EGMP Star Alumni' [here](#)...

[Read more](#)



RECENT EVENTS

46th Foundation Day Celebration

IIMB celebrates its 46th Foundation Day on October 28th, with a lecture by its architect and Pritzker Laureate Balkrishna Doshi, unveiling of a plaque in honor of Dr. Doshi, launch of a book on the evolution of the school, inauguration of a reimagined library, awards to faculty and staff, and acknowledgements galore to donors. [Read more](#)



Ministry of Skill Development & Entrepreneurship signs contract with IIM Bangalore to launch Mahatma Gandhi National Fellowship Programme; applications are open

The two-year Fellowship programme provides an opportunity for young, dynamic individuals to contribute to enhancing skill development and promote rural employment.

It will be designed and delivered by IIMB's Centre of Public Policy (CPP), which is an independent public interest-oriented policy think-tank engaged in pioneering research, teaching, training, and capacity-building. The MGNF will be led by Professors Sankarshan Basu and Arnab Mukerji. [Read more](#)



IIMB-FICCI Conference explores the design of a new data economy for India

Industry leaders and policymakers address issues like the legal framework of Data Protection Data/Cyber Security and Privacy in India, Digital India and Design of Data Protection Ecosystems, Network Technologies, IPRs and Data Monetization Models, Corporate India: Coping Mechanisms and Strategies, and Assessing Preparedness: Towards an Indian Model of Data-Driven Economic System, in this conference led by Professor A. Damodaran. [Read more](#)



RECENT RESEARCH

What Frugal Products Are and Why They Matter: A Cross-National Multi-Method Study: Journal of Cleaner Production (accepted for publication).

Sergej von Janda, Sabine Kuester, Monika Schuhmacker & G. Shainesh (2019). Co-authors are from Mannheim Business School, Germany.

The paper, by Professor [G. Shainesh](#), from the Marketing area at IIMB, and his co-authors, proffers guidance for managers seeking to explore the potential of frugal products in addressing consumers' need for higher value products while minimizing environmental impact. [Read more](#)
[Click here](#) for full paper.



Impact of Use of Technology on Student Learning Outcomes: Evidence from a Large-scale Experiment in India

By Gopal Naik, Chetan Chitre, Manaswini Bhalla, Jothsna Rajan

Improvement in quality of school education in developing countries requires solutions that are easy to implement and scale. Research on the use of technologies targeted to improve learning outcomes has so far not addressed issues of implementation and scalability. Most of these technologies require low student-to-computer ratio and large-scale retraining of teachers. This paper by Professor [Gopal Naik](#) and Professor [Manaswini Bhalla](#), faculty from the Economics and Social Sciences area at IIMB, is the first to evaluate an intervention design aimed at dealing with these concerns. [Read more](#)



A case study on Fantasy Sports, by Professor [U. Dinesh Kumar](#), from the Decision Sciences area at IIMB, Shailaja Grover and Sharada Srimgeswara identifies and tests several possible hypotheses to establish whether fantasy sports is skill dominant or chance dominant.

Skill dominance is established by statistically testing for learning effect, consistency effect and impact of strategic choice on pay-offs. **Learning effect** states that playing more regularly or practising improves the chances of winning (improves skill) in a skill-dominant game but has no effect in games dominant by chance.



Consistency effect indicates that scores or payoffs of users in a skill-dominant game will be consistent and not random (like in a game of chance). And lastly, skill-based games necessitate the use of **strategies** or a series of decisions that lead to greater payoff. In a chance dominant game, payoffs are independent of the strategies employed by the players.

This study, a first of its kind in India, employs statistical hypotheses techniques used on actual, anonymised fantasy sports data to test the above skill dominance tests. Dream11, the biggest Fantasy Sports company in India, agreed to share historical, anonymised data for the purpose of this study.

A new extended formulation with valid inequalities for the Capacitated Concentrator Location Problem

By Ishwar Murthy, Massimo Di Francesco, Manlio Gaudioso, Enrico Gorgone

The Capacitated Concentrator Location Problem (CCLP) is best described as one of choosing the optimal location of concentrators in a computer network, as well as assigning terminals to concentrators in a way as to respect the capacity restrictions of the concentrators. This problem is well known in computer science literature as being intractable in the worst case. To solve this class of problems faster, Professor [Ishwar Murthy](#), from the Decision Sciences area at IIMB, along with his co-authors, presents a new extended formulation of CCLP using the notion of the cardinality of terminals assigned to a concentrator location.

[Click here](#) to read the article.



INNOVATION & ENTREPRENEURSHIP

NSRCEL-incubated Mitti Café proves disability can be turned into capability

As a part of its livelihood development initiative for the economic independence and dignity of persons with disability, Mitti Café provides training, employment and entrepreneurship opportunities for adults with intellectual, physical and multiple disabilities through the creation of training cafes within institutional spaces. [Read more](#)



Startup that helps working professionals find love

GoGaga is a relationship app that connects users through their network of friends. It promises to bring a fresh take to the dating world, converting matches on the app to dates in real life. From the time they came to NSRCEL, IIM Bangalore's innovation and entrepreneurship development hub through the Launchpad program, GoGaga has been mentored by a team that has helped them streamline their business model. [Read more](#)



UPCOMING EVENTS

IIMB-Goldman Sachs 10,000 Women Program Fourth Cohort in Mumbai

IIMB-Goldman Sachs 10,000 Women, an initiative led by NSRCEL at IIM Bangalore, fosters economic growth by providing women entrepreneurs with a business and management education, mentoring and networking, and access to capital. The fourth cohort program will be hosted in Mumbai.

Date: November 04, 2019
[Click here](#) for more details

Faculty Development Program in Machine Learning with Business Applications

The program is designed to provide in-depth knowledge of Machine Learning algorithms that can be used for fact-based decision-making using real-life case studies and understand how deep learning methods work.

Date: November 04–09, 2019
[Register Here](#)

REimagiNEWaste

REimagiNEWaste is an immersive hackathon and incubation program pioneered by Waste Impact Trust in 2016 aiming to generate entrepreneurial solutions for various aspects of the waste problem. Each year REimagiNEWaste focuses on tackling one aspect of the multifaceted waste problem, which is aligned to one of the UN Sustainable Development Goals (SDG). This year, the theme for Reimagine Waste's 4th edition has been chosen as Biomedical Waste.

Proposed Dates: November 09, 10, 17, and 17, 2019

Utthan 2019

Students of IIMB's Public Policy & Management Programme and the Public Policy Club will host 'Utthan', a policy summit, on November 10. Shri C.N. Ashwath Narayan, Deputy Chief Minister of Karnataka, will deliver the keynote address.

Date: November 10, 2019
[Read more](#)

House of Genius

Supported by the Atal Innovation Mission, House of Genius is a monthly event looking for 'Entrepreneurial Geniuses'. This program brings together three entrepreneurs every month who present their key strategic challenges in front of the diverse mix of panelists who give their feedback. The panelists must keep their identity and experience hidden until the end of the event when they have the big reveal.

Date: November 29, 2019

7th International Conference on Business Analytics and Intelligence

IIMB presents the 7th International Conference on Business Analytics and Intelligence. The BAI conference is one of the most prestigious gatherings for academicians and practitioners. Through this conference, the Data Centre and Analytics Lab (DCAL) at IIM Bangalore provides a platform for Analytics and Big Data professionals to create and disseminate knowledge in the field of Analytics.

Pre-conference Workshops: December 03–04, 2019

Conference Date: December 05–07, 2019

[Register Here](#)

India Software Product Management Summit 2020 at IIMB on January 17 & 18: Call for Papers

The Centre for Software and Information Technology Management (CSITM) at IIM Bangalore and the International Software Product Management Association (ISPMA) will co-host the India Software Product Management Summit (SPM Summit 2020) that will bring together industry leaders, professionals, and academics who will address a wide range of SPM topics.

Date: January 17–18, 2019

[Click here](#) to submit research paper.

Last date to submit papers: November 15, 2019

[Click here](#) for summit website.

EGMP Annual Summit on November 16

The Executive General Management Programme (EGMP) has reached a milestone as it welcomed its 50th batch this year. To celebrate this, 50 Alumni Achievers of the programme will be named and honoured at the EGMP Annual Summit at IIMB on November 16. "IIMB Director Prof. G. Raghuram has expressed a keen interest in publishing a list of 50 EGMP Alumni who have contributed to and created impact in their respective fields. The objective of this initiative is to highlight the impact that the programme has made in industry and society," said a member of the organizing team of the summit. The EGMP Annual Summit, a whole day event, will be conducted with support from the Bangalore Chapter of the IIMB Alumni Association (IIMBAA). The events include honoring EGMP Programme Directors, and conducting booster sessions, panel discussions and theme-based breakout sessions along with networking sessions.

Date: November 16, 2019

BLOCK YOUR CALENDAR

Executive Education Programmes

IIMB launches Fintech program with Gabelli School of Business in New York City

Indian Institute of Management Bangalore has announced an Executive Education Programme in 'Digital Disruptions and Emerging Technologies in Financial Services', along with the Gabelli School of Business, Fordham University, in New York City (NYC). The 15-day programme has a five-day module at NYC with the rest of the course being delivered at IIMB. As a hub of innovation in Fintech, NYC offers an ideal opportunity for programme participants to interact with some leading startups in the Fintech space. Professor [Pulak Ghosh](#) from IIM Bangalore and Professor Sudip Gupta from Gabelli School of Business will lead the programme through its design and delivery phases.

[Click here](#) to register.

IIMB launches General Management Programme (GMPx) in Dubai

IIMB has launched its first ever transborder Executive Education Programme in Dubai. The General Management Programme for working professionals in Dubai provides participants with the skills, knowledge and global perspectives required in today's business world. The GMPx has been designed for the Dubai market by Professors [P.D. Jose](#), Professor [Vasanthi Srinivasan](#) and Professor [G. Shainesh](#). The 24-day programme, spread over eight months, combines intense classroom and virtual sessions. It has been designed to help participants adapt to the fast-changing business environment. It will be delivered in five modules. The first module begins on 29th November.

[Click here](#) to register.

Programme Title: From Data to Decisions (Open Programme)

Programme Director: Professor [Shubhabrata Das](#)

Programme Dates: 09 – 13 December, 2019

[Click here](#) For Registration

[Click here](#) For Programme URL



Programme Title: Organizational Excellence Through Leadership (Open Programme)

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

Programme Dates: 16 – 18 December, 2019

[Click here](#) For Registration

[Click here](#) For Programme URL



Programme Title: Project, Program & Portfolio Management (Batch -3 Open Programme)

Programme Directors: Professor [Anshuman Tripathy](#) and Professor [Sudhir Chadha](#)

Programme Dates: 02 – 05 December, 2019

[Click here](#) For Registration

[Click here](#) For Programme URL



Programme Title: Strategic Management of Luxury and Lifestyle Business (Open Programme)

Programme Directors: Professor [S Raghunath](#) and Professor [Manoj Nakra](#)

Programme Dates: 09 – 11 December, 2019

[Click here](#) For Registration

[Click here](#) For Programme URL



Programme Title: Strategic Leadership Programme For IT Companies (Open Programme)

Programme Director: Professor [S Raghunath](#)

Programme Dates: 16 – 18 December, 2019

[Click here](#) For Registration

[Click here](#) For Programme URL



Certificate Programme in Technology and Management

With the recent increase in disruptive technologies in big data, the demand to analyse large volume of data and make quick data driven decisions have increased exponentially.

According to a leading IT company, demand for specialists in this field will see a **28 percent increase by 2020**.

The Gartner Data Science Team Survey of January 2018 found that over 60% of models developed with the intention of operationalizing them were never actually operationalized. Operationalization extends to ongoing review and adjustment of models to ensure their relevancy over time as the business and its objectives change.

It also requires **enhancing oneself to provide a competitive edge**.

Here is an opportunity to cross-skill/up-skill in both Technology (Data Sciences / Machine Learning) and Management!

Indian Institute of Technology, Madras (IITM) and Indian Institute of Management, Bangalore (IIMB) have been front runners in providing quality education in their respective domains for several years.

Robert Bosch Centre for Data Science and AI, IIT Madras and IIMBx, IIM Bangalore have now collaborated to provide a Certificate Programme in 'Technology and Management' (CTM) - a unique programme thoughtfully crafted together by both the institutes, to equip the learner with a deep understanding of the recent developments in Data Sciences, Machine Learning and modern theories of Management.

The 11 month programme will consist technical courses from IIT Madras and management courses from IIM Bangalore. Pedagogy includes Online courses, Campus sessions, Projects, Case Discussions and Webinars.

The programme is scheduled to begin in February 2020.
Registrations open.

Contact:-

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Email us @ ctmiimb@iimb.ac.in

Know more @ <https://ctm-iitm.iimbx.edu.in/>



IIMB WELCOMES

Dr. Sai Chittaranjan Kalubandi

Dr. Sai Chittaranjan Kalubandi joined IIMB in October 2019 as Assistant Professor in the Strategy area.

He earned his B. Com (Hons.), MBA (Finance), and M.Phil (Management) from the Sri Sathya Sai Institute of Higher Learning, and Ph.D. from the Indian Institute of Management Ahmedabad (IIMA).

His research interests are in corporate governance, nonmarket strategies, and meta-analysis. He studies these issues in the context of international business, strategic CSR, and entrepreneurship. Dr. Sai Chittaranjan Kalubandi is a joint recipient of the Prof. Tirath Gupta Memorial Thesis Award in 2019 for his doctoral thesis titled, 'Essays on the internal markets of business groups'.

Before joining the doctoral program at IIMA, he served as an Assistant Professor at the Sri Sathya Sai Institute of Higher Learning and as Guest Faculty at IIMB.

He has presented his research at several international conferences such as the Strategic Management Society Annual Conference, Academy of Management Annual Meeting, Academy of International Business Annual Meeting, 7th Israel Strategy Conference, and Strategic Management Society Special Conference in India. A paper based on his doctoral thesis was shortlisted for the GSJ Best Paper Award at the SMS Special Conference in India.

[Read more](#)



MONTH IN PICTURES



Prof. G Raghuram, Director, IIMB, Prof. K Kumar, Dean of Alumni Relations & Development, a few faculty members, along with the donors and alumni at the Felicitation ceremony of Donors and Distinguished Alumni on October 28, 2019. This program was part of the 46th Foundation Day celebrations.



Prof. G Raghuram, Director, IIMB, inaugurated the Staff Recreation Club's annual cultural programmes around the school's 46th Foundation Day celebrations on October 25, 2019, along with Prof. Padmini Srinivasan, Chair, Post Graduate Programme in Management, at IIMB.



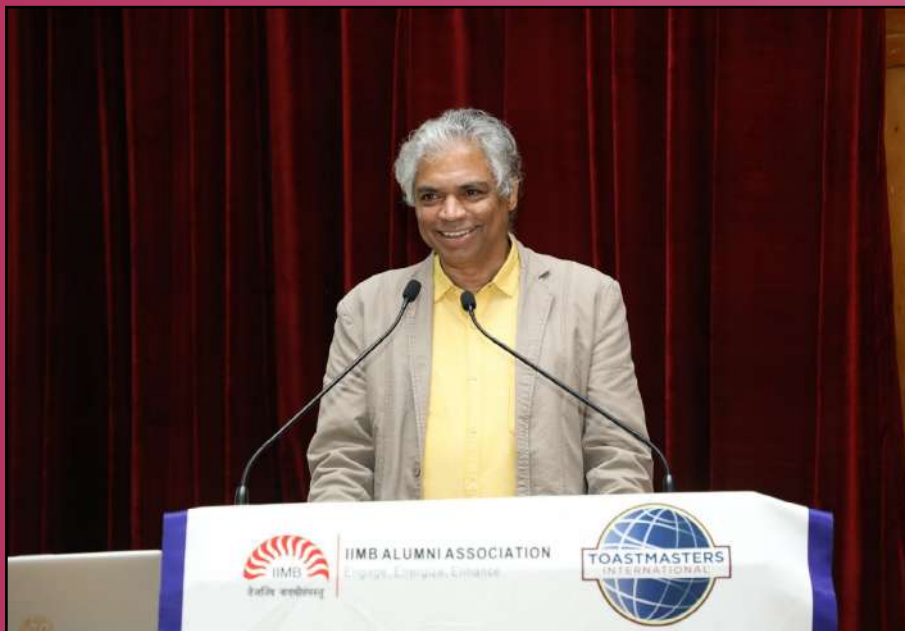
Children from an NGO performed during IIMB's 46th Foundation Day celebrations.



A section of the IIMB staff received awards, from the Director, Dean (Administration) and Chief Administrative Officer, on October 25, 2019, for winning sports events conducted by the Staff Recreation Committee to mark the school's 46th Foundation Day celebrations.



International Exchange students of 2019 after a dinner hosted by IIMB Director Prof. G. Raghuram and Dean Programmes Prof. Abhoy K. Ojha, on October 22, 2019.



Prakash Belawadi, actor, activist and journalist, at the event, 'Speak Listen Lead', organized by the Orators Club at IIMB and Toastmasters International, on October 20, 2019.



Prof. Rajendra K. Bandi, Chairperson, Centre for Software and Information Technology Management (CSITM), IIMB, delivered the inaugural address at the Roundtable on 'The Advent of AI in Fintech – Privacy, Security and Governance', on October 19, 2019.



Prof. Rahul De', Chair, Information Systems area, IIMB, and Sundar Krishnan, Executive Director of Software Freedom Law Centre, India, list the key focus areas for the Roundtable on 'The Advent of AI in Fintech – Privacy, Security and Governance', on October 19, 2019.



A media delegation from Morocco visited IIMB, on October 18, 2019, on a familiarization tour.



Delegates from the University of Nottingham visited IIMB, on October 16, 2019, to learn more about the higher education university space in India.



The Office of Research and Publications (R&P) and the Israel Centre at IIMB hosted a research seminar titled, 'The Israeli Collective Memory of Israel-Arab/Palestine Conflict', by Dr. Rafi Netz-Zehngut, Bar-Ilan University, Tel Aviv District, Israel, on October 11, 2019.



IIMB's PGPPM office hosted a talk on 'Evidence-Driven Policymaking: Insights from India', by Sukriti, Head of Public Policy and Government Affairs at LinkedIn India, on October 10, 2019.



Prof. G. Raghuram, Director, IIMB, during the 'Ayudha Pooja' celebrations on campus, on October 07, 2019.



Vikasana, the student-driven social impact club at IIMB, felicitated the Mess and Canteen employees on campus, as part of the 'Daan Utsav' 2019 celebrations, on October 07.

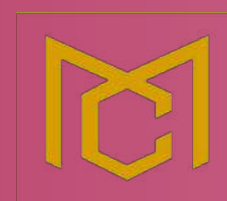


Vikasana, the student-driven social impact club at IIMB, organized 'Dhanyavadagalu' (thanksgiving) for security personnel on campus, as part of the 'Daan Utsav' 2019 celebrations, on October 04.



Vikasana, the student-driven social impact club at IIMB, flagged off 'Daan Utsav' 2019 by organizing a blood donation camp on campus, on October 02, 2019.

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WHAT'S TRENDING