

IIMK News

Globalizing Indian Thought

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The Newsletter of Indian Institute of Management Kozhikode, Kerala, India



International Day is a unique venture by IIM-K conducted under the supervision of IL Office which provides a platform for the Foreign Exchange students to display the cultures and cuisines of their respective countries. This event brings together the students from various parts of the globe to celebrate the diversity and variety of cultures through a sumptuous meal displaying the delicacies from all over the world and a night of cultural extravaganza.

Vigilance Awareness Week 2012

In compliance to the circular No.012/VGL/063 dated 28.09.2012 from Secretary, Central Vigilance Commission, New Delhi, IIMK observed the Vigilance Awareness Week during October 29 to November 3, 2012. During this year, the theme of observing Vigilance Awareness Week was **“Transparency in Public Procurement”**. The CVO has suggested all stake holders to be enthused to fight corruption. The following activities were held during the period:

The Vigilance Awareness Week commenced with the administration of Pledge forwarded by the CVO, Prof. Radhakrishna Pillai, Chief Vigilance Officer, IIMK to the employees on 29.10.2012. A large number of faculty and staff members of IIMK took part in the pledge-taking ceremony.

Banners were displayed at the appropriate places for public information.

A debate was organized on the topic, **“Corruption cannot be eliminated, but only be contained”**. Two teams consisting of three members each participated in the debate and cash prizes were given to both the team members.



Prof. Radhakrishna Pillai, Shri M Sudhakaran & Lt. Col. M Julius George



A talk was arranged on the subject, “Transparency in Public Procurement”. Shri M. Sudhakaran, Assistant Central Intelligence Officer (Retd.) was the Chief Guest on the occasion.

IIMK Family Welcomes Prof. S Venkataramanaiah



Dr. S Venkataramanaiah joined as an Associate Professor in QM and OM on October 31, 2012. He has around 20 years of teaching and research experience gained from IIM Indore, IIT Madras, SMA Program Nanyang Business School Singapore, Honeywell Labs Singapore and College of Engineering Guindy, Anna University, Chennai. He was a Fulbright Visiting Scholar to Arizona State University, USA.

He has published around 70 research papers in reputed conferences like INFORMS, POMS, DSI, ICPR, GT/CMS, ICOQM, SOM, ORSI etc. and reputed journals like Journal of Operational Research Society, International Journal of Production Research, International Journal of Production Economics, Production Planning and Control etc. His teaching and research interest includes Operations Management, Logistics and Supply Chain Management, Service Operations, Project Management, Advanced Modelling of Operations Systems, Medical Device Supply Chains, Lean Manufacturing, Sustainability of SMEs and Cluster Development.

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Editorial

Yogah Karmasu Kaushalam (Diligence leads to Excellence)

Lord Krishna defines an efficient action beautifully when he says, 'Doing your karma with efficiency/effectiveness or kaushalya is a yoga' – 'Yogah karmasu kaushalam' (Bhagavad Gita Chapter 2, Verse 50).

This famous line from the Gita has often been interpreted as calling for efficiency in work. Work shall not be carried out carelessly. It should be done with due concentration and speed. But that is not the real claim, especially in the context of the Principle of Works articulated in the scripture.

Works are certain, says the text. It is a law of life that movement should go on. It is not simply any physically visible activity. Work is an output of energies and that continues on all levels of the being. The thoughts in the mind, the emotions and the impulses in the heart, the movement in the body - all these fall under the purview of work.

Yogah is excellence at work through diligence. This verse advises us to execute our duty in an excellent manner. Kaushalam signifies doing work with commitment and without attachment. Such disconnected attitude augments its worth and advances the focus and proficiency of the worker. Working with grace, grit, and dexterity brings about a synergy in the functioning of head, heart and soul with hands. A task becomes priceless if carried out with complete absorption, devotion, and skills. It further leads to making one dear to others and the society as a whole. We have very often experienced that the fruits of action never give us full contentment. The external incentives like money, bonus, etc. play an insignificant role in encouraging us. "The reward of a thing well done is to have done it", says Ralph Waldo Emerson.

A person who is immersed in the job is vigilant, thoughtful and has an in-depth understanding of things and people. For the same issue, he is able to see numerous years ahead, whereas for some who look at job as just a bread earning work see only tomorrow. How far have we seen ahead in doing our job? How thoughtful are we in doing the job correctly the first time? Wisdom needs to be the real asset of a person.

The secret of joy in work is contained in one word - excellence. To know how to do something well is to enjoy it. – Pearl Buck (1892 - 1973).

We are what we repeatedly do. Excellence, then, is not an act, but a habit. – Aristotle (384 BC - 322 BC).

Though our external being may be engaged in works, our inner being remains tranquil and detached. This is the state of inaction in action. Thus *kausalam*, in the oft-quoted line from the Gita, does not mean skill, cleverness, dexterity alone but the art of avoiding *karma* even when engaged in activity: inaction in action.

Prof. Deepa S

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Horizons 2012- the Annual Management Conclave

Indian Institute of Management, Kozhikode

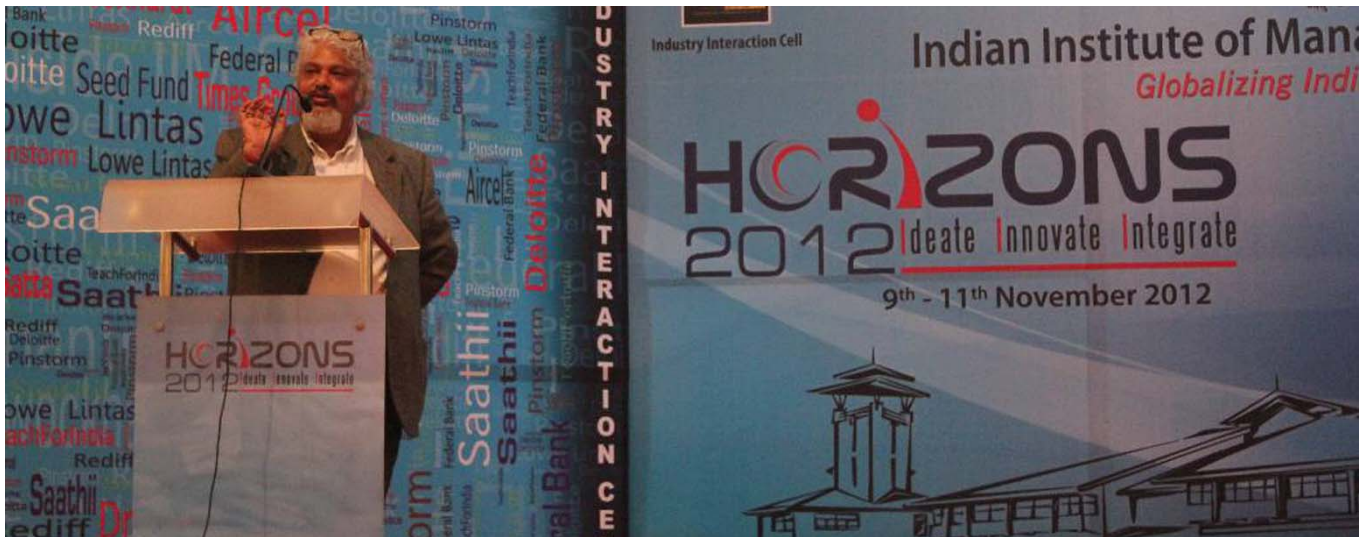
The 13th edition of **Horizons**- the Annual Management Conclave of **IIM Kozhikode** organised by the Industry Interaction Cell was held from the 9 – 11th of November, 2012, with a host of speakers from domains ranging from Banking, Telecom, IT, Consulting, Venture Capital, Media, Advertising, Internet to Education, Healthcare, Non-Profit Organizations, Social Activism, Politics and Policy Making, who brought forth a multi-faceted discussion on the theme of the event- Ideate, Innovate and Integrate.

The inaugural day of the event was marked by the gracious presence of **Mr. Shyam Srinivasan**, MD & CEO, Federal Bank, **Mr. Jitendra Kalra**, CEO, Dr. Reddy's Foundation, **Mr. Chandan Ghosh**, Chief, International Wholesale & Carrier Business, **Dr.T.H.Chowdary**, Founding Chairman and MD – VSNL and **Karthick Sridhar**, Director, Wockhardt Foundation. In his inaugural address, **Mr. Srinivasan** elaborated on the future landscape of the industry in India-Capital requirements, Regulations,

Governance and Risk among others. While **Mr. Kalra** shared an inspiring story of how his organization helped increase the employability of 2,70,000 youths, **Mr. Ghosh** laid strong emphasis on innovation as a strategy for companies looking to make a quantum leap. Opening his speech in the middle of a standing ovation to his exemplary achievements, **Mr. T.H. Chowdary** discussed the Indian Telecom Industry. **Mr. Sridhar** touched upon the issues of access, affordability and availability in the context of Healthcare in India. A panel discussion on the topic **“Diffusion of Technological Innovation in the Media Industry”** which was held later brought to light the various aspects of the role played by technology in the media industry. The discussion was ably moderated by **Mr. Ashwin Punnen**, Senior Editor of The Economic Times.

The Second Day of Horizons 2012 hosted **Dr. Jai Prakash Narayan**, political reformer and founder of Lok Satta Party, who held a very interactive session with the audience





Chandan Ghosh, Chief Global Wholesale and Career Business at Aircel during a talk at Horizons '12

followed by **Mr. Ajit Balakrishnan**, founder, Rediff.com, who spoke on entrepreneurship in the information age. **Mr. Subrata Bagchi**, Partner, Deloitte Consulting drove home the message how risk and innovation go hand in hand. **Mr. S. Subramanyeshwar**, the National Planning Director with Lowe Lintas & Partners enlightened the students on branding. Later **Dr. Paramita Banerjee**, Associate Director of Programs at SAATHI – an organization working towards providing universal access to HIV/AIDS prevention and care addressed the students. Day 2 of Horizons ended with **Battlefield**, the management debate themed “**It’s all about the money, honey**”, moderated by Professor A.F. Mathew.

The final day of Horizons was kicked off by **Mr. Akash Gautam**- motivational speaker and thought leader, followed by **Mahesh Murthy**, founding partner at Seedfund, India’s leading early-stage venture capital fund who also shed some light on new-age developments in marketing. **Mr. Deepu Chandran**- Director and co-founder at Innomantra and **Mr. Sidharth Agarwal** who is Director, Teach for India also held the audience captive with their insightful words. Last but not the least was **Mr. Ankit Doshi**, the creator of KiRa Education which runs the management education portal insideim.com. The day ended with the Industry Interaction Cell, IIMK expressing gratitude to all the speakers who graced the occasion.



Mr. Karthick Sridhar, Director, Wockhardt Foundation during a talk at Horizons '12



Jitendra Kra, CEO, Rediff.com during a talk at Horizons '12

Shatranj 2012



marketing in India and how her company, Decathlon, is planning to expand its footprint in India.

A first of its kind case study competition - Podium was also organized in which leading B-schools of South India participated. The event provided a platform for all the sports analytics enthusiasts to prove their mettle.

The concluding day of Shatranj saw several speakers from various firms in sports management and sports analytics sharing their experiences and the future of sports management in India. These included talks by Mr. Hakimuddin Habibulla from Winning Matters Sports Consulting Pvt. Ltd., Ms. Nitya Guruvayurappan from Tenvic Sports and Mr. Chetan Mishra from Football First Sports Pvt. Ltd.

The day ended with a thank you note from Sports Committee, IIMK expressing gratitude to all the speakers who graced the occasion during the two day convention.

Sports Committee, IIM Kozhikode organized 'Shatranj12' - a sports management convention on 3rd and 4th November, 2012. It was for the first time that such a convention was held at IIM Kozhikode. A host of events were organized as part of Shatranj' 12 including a case study competition, panel discussions and Institute - Industry Interaction Series with sports management and sport analytics companies. Some of the companies that participated in the convention were Decathlon, Football First, Winning Matters and Tenvic Sports. The event saw participation from a host of high-profile speakers. The list of speakers included PK Ajith Kumar (Principal Correspondent, Sports-The Hindu), Mr. Hakimuddin Habibulla (Olympian swimmer, Founder of Winning Matters Sports Consulting Pvt. Ltd.) and Mr. Porush Jain (CEO, Absolute Sports Ltd and Founder of SportKeeda.com) among others.

The event kickstarted with Symposium -a panel discussion on the topic: **“With Cricket walking in**

the limelight, what is the future of other sports?” The discussion was carried out by eminent sports personalities like Mr. Arjun Deviah (Olympian swimmer), Mr. Hakimuddin Habibulla, Mr. C R Anand (Former National level table tennis player and coach), Mr. Porush Jain (CEO, Absolute Sports Ltd and Founder of SportKeeda.com). It was a lively discussion in which each of the speakers presented their view-point on the impact that cricket is having on other sports and what effect can it have on other sports in the future if it keeps hogging the media attention in the future as well. It was followed by a talk from Ms. Sangeeta Padiya (Regional Manager, Decathlon Sports). She primarily talked about the changing face of sports



Habibulla, Winning Matters Consulting Pvt Ltd, during a talk in Shatranj'12

IIMK Launches Indian Business Heritage Lecture Series



Prof. MGS Narayanan, Prof. Debashis Chatterjee & Dr. Oliver Noone

The Indian Business Heritage Lecture Series was inaugurated at IIM Kozhikode on **November 7, 2012**. In his presidential address, Prof. MGS Narayanan connected the dots between the Malabar belt and the rest of India.

Following the successful Phase I completion of the Indian Business Museum, the Indian Institute of Management Kozhikode is marching ahead with yet another remarkable venture of instituting the Indian Business Heritage Lecture Series, which will be delivered every quarterly, by doyens in the field. The objective is to lend a connecting thread to the contemporary business managers on India's rich business traditions, glory as well as the past failures – the business activities and exploits that set the tone, influenced the trends, and impacted the process of transition, its transition into the economic powerhouse that India is today.



History not only has an enduring influence in shaping the character of the corporation but it also plays an important role in deciding the contemporary approach of any corporation. Managers unconsciously refer to the past by regularly viewing policies and strategies designed years ago to facilitate their decision making.

Prof. Debashis Chatterjee, Director IIM Kozhikode, while stressing the imperative for the business museum and the rationale behind the lecture series initiative, said “the theme of the museum itself is – **connecting the past to the future**. Our vision is to turn the museum as the focal point of activities relating to the trade, commerce, businesses and industrial events of the past. To this end, we intend to develop the museum as a center of conferences, seminars, colloquia, lectures and discussions focusing on Business History of India. Eventually, the Museum would not be only a repository of material and historical narrative, but a dynamic agency promoting interest in Indian Business.”

The lecture series is being launched in association with the Calicut Heritage Forum, which is chaired by the renowned historian and academician Prof. MGS Narayanan. The maiden lecture was delivered by Dr. Oliver Noone, on 7 November 2012 at IIM Kozhikode, on the topic “*The Battle of Calicut (1790) - A Landmark Event: A Case Study of its Strategic Implications on Trade and Colonization*”. A native of Calicut and a physician by training from the Calicut Medical College, Dr. Oliver Noone spent almost four decades in England, studying and practicing medicine.

E-Summit



many other such successful entrepreneurs.

The competitions hosted as part of E Summit included **Black Stallion**- a Social entrepreneurship B Plan competition, **Innovators' Dais**- an initiative to partner product innovators with the necessary skills to take their innovation to the market, **Inno App**- an innovative mobile application idea competition etc. The winning teams got incubation and mentorship support from Start up village apart from exciting cash awards. The high watermark of the event was the **Start up fair** which provided a platform to start up ventures, mentors and Venture Capitalists to interact and exchange ideas and opened up opportunities for successful partnerships. It also gave startups the invaluable opportunity to interact with the bright pool of talent at IIM K and select interested students for live projects in any field.

An Exclusive event for the startups called **IdeaShare** was also held during the two day Summit, which served as a platform to Ideate, Network and Solve business problems with brainstorming with peer startups and student community.

Entrepreneurship Cell at IIM Kozhikode organized **National Entrepreneurship Summit on October 27 & 28, 2012**, with NEN Bangalore and Start-up Village, Kochi as Knowledge Partners.

The event was a two-day summit to bring together ideas and resources from across the state to boost budding entrepreneurs in their efforts to start a business. This year, the event focused specifically on the theme **“Redefining Entrepreneurship: More than starting up”**.

This year's E summit got bigger with a host of events: Speaker series, Workshops, Start up fair and an array of new competitions to promote and support entrepreneurial activities.

The 2nd National E Summit included **Speaker series and workshops** by well known speakers like Sanjay Anandaram – Entrepreneur and Venture partner, Seed Fund, Deepak Ravindran-Co Founder and CEO - Innoz Technology, Kartik Vaidyanathan- Founder Free Energy, Sanjay Vijayakumar-CEO - MobME Wireless Solutions and

IIMK Family Welcomes...

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(Web Applications)

Sramdhan on Gandhi Jayanthi

“Service can have no meaning unless one takes pleasure in it. When it is done for show or fear of public opinion, it stunts the man and crushes his spirit” – Mahatma Gandhi in ‘My experiments with truth.’ As all of us know, Gandhi Jayanthi is an occasion to begin voluntary service as part of our effort towards social commitment.

As a beginning in this direction, a **SRAMDHAN** (voluntary service) was organized at 10.00 AM on October 2, 2012 near IIMK Ponds. The aim was to clear the bushes and treat the soil as part of water harvesting and soil conservation measures. Service continued up to October 6, 2012. The entire IIMK fraternity volunteered in this drive wholeheartedly.



Prof. Debashis Chatterjee, Director IIM K, leading the drive to clean ponds in IIMK on eve of Gandhi Jayanti

Backwaters v2.10 – Discover the Difference

The backwaters are no longer calm and still. Backwaters v2.10 stirred up emotions. The Annual Business School meet of Indian Institute of Management Kozhikode this year was back with more vigour and crispness. The meet aimed at putting into action the institute’s vision of propelling the Business School from the path of exclusive elitism to inclusive excellence. The meet was conducted for a span of three days, 19 – 21 November. The theme of the fest this year was to “discover the difference” – where the intention was to revive, redeem and reaffirm the unique facets of India Inc. A perfect platform to showcase one’s talent and nurture it too, Backwaters came up with a new set of events that did all of this and more. The top 70 business schools fought it out to emerge the best biz big wigs. The number of events had been increased this year to include

more creative and thought intensive challenges.

Curiosity has its own reasons for existing and Backwaters v2.10 gladly added to the repertoire of reasons. Backwater’s flagship event, White Knight, was launched on a scale larger than ever and had a funding of a whopping Rs. 3 crore which made it the largest such competition in India. The corporate quiz, Bizzathalon conducted by the nationally renowned quizmaster Avinash Mudaliar was one

of the highlights this year. Another key event this year was *Horizons*, the Annual Management Conclave conducted in association with the Industry Interaction Cell of IIMK inviting industry leaders, academicians and policy makers to inspire budding leaders.

Backwaters v2.10 emerged to be a meet that propelled budding CEOs and entrepreneurs to the limit of testing their logical construct and got the best out of them. Backwaters v2.10



also had some events this year that were open for the corporate and the undergraduate student population. Backwaters 2012 had close to 100 students invited to compete for the final rounds at IIMK. More than 12 lakh hits were registered on the official Backwaters website across 26 countries in a period of just 1 month. This awe-inspiring success has the potential of reaching even greater heights. Backwaters v2.10 gave an opportunity to revel in the spirit of competition and the culture of management expertise. Backwaters v2.10 strove to create a balance between the crusader and complacency, to find the courage to drive the engine of positive change while maintaining social development always in sight and in thought.

The three day extravaganza brought together students from across the best management institutes in the country to participate in events ranging from business simulation games, case studies, strategy events, etc. across the 6 verticals (Finance, Marketing, Systems, Strategy, and Operations & Human Resource).

Day 1 of Backwaters saw five teams battling it out at the finals of Mbryo, the product innovation marketing strategy case event. Team Warriors from IIMK took the top honours. This was followed by the finals of Avalamb which saw the finalists presenting to the Kerala State IT Mission representatives how best Aadhar can be put to use. This event was won by a team from NLSIU Bangalore.

The workshop series – Shiksha was a resounding success with 68 participants from various UG colleges in Kerala. Test Funda gave out 10 scholarships based on an aptitude test conducted by them. Also, 4 winners were given Yebhi.com vouchers. The workshop was received positively by the students.

The spot events were immensely popular amongst the students. The



Speakers of the Great Debate (Mr.Upal Chakraborty, Prof Anand Unnithan, Prof. AF Mathew, Mr. ParanjyGuha Thakarta, Prof. Deepak Dhayanithy, DiptoKar, Dhruv Shah, Ajay Prasad)

Brand Quiz – Brandoholics saw over 25 teams pitted against each other. Team Brand Baaja Baaraat from IIMK emerged winners. This was followed by Wall Street, the international trade event, a three hour marathon grey cell cherner which had 4 member teams engaged in commodity trading across borders. JAM saw the witty tongued participants competing in Queens English. Utkarsh Rastogi from IIMK emerged winner. To cool the heels, the last event of the day was the Counter Strike Tournament. It was a long Day 1, a prelude to what was in store for the next two days.

The highlight of the next day was most certainly The Great Debate featuring panelists drawn from the industry, media and academia. The topic of contemplation was “Privatization reduces Corruption”. Mr. Upal Chakraborty, former Head of IT/CIO of Reckitt Benckiser, PepsiCo and Convergys, Prof. Deepak Dhayanithy, Professor, Strategic Management at IIM Kozhikode, Dhruv Shah, Student at IIM Bangalore and Dipto Kar, Student at IIM Kozhikode spoke for the motion. On the other side of the panel speaking against the motion were Mr. Paranjy GuhaThakurta, independent journalist, educator and a commentator, Professor AF Mathew,

Professor, Humanities & Liberal Arts in Management at IIM Kozhikode, Ajay Prasad, Student at IIM Kozhikode and Akash, Student at SCMHRD.

Mr. Paranjy drew from his vast experience in media to recount countless instances of private enterprises engaging in corrupt practices at a scale much larger than the government companies thus stating clearly his opinion that privatization is no means to end corruption. Mr. Upal Chakraborty rebutted this opinion with the argument that the utility of privatization as a policy measure is unquestionable and what needs to be pondered upon is the need for the increased transparency in the privatization process. Prof. Mathew raised the issue of moral corruption and cited the instances of Cuba, Argentina and Chile to state the failure of private enterprises in reducing corruption. Prof. Dayanithy drew a contrast between pre and post liberalization India to state how privatization has reduced the extent of corrupt practices. A range of questions asked by the audience to the panelists brought the curtains to the first day of the event.



International Day

International Day is a unique venture by IIM-K conducted under the supervision of IL Office which provides a platform for the Foreign Exchange students to display the cultures and cuisines of their respective countries. This event brings together the students from various parts of the globe to celebrate the diversity and variety of cultures through a sumptuous meal displaying the delicacies from all over the world and a night of cultural extravaganza.

The International Day was celebrated on October 30, 2012. The foreign exchange students with the help of the mess workers and IIMK students arranged a plethora of lip smacking delicacies for the students and faculty. Following the dinner, there were cultural performances by various students. Presentations showcasing the way of life of different countries from which the FOREX students hailed were also shown. This gave the Indian students an opportunity to learn more about the lifestyles and traditions

of various countries. Following the presentation, a Cultural Night was organised which included dance on Indian numbers by the FOREX students, instrumental music, singing etc.

The event was a huge success as it gave the students a refreshing break from the daily classes, assignments and quizzes. It was also a platform for better faculty-student interaction. The FOREX students got an opportunity to exhibit their talents and culinary skills to the IIMK community.



Food Fest

The student community of IIM Kozhikode hails from almost all the states of India. This diversity brings along a rich learning experience and broadening horizons. However this is not confined to academics alone.

On November 5, the Indian Institute of Management Kozhikode celebrated its 2nd Annual Food Fest, a unique event to celebrate the richness of Indian culinary diversity. The occasion was graced by the eminent artist Shri Eby N Joseph, M C Sreeja the Mayor of district of Kannur and the honourable director Shri Debashish Chaterjee.

The future managers i.e. our own IIMK students donned their chef hats and put in great effort and love to produce some of the most exquisite delicacies from all parts of India. It was an inter-section competition. From mouth-watering Bengali *Mutton Curry* and *Amritsari Parantha*



to the sweet sensation of *Malai Rabri*, the food fest had the guests and faculty licking their fingers.

The occasion was also marked by a splendid cultural night with beautiful dance performances by the school's dance troupe **Footvibes**, who mesmerized the audience with their rendition of the diverse dance forms from North to South and from East to West. **Krescendo**, the college's student band (music club) also gave

an amazing performance showcasing the new and modern face of India and how beautifully it gets suffused with India's heritage.

Last but not the least, the event that the students were eagerly preparing and waiting for was the performances by the different sections of PGP16. From heart-thumping dance performances to soul-rendering singing, the cultural night was a perfect side-dish to the delicious main course prepared by our students.



Lufthansa Case Challenge

Three students of PGP15, Alisha Mittal, Lopa Mehta and Namith Najeeb, took IIMK to Germany yet again, when they qualified for the Lufthansa Case Challenge on Innovation this year. They were one of the 6 Final teams to be invited to Seeheim, Lufthansa Training and Conference Center in Germany, from over 100 applicants across 20 countries. This was the 3rd time Lufthansa organized the competition, and it is a matter of pride that IIMK was represented last year also by a team from PGP14. The competition was organized jointly by the Lufthansa Group and European Business School. The case-brief asked the graduate and masters students to team up and develop innovative ideas for the air travel of the future. The task demanded profound knowledge of current Aviation and Innovation issues as well as the capacity to think beyond the range of established concepts.

The finals of the Case Challenge kicked off at Seeheim on Oct 15th with an informal dinner, where each team introduced themselves and their cultural backgrounds to the panel of judges. The judges included Lufthansa experts and EBS faculty from the Aviation, Strategy and Innovation areas. Several representatives from the various Lufthansa group businesses were also part of the dinner to elaborate on the entry options for students in Lufthansa's operations. The other finalist teams were from universities in Austria, China, Germany, Netherlands and New Zealand.

The final presentations were scheduled on Oct 16, which included a 30-minute presentation followed by a rigorous 15 min Q&A session. The IIMK team received excellent reviews from the 8-member panel of judges and was appreciated for the out-of-the-box and bold thinking.



Lopa Mehta, Namith Najeeb and Alisha Mittal during their visit to Germany for Lufthansa Case Challenge

The day wound up with a visit to Lufthansa's Brand Academy which chronicled the success of some of the most popular brands of the world, through exhibits and interactive kiosks.

The last day started with a guided tour of the Frankfurt Airport, the Lufthansa's operating hub. The teams were also taken to Lufthansa's Corporate Office, Flight Training Centre and Technik, their Aircraft Maintenance centre. To top it all the tour also involved individual trips to the cockpit of a Boeing 747.

Overall, the challenge provided the team a great learning experience and the opportunity to interact with students of various cultures and aviation industry experts. The organizers of the event were extremely delighted with the kind of response they were getting for their competition from universities in India, especially from IIMK. We hope that IIMK continues to be represented in the challenge in the years to come.



International Conference on “Global Strategies for an Emergent India”

An International Conference on the theme “Global Strategies for an Emergent India” was organized at Indian Institute of Management Kozhikode (IIMK) on 27th and 28th of December 2012. It was inaugurated by Prof. Radhakrishna Pillai, Dean – Academic Administration at IIMK. This conference was organized in association with University of Sydney Business School. The following scholars from top business schools chaired different sessions during the conference: **Dr. Farok J. Contractor** (Professor, Department of Management and Global Business, Rutgers Business School, Rutgers, The State University of New Jersey); **Dr. Sumit K. Kundu** (Knight

from India and abroad were received out of which only 38 papers got selected for the conference. These 38 papers were presented by the authors during different sessions. A unique feature of this conference was the Paper Development Workshop (PDW). A few papers were selected for PDWs and these workshops provided an opportunity for the authors to obtain valuable feedback from eminent scholars to modify their papers.

Many Indian companies have entered foreign markets through foreign direct investment. Similarly the inward



Prof. Radhakrishna Pillai, Dean (Academics, IIM Kozhikode); Prof. M K Nandakumar; Dr. Sougata Ray (IIM Calcutta); & Prof. Saphtharshi Purkayastha

Ridder Eminent Scholar Chair in International Business, Professor, Department of Management & International Business, College of Business Administration, Florida International University); **Dr. Rajaram Veliyath** (Professor, Department of Management and Entrepreneurship, Coles College of Business, Kennesaw State University); **Dr. Sougata Ray** (Professor of Strategic Management and Dean – Programme Initiatives, Indian Institute of Management Calcutta); **Dr. Somnath Lahiri** (Assistant Professor, Illinois State University) and **Dr. Raveendra Chittoor** (Assistant Professor, Indian School of Business).

About 120 papers from academics and doctoral students

foreign direct investment to India has also increased tremendously. This conference provided an opportunity to discuss about strategies suitable for Indian firms which have internationalized their operations and strategies of multinational firms entering the Indian market. Specifically, this conference aimed to put the focus on theoretically novel and managerially relevant research in the areas of innovation, internationalization, entrepreneurship, organizational structures, adaptability to the global financial crisis and governance issues within the context of India.

Dr. Saphtharshi Purkayastha and Dr. M.K. Nandakumar coordinated the conference.

Tripod Photography Exhibition

Tripod, the photography interest group of IIMK decided to flaunt the works of the photo-artists on campus by organising an exhibition. On 22nd of August, an exhibition was launched under the event name titled "Images" and around 100 pictures were put on display all of which were contributed by the students of the institute themselves. The work was highly appreciated by all the visitors as well as students who had volunteered to help out with the setting up of the exhibition.

The occasion was inaugurated by the Director, Prof Debashis Chatterjee and was graced by the presence of the faculty as well. The exhibition not only fulfilled the purpose of gaining the attention of the institute towards the excellent photographers on campus but also demonstrated the new zeal that existed within the club (Tripod). It led path towards many other events and functions that was undertaken by this interest club which over the years had remained fairly dormant. The exhibition was put up in the business museum and received regular visitors in good numbers for all of the days of a month-long display. It received a huge amount of appreciation as well as encouragement for further pursuits.



tripod

a thing of beauty is a joy forever





Prof. Shen Mingming, School of Government, Peking University came to the campus and spoke to faculty and students on the topic ‘Is the Chinese Model of growth Sustainable?’ on December 6, 2012.



Prof. Samy Mahmoud, Chancellor of University of Sharjah visited IIMK and delivered a lecture on “Future Challenges and Opportunities of Higher Education” for the students on 23rd December 2012.

Managerial Effectiveness Lab



District Collector Shri. K. V. MohanKumar inaugurating the first 3-day Management Development Programme for the District and Block Level Officers of the Scheduled Castes & Scheduled Tribes Development Department

The first 3-day Management Development Programme for the District and Block Level Officers of the Scheduled Castes & Scheduled Tribes Development Department was conducted during December 17-19, 2012 at Indian Institute of Management, Kozhikode.

The Scheduled Castes & Scheduled Tribes Development Department works for uplifting the Scheduled Castes & Scheduled Tribes. Under this Department, other eligible castes, other backward classes and the economically backward forward castes are also given educational, medical, housing and other grants/aids.

This program developed by Indian Institute of Management Kozhikode has been designed to help the middle level management executives at Scheduled Castes & Scheduled Tribes Development Department to manage their work more effectively and efficiently. Concepts, frameworks, and theories from literature on project management,

personality types, leadership, motivation, effective communication and creative idea generation have been collected and endeavour has been made to put these in language simple enough for managers to understand.

The programme was inaugurated by the District Collector, Kozhikode – Shri. K.V. Mohan Kumar. Shri Mohan Kumar implored the participants of the first batch to take the best possible advantage of the training and apply the insights while working in order to put their best foot forward not only in their work life but personal as well. The Director, SC/ST Development Department, Govt. of Kerala – Shri S. Hari Kishore also graced the occasion. Shri Hari Kishore opined that such training programmes not only promise adding value to the overall personality of a person but also give one the confidence to move ahead in life with utmost sincerity.

Prof. Saji Gopinath, Dean (Development), IIMK and Prof. Keyoor Purani, Chair - MDP, IIMK also shared their



views with the participants and motivated them. The facilitators of the programme are: Prof. Deepa S & Prof. Manish Kumar. The training has been planned for 200 employees of these departments in multiple batches (25-27 participants in each batch).



FACULTY PUBLICATIONS

Articles in Journals

1. **Adhikari, A.**, & Rao A.K. (2012). Individual Preference and Bargaining Behavior in Families' Buying decisions of Restaurant service. *Cornell Hospitality Quarterly*, 20(10): 1-14.
2. **Kohli R.** and Singh, B. S. M. (2012), "Acquiring Company Wealth Gains in Domestic and Cross Border Acquisitions in India", *International Business Review*, Elsevier, Vol. 21, No. 6, pp. 998-1016.
3. **S. Deepa**, (2012). Using Extempore as a Task to Improve Oral Communication Skills. *English for Specific Purposes World*, 36(12).
4. Sikdar, A., & **Mitra, S.** (2012). Gender-role stereotypes: perception and practice of leadership in the Middle East. *Education, Business and Society: Contemporary Middle Eastern Issues*, 5(3): 146-162.
5. **Sreekumar, M.G.** (2012). Strategies on e-resources management for smart information systems. *Annals of Library and Information studies*, 59: 155-169.
6. 2012. Chaired the technical session "Integrated Marketing Communications" in the same conference.
3. **Joseph, Joshy.**, Mathew Susan (2012). "Do They Mix Well? The Impact of Transliterated Expressions in Print Advertisements", *Sixth Great Lakes-NASMEI International Marketing Conference*, Chennai, India, December 29-30, 2012.
4. Modi, A., Soni, G. and **Anand, G.** (2012). "A critical review on supply chain management research from an Indian perspective", *International Conference on Global Strategies for Emergent India*, (Organized by Indian Institute of Management Kozhikode, Kozhikode, Kerala, India, University of Sydney Business School, Sydney, Australia), Kozhikode, Kerala, India, December 27-28, 2012.
5. **Pati, S. P.** & Kumar, P. (2012). "A conceptualization of spirituality", *22nd Annual Convention of the National Academy of Psychology*, Christ University, Bangalore, December 10-12, 2012.

Case Studies

1. **Krishnan, O.**, Singh, H., Nafees, L. Datta, K. (2012), Narrowing the Last Mile Gap in Rural Distribution: Through the Looking Glass of a Distributor, Published by European Case Clearing House, Reference no. 512-084-8 (published by ECCH).
2. **Mitra, S.**, & Kwan Tan, A. W. Lessons learned from large construction project in Saudi Arabia. *Benchmarking: An International Journal* 19(3): 308 - 324. 2012
6. Raj, S.A., Vimal, K.E.K., Shama, M.S., Vinodh, S., **Anand, G.** and Chowdiah, M.P. (2012), "A mathematical model to evaluate the workforce role in an agile environment", *Proceedings of the International Conference on Agile Manufacturing Systems (ICAM-2012)*, December 16-19, 2012, Varanasi, India, (Organized by Indian Institute of Technology (formerly Institute of Technology, Banaras Hindu University), Varanasi, Uttar Pradesh, India).
7. **S, Deepa.** (2012). "Bilingual Advertisements in India: Recommendations based on Literature Review", *6th International Conference on Contemporary Business*, Department of Management Studies, Indian Institute of Technology, New Delhi, October 18-20, 2012.

Papers Presented in Conferences

1. **Jharkharia, S.** (2012). "IT Applications in Supply Chain Management: A Review of Issues", *4th International Conference on IT and Business Intelligence*, Bhubaneswar, November 23-25, 2012. Chaired a technical session in the same conference.
2. **Joseph, Joshy** (2012). "From 'I' to 'We': The Case of increasing Multiple Author papers in Marketing", *Sixth Great Lakes-NASMEI International Marketing Conference*, Chennai, India, December 29-30, 2012.
8. **S. Venkatramaniah.** (2012). "Managing ramp-up in demand with workforce learning and product yield", *Society of Operations Management (SOM) Annual International Conference*, New Delhi, December 21-23, 2012.
9. Shiv Shankar, K. and **Anand, G.** (2012), "Application of a multi-criteria decision making approach in the design of a supply chain – a case study", *Proceedings of the XVI Annual International Conference of the*

Society of Operations Management (SOM-2012), December 21-23, 2012, New Delhi, India (Organized by Indian Institute of Technology Delhi (IITD), New Delhi, India and Indian Institute of Management Lucknow (IIML), Lucknow, Uttar Pradesh, India).

10. **Venkat Raman G.** (2012). "Political Economy of China during the Hu Jintao-Wen Jiabao Era: Leap from Economic to Social Governance", *Indian Council of World Affairs*, Sapru House, New Delhi, October 2012.
11. **Venkat Raman G.** (2012). "Social Governance in Contemporary China", *5th All India China Scholars Conference*, Santiniketan, Vishwabharati, December 15-16, 2012.

Invited Talks/Lectures

1. **Venkat Raman G.** (2012). "Why do the Chinese Say they are a Developing Country?", Inauguration Ceremony Institute of Contemporary Chinese Studies, Mahatma Gandhi University, Kottayam, November 1-3, 2012.

Articles in Newspapers

1. **Venkat Raman G.** (2012). "Hu's Legacy: Social Governance", *China Daily*, (published from Beijing), November 21, 2012.
2. **Venkat Raman G.** (2012). "The Legacy of Hu Jintao", *The New Indian Express*, (published from New Delhi), November 7, 2012.

Best Paper Awards

1. Raj, S. A., Vimal. K.E.K, Shama M.S, Vinodh, S., **Anand, G.** and Chowdiah, M.P. (2012), "A mathematical model to evaluate the workforce role in an agile environment", Second Best Paper, technical session: "Operations Research and Decision Science", International Conference on Agile Manufacturing (ICAM 2012), Indian Institute of Technology (Banaras Hindu University), Varanasi, Uttar Pradesh, India, December 16-19, 2012.
2. Shiv Shankar, K. and **Anand, G.** (2012), "Application of a multi-criteria decision making approach in the design of a supply chain – A case study", Best Paper Award, technical session: "Applications and Case Studies", XVI Annual International Conference of Society of Operations Management (SOM 2012), Indian Institute of Technology Delhi (IITD), New Delhi, India, December 21-23, 2012.

Achievements

1. **Pati, Rupesh Kumar,** (2012) secured a place in the list of Shastri Indo-Canadian Institute Partnership Development Seed Grant (PDSG) 2012-2013, as co-applicant for his project titled "Designing Green Supply Chains: Lessons from pharmaceutical sectors in India & Canada". Visited HEC Montreal for three weeks from mid-November to mid-December 2012, participated in various research activities, made research seminar presentations and interacted and undertook academic discussions with faculty members.

Student Accomplishments

1. Aghalaya, Sushmits Narayana. Secured place in the list of Shastri Indo-Canadian Institute Internship Project for Indian Students 2012-2013 for her project titled "Reverse Logistics for the Pharmaceutical Industry: Insights from India & Canada".
2. Arora, Vikas Rai, Verma Rupesh Kumar and Ravi Rakesh (Team), selected amongst the top 10 Institutes for Wipro earthian-2012 awards for their work "Green Computing: Where does India Stand?" December 2012.
3. Chawla, Vaibhav. (Forthcoming). "The effect of workplace spirituality on salespeople's organisational deviant behaviours: Research propositions and practical implications" accepted for publication in *Journal of Business and Industrial Marketing*, Emerald Publishers.
4. Dalai, Sarada Prasanna. Presented a research paper titled "Analysis of Industry B-school Interface in Emergent India" *Conference on Global Strategies for an Emergent India*, Indian Institute of Management, Kozhikode, Kerala, India, December 27-28, 2012.
5. Khairnar, Sagar. Participated in a strategic planning meeting (with Prof. Mahesh Bhave) and developed a financial model and a high level marketing plan for a new solar renewable energy initiative of KSEB during a visit to their headquarters in Trivandrum, November 20-22, 2012.
6. Singh, Tanya. Adjudged Best Student in Management (Female) in the 20th Business School Affairs and Dewang Mehta Business School Awards. Won the Late Ms. Anita Gangal Award, which also included cash award of Rs. 5,00,000. Secured second position in another event, the Presentation Competition (Topic – Brand Reputation: Present and Future).

Sangram:

IIM Bangalore, IIM Kozhikode and IIM Trichy tussle out in the field



This year Sangram saw the students of IIM Trichy also participating in the event along with students of IIM Bangalore and IIM Kozhikode. IIM Bangalore stole the show by winning 14 gold, 4 silver medals and 2 bronze medals. IIM Kozhikode won 6 gold, 12 silver and 1 bronze medal. IIM Kozhikode won gold medals in Kho-Kho (Boys), Chess, Football, TT (Boys & Girls) and Tennis (Girls). IIM Kozhikode would be hosting Sangram in 2013.



Score Board			
Sport/Medal	Gold	Silver	Bronze
Cricket	IIMB	IIMK	IIMT
Volleyball	IIMB	IIMK	IIMT
Football	IIMK	IIMT	IIMB
Throwball	IIMB	IIMK	IIMT
TT (Boys)	IIMK	IIMB	IIMT
TT (Girls)	IIMK	IIMB	IIMT
Tennis (Boys)	IIMB	IIMK	IIMT
Tennis (Girls)	IIMK	IIMB	IIMT
Badminton (Girls)	IIMB	IIMK	IIMT
Badminton (Boys)	IIMB	IIMK	IIMT
Swimming (Boys)	IIMB	IIMK	IIMT
Swimming (Girls)	IIMB	IIMT	IIMK
Hockey	IIMB	IIMK	IIMT
Carom	IIMB	IIMK	IIMT
Pool	IIMB	IIMK	IIMT
Chess	IIMK	IIMB	IIMT
Basketball (Boys)	IIMB	IIMK	IIMT
Basketball (Girls)	IIMB	IIMK	IIMT
Kho-Kho (Boys)	IIMK	IIMT	IIMB
Kho-Kho (Girls)	IIMB & IIMK	IIMT	

Corporate Competitions Winners - 2012

Organizer	Date	Event name	Position	Team members
Americares International	March 2012	Health Angels competition	National Finalists	Saurav Agarwal, Siddhartha Roy Rithika Baruah
Deloitte	7 May, 2012	Maverick	National Top 7	Rupesh Verma, Rananjay Pratap, Ravi Rakesh
Lufthansa Air	10 May, 2012	Lufthansa case challenge	International finalist	Lopa Mehta, Namith Najeeb, Alisha Mittal
DHL	29 June, 2012	DHL Supply chain	Campus Winners	Pradipta Baisya, Ravi Toshniwal, Kartik Ravi, Adiyani K B
ITC	26 July, 2012	Interrobang	Campus Winners	Apoorva Goyal, Siddhartha Mehta, Akshay Anand, Khushboo Aggarwal
Mahindra	5 August, 2012	War Room	Campus Winners	Mekala Gummadi, Gautam Kamath, Harshit Boob, Rakshit Suri
HUL	27 August, 2012	L.I.M.E Season 4	Campus Winners	Namith NajeebRiyas MM Alisha Mittal
Wipro	28 August, 2012	Earthian 2012	Winners (college category)	Vikas Rai Arora, Rupesh Verma, Ravi Rakesh
			National Finalists	Anurag Butoliya, Bhushan Nadoni,
			Campus Finalists	Silajeet Debnath, Sudhansu Dutta, Shashi Suman, Jegath Prabhu
Asian paints	18 September, 2012	Canvas	Campus Winners	Gautam Kamath, Apoorva Goyal, Siddharth Mehta
RPG	28 September, 2012	Blizzard	National Finalists and Campus Winners	Meenal Maheshwari, Biswaroop Saha, Hersh Kenkare
JPMC	30 September, 2012	The Deal	Campus Winners	Rinkesh Shah, Anamika Mundhra Paran Gupta, Surya Satya Gunin
DirectI	12 October, 2012	DirectI case study	People's choice award winners, Campus champions, National top 10 in Jury round	Sachin Maan, Gowtham Srinivas, Namrata Basu
HUL	4 November, 2012	Unilever Unplugged	Campus winners	Harini Narayanan, G Kirtana, Srinivas J, Ankur Kaithal, Mariram C, Hansika Yadav
Reckitt Benckiser	7 November, 2012	poweRBiz – Strepsils case study	Campus Winners	Yash Kumar, Neetika Chakraborty
Pepsico	8 November, 2012	Become Indra's Advisors Season6	Campus Finalists	Abhayanka, Visvanathan, Tanmay Belavadi, Ritwik Chakraborty
TAS	12 December, 2012	TATA Business Leadership Award	Winners	Abhinav Sinha, Abhishek Singh, Sonia Singh, Dildar Singh

Other International Competitions

Spamz, December 2012

Deepa Malleesh, Namith Najeeb, Parth Shah

Published research paper on 'Analysis of IPL Bidding process and its fall-outs' at UTS, Sydney, Australia

INDIAFRICA Business Venture Contest, September 2012

Nikhil Warade

Selected in Top 9 teams in Indiafrica Business Venture Competition, and the top 9 teams were invited to Lagos, Nigeria in Sep 2012 for making the presentations of the business plan.

IIMK SWC (Standing Welfare Committee) Outdoor Picnic November 24, 2012 - Kappad Beach, Kozhikode



Basking in the Glorious Sun in White Sands



"Who will win the race?" Kids enjoying at the picnic

IIMK Newsletter Committee Welcomes Your Comments & Suggestions

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