

IMR Doctoral Conference (IMRDC) 2023
3 & 4 February 2023
Indian Institute of Management Bangalore

Schedule

Zoom Webinar Registration Link for IMRDC 2023

https://iim-b.zoom.us/webinar/register/WN_HHCwsFCxTh2GoMPKNTPr4g

DAY 1: FRIDAY, 3rd FEBRUARY, 2023		VENUE N001
Timings	Activity	
8.00 am – 8.30 am	Registration	
8.30 am – 9.00 am	Inauguration	
9.00 am – 10.00 am Keynote Address	Marketing Strategy and Non-Market Forces #, * Keynote Address by Prof. Rajashri (Raji) Srinivasan, Jack R. Crosby Regents Chair in Business Administration, Red McCombs School of Business, University of Texas at Austin, Austin, Texas, USA	
10.00 am – 10.30 am	Tea Break	
10.30 am – 12.45 pm Session 1	<p>Paper 1: Economics & Social Sciences “The Emergence of Middleman as a Solution to Credit Constraint: Evidence from Informal Textile Firms” <i>Presenter:</i> Ruchi Kumari, IIT Patna <i>Discussant:</i> Prof. Joysankar Bhattacharya, IIM Indore</p> <p>Paper 2: Production & Operations Management “Impact of Adopting Voluntary Right-to-Repair Strategy on Firm Profits and Consumer Welfare” <i>Presenter:</i> Sayan Chowdhury, IIM Bangalore <i>Discussant:</i> Prof. Omkar D. Palsule-Desai, IIM Indore</p> <p>Paper 3: Entrepreneurship “Board Busyness and Firm Performance – An Emerging Market Perspective: Evidence from a Quasi-Natural Experiment” <i>Presenter:</i> G Venkatesh, IIT Tirupati <i>Discussant:</i> Prof. Dalhia Mani, IIM Bangalore</p>	
12.45 pm – 1.00 pm	Group photo IMRDC 2023	
1.00 – 2.00 pm	Lunch Break	
2.00 pm – 3.30 pm Session 2	<p>Paper 4: Finance & Accounting “Role of Derivatives Market in Attenuating Underreaction to Left-Tail Risk” <i>Presenter:</i> Sumit Saurav, IIM Ahmedabad <i>Discussant:</i> Prof. Anupam Dutta, School of Accounting and Finance, University of Vaasa, Finland #</p>	

2.45 pm – 3.30 pm	<p>Paper 5: Public Policy “Demand and Supply side Incentivization and Child Health Outcomes: Evidence from India” <i>Presenter:</i> Abhishek Dureja, Indira Gandhi Institute of Development Research (IGIDR), Mumbai <i>Discussant:</i> Prof. Arnab Mukherji, IIM Bangalore</p>
3.30 pm – 4.00 pm	Tea Break
4.00 pm – 5.30 pm Panel Discussion	<p>Panel Discussion: Navigating an Academic Career: Insights from Early-Career Academics Prof. Kumar Alok, XLRI Jamshedpur Prof. Vipin B, IIT Kanpur Prof. Sourav Borah, IIM Ahmedabad Prof. Prateek Raj, IIM Bangalore Prof. Sowmya Subramaniam, IIM Lucknow</p>
5.30 pm – 6.00 pm	Breakout Session
7.00 pm	Conference Networking Dinner (MDC)
DAY 2: SATURDAY, 4th FEBRUARY, 2023 VENUE N001	
8.30 am – 9.00 am	Registration
9.00 am – 10.00 am Keynote Address	<p>Indian Knowledge System (IKS): Time to Explore New Opportunities for Management Education & Research* Keynote Address by Prof. B Mahadevan, Production & Operations Management, IIM Bangalore</p>
10.00 am – 10.30 am	Tea Break
10.30 am – 12.45 pm Session 3	<p>Paper 6: Economics & Social Sciences “Public, Private, or a Bit of Both (Mixed)?” <i>Presenter:</i> Priyanka Dutta, Indian Statistical Institute, Delhi <i>Discussant:</i> Prof. Sourav Bhattacharya, IIM Calcutta #</p>
10.30 am – 11.15 am	
11.15 am – 12.00 pm	<p>Paper 7: Strategy “Venturing into the Unknown – How do Expatriates Perceive Uncertainty?” <i>Presenter:</i> Anoop Adhur Kutty, Aalto University School of Business, Finland <i>Discussant:</i> Prof. Mukta Kulkarni, IIM Bangalore</p>
12.00 pm – 12.45 pm	<p>Paper 8: Public Policy “Assessing the Effects of Vulnerability and Workfare on Poverty Measures: Evidence from the Mahatma Gandhi National Rural Employment Guarantee Scheme” <i>Presenter:</i> Swarna Parameswaran, IIM Ahmedabad <i>Discussant:</i> Prof. Gopal Naik, IIM Bangalore</p>
12.45 pm -- 2.00 pm	Lunch Break
2.00 pm – 3.30 pm Session 4	<p>Paper 9: Organisational Behaviour /Human Resources Management “A Conceptual Framework for Understanding Impression Management Strategies that Women can Employ at Workplace” <i>Presenter:</i> K Trishul, Mahindra University, Hyderabad <i>Discussant:</i> Prof. Apurva Sanaria, IIM Bangalore</p>
2.00 pm – 2.45 pm	
	<p>Paper 10: Decision Sciences “What Elements of the Opening Set Influence the Outcome of a Tennis</p>

2.45 pm – 3.30 pm	Match? An In-depth Analysis of Wimbledon Data” <i>Presenter:</i> Kapil Gupta, IIM Bangalore <i>Discussant:</i> Prof. Shubhabrata Das, IIM Bangalore
3.30 pm – 4.00 pm	Tea Break
4.00 pm – 5.30 pm Workshop	Case Writing Workshop Prof. Sourav Mukherji, Organisational Behaviour & Human Resources Management, & Dean, Alumni Relations, IIM Bangalore
5.30 pm -- 6.00 pm	Breakout Session
6.00 pm – 6.30 pm	Valedictory and Awards Ceremony
7.00 pm onwards	Dinner (MDC)

Virtual Participation

* Abstract of Keynote Address

DAY 1: FRIDAY, 3rd FEBRUARY 2023

Marketing Strategy and Non-Market Forces

Keynote Address by Prof. Rajashri (Raji) Srinivasan, Jack R. Crosby Regents Chair in Business Administration, Red McCombs School of Business, University of Texas at Austin, Austin, Texas, USA

In addition to addressing market forces including pressures from investors, consumers, suppliers, and competition, firms have to address non-market forces including political risk, sociopolitical activism, trade liberalization, CSR mandates, and environmental, social, and governance (ESG) standards, as part of their ongoing operations. The addressal of such non-market forces poses challenges (and opportunities) to firms as it entails interfaces with governments, politicians, and regulatory environments with different goals from those of firms. In this lecture, I will address the challenges and opportunities facing firms and the research opportunities inherent at the intersection of marketing and non-market forces.

DAY 2: SATURDAY, 4th FEBRUARY 2023

Indian Knowledge System (IKS): Time to Explore New Opportunities for Management Education & Research

Keynote Address by Prof. B Mahadevan, Production & Operations Management, IIM Bangalore

The National Education Policy (NEP) 2020 has placed a special emphasis on the need to incorporate Indian Knowledge System (IKS) in teaching and research. However, the term IKS evokes different emotions and meanings. Many of us believe that IKS essentially contains ideas on Religion, Spirituality, and other-worldly matters. This session dispels this misconception and seeks to showcase a well-defined, multi-faceted body of knowledge developed in India continuously until 200 years back. We argue how the ideas contained in IKS can provide opportunities for a fresh re-look into management education and research. The talk will share the experience of teaching a course titled “Management Paradigms from Bhagavad Gita” for several years. Furthermore, using ideas contained in the *Arthasāstra*, we propose how ideas of IKS could be revisited to develop fresh insights in addressing some of the problems that we currently face in management.