

# IIMK News

*Globalizing Indian Thought*

June 2013 | Vol. 7(2)



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



Mr. E. Sreedharan, fondly termed the Metro Man, called upon the students to embrace social responsibility, punctuality and ethical behaviour as cardinal values in their lives. “Any achievement in life will not be sustainable if it is not supported by good values. It is the society that has paved the way for you to enter the portals of this prestigious B-school. You have a duty to pay back to the society.”

P4



IIM Kozhikode signed a Memorandum of Understanding with the Plymouth University, United Kingdom, as part of expansion to the international exchange programme. IIMK Director Prof. Debashis Chatterjee and Prof. Troy Heffernan, Director of International Programmes at the Plymouth University, signed the MoU at the IIMK Campus.

P2

# IIMK Signs MoU with Plymouth University

IIM Kozhikode signed a Memorandum of Understanding with the Plymouth University, United Kingdom, as part of expansion to the international exchange programme. IIMK Director Prof. Debashis Chatterjee and Prof. Troy Heffernan, Director of International Programmes at the Plymouth University, signed the MoU at the IIMK Campus.

The MoU will facilitate the exchange of students and faculty members. It will also help academics from both the institutions to collaborate in research projects.

Currently, IIMK has exchange partnerships with twenty-nine international business schools. These include BEM Bordeaux Management School, France, Bocconi University, Italy, European Business School, Germany, Leeds University Business School, UK, EDHEC School of Management, France, Sungkyunkwan University, South Korea, Copenhagen Business School, Denmark, University of Bradford, UK and Birmingham University, UK.

The foreign exchange programme ensures international exposure, opportunity to understand business practices in



*Prof. Nandakumar, Prof. Troy Heffernan , Prof. Debashis Chatterjee*

the host country and a good understanding of cross-cultural issues in management.

This year, IIMK witnessed a 100 percent increase in the number of students participating in the International Exchange Programme. Eighty students will be attending a semester in the partner universities and around fifty students from partner institutions will be visiting IIMK in the academic year 2013-14.

## Campus Green Initiative



On the eve of World Environment Day, Prof. T. Shobhindran, noted environmentalist and Prof. Debashis Chatterjee, Director, IIMK launched the second phase of tree plantation initiative at IIMK on June 5, 2013 by planting trees. Other members of IIMK community who planted trees on this occasion are Dr. Radhakrishna Pillai, Dean (Academics); Dr. Saji Gopinath, Dean (Development) and Lt. Col M Julius George (Retd), Chief Administrative Officer.

As part of Campus Afforestation Drive implemented under the supervision of Campus Green Initiative Committee, it is aimed to plant and nurture about 250 trees this year.

## Editorial Board

### Editor

Prof. Deepa S

### Editorial Advisors

Prof. G. Anand

Prof. Reena Kohli

Prof. S. Balasubrahmanyam

Prof. Surya Prakash Pati

Dr. M. G. Sreekumar

### Communication

Mr. Ramachandran N

### Student Editorial Team

Ankit Garg - PGP 16

Srishti Tyagi - PGP 16

Yogyata Thareja - PGP 16



### Contact

Prof. Deepa S

Phone: +91 495 2809443

email: iimknews@iimk.ac.in

deepa@iimk.ac.in

## Editorial

### Thought Power - 2

On one hand, we have "Thought is impossible without words", a famous quote from a renowned etymologist of the yester-decades. On the other hand, ancient scriptures contend that "World is impossible without thoughts" and attribute pivotal importance to the quality, focus, duration and intensity of our thoughts and their impact on our daily lives and careers. No wonder, Rhonda Byrne in her eclectic work entitled "The Secret" highlights the paramount importance of thought-messaging in shaping our lives and sculpting our careers. It is amazing to see the striking contrast between the plausible literary perspective and the seemingly impossible philosophical perspective when seen from a mundane lens. Few inscriptions in the campus (**Buddha**: "It's all in the mind. You become what you think"; **Swami Vivekananda**: "We are what our thoughts have made us") succinctly convey the message. Indeed, as we sow our thought seeds, so shall we reap our harvest of fruits in real time and space. Creative, consistent and coherent visualization coupled with persistent actions in alignment is the key to one's full-fledged success. Several research studies on Neuro-Linguistic Programming (NLP) conducted on thousands of individuals across the globe over the past few decades corroborate the key role of auto-hypnosis or thought power in one's all-round success.

If one cannot dream of something, one can never achieve it. This is akin to saying that if one cannot simulate something, one can never make / manufacture it. In a similar vein, Sandra Rogers asserts that failure occurs when thoughts of indecision, doubt, and dread predominate; and that human capabilities are directly proportional to our inner beliefs and convictions (Internal Locus of Control). In this context, it is worth noting a clarion call given by some saints: 'Change your thoughts and change your destiny'. In the domain of spirituality, Sandra Rogers contends that (day-) dreaming is indispensable for any desire to manifest in this world. She goes to the extent of saying that even what we call as luck, fate or destiny has a cause which begins in our thoughts; after all, life is a series of causes and effects. Many Physicist-Philosophers, astro-scientific philosophers and spiritual gurus contend that each one of us vibrate at different individual electromagnetic frequencies of angstrom units per second at different points of time in accordance with our moods, the nature / quality of the food we take, the hygiene we maintain, the music we listen to, the colours we see, the company we are in, the books we read, the movies we watch, the thoughts we mull over and the actions we take. Just as *satvik*, *rajasik* and *tamasik* foods influence human behavior and performance, feeding and mulling over *satvik*, *rajasik* and *tamasik* thoughts over time do shape our personalities, Saints say. In the context of spiritual pabulum, Sandra Rogers avers that the thoughts one feeds one's subconscious affect one's spiritual body the way the food one eats affects one's physical body. Our ancient scriptures say that 'Yath' *Bhavam* *Thath' Bhavathi* implying the indispensability of filling our minds with pleasant thoughts if we want a pleasant life. Consistent and persistent Think-Feel-Act paradigm propounded by ancient seers could be a holistic (physical, mental, emotional and spiritual) solution to realize our personal, professional and other aspirational goals. The human history and the evolutionary nature of science have been proving time and again that many an ostensibly esoteric noumenon of the yester-decades or yester-centuries often turn out to be objectively exoteric phenomena in the subsequent decades or centuries (e.g., heliocentric Vs geocentric models of our Solar system). Thought-messaging is one such subliminally causal factor that is instrumental in realizing our dreams.

In spiritual literature, every human being is treated as a mini co-creator (by virtue of one's dominant thoughts and persistent actions consciously / unconsciously) with the Almighty as the mega-master creator. This concept of co-creation in today's networked world, though in a mundane sense, has been embraced by contemporary MNCs with futuristic outlook like Proctor & Gamble in their innovation initiatives towards developing the next generation products and services. Philosophers like Osho say that names like Krishna, Christ and Einstein are not proper nouns but common nouns similar to engineer, doctor, lawyer or architect. Anyone can become an engineer, a doctor or an architect. It is just that one has to awaken the appropriate inner qualities, hone them and unleash the doctor or the engineer from within. It is with such an intention that Osho calls every human being as a sleeping Buddha, a dormant Einstein, a latent Krishna and so on. It is quite possible that he was referring to 'Advaita' (non-duality) concept in all these examples.

Taking cue from all these eclectic snippets of all-round wisdom, individuals (and organizations) can optimize their performance and reach the pinnacles of glorious achievements by striking a blend of nourishing food intake; invigorating, coherent and consistent positive thoughts (Strategic Intent); creative and meticulous visualization (inspiring day-dreams); persistent actions in alignment; and scrupulous adherence to cosmic laws of success propounded / disseminated by various spiritual masters.

Dr. S. Balasubrahmanyam

## CONTENTS

IIMK Signs MoU with Plymouth University	2	Strategic Management Forum (SMF) at IIMK	7
Campus Green Initiative	2	New Faculty Members at IIMK	9
IIMK PGP 17 Induction Programme	4	Valedictory Ceremony of Executive Education Programmes-2013	10
IIMK Kochi Satellite Campus Inducts First batch of Executive Post Graduate Programme (EPGP) Students	6	Team Bhook Lagi	11
Leadership Workshop for Top Management of Nationalized Banks	7	Sangam 2013	12
		Faculty Publication	13
		CREST	15
		Management Development Programmes	18

# IIMK PGP 17 Induction Programme



The professors and PGP 16 students put their heart and soul into welcoming the newbies of PGP 17 into the incredibly, wonderful fraternity called IIM Kozhikode. Mr. E Sreedharan, Principal Advisor, Kochi Metro Rail, inaugurated the induction programme to PGP 17 batch (2013-15) and Fellow Programme in Management batch on 25<sup>th</sup> June 2013. Women power was on full display at the induction ceremony of the 17th batch of IIMK which created history by becoming the first IIM in the country to have a women majority class for the flagship post graduate programme (PGP).

The packed auditorium, where women students clearly outnumbered men, pointed to the future makeup of corporate India where women business leaders are set to make their presence felt in increasing numbers. IIMK's new batch consists of 361 students, out of which 165 are men and 196 are women.

“This is an exceptional batch with regard to all IIMs. IIMK has been challenging convention and making path breaking attempts by leading the entire IIM fraternity in ensuring gender diversity in classrooms over the last few years. We hope that along with gender diversity would come, greater gender sensitivity,” said IIMK director Debashis Chatterjee.

Mr. E. Sreedharan, fondly termed the Metro Man, called upon the students to embrace social responsibility, punctuality and ethical behaviour as cardinal values in their lives. “Any achievement in life will not be sustainable if it is not supported by good values. It is the society that has paved the way for you to enter the portals of this prestigious B-school. You have a duty to pay back to the society,” he said. Stressing the need to be punctual, he said the Delhi Metro Rail Corporation (DMRC) has become one of the most punctual rail systems in the world with a punctuality performance of 99.97% by adopting promptness as an organizational credo.

The 17th batch of PGP consists of students with 0-24 months' work experience, adding further to their diversity. The batch consists of students from all corners of the country - South India (27%), Western India (26%), North India (19%), Eastern India (12%), Union Territories including Delhi (11%) and Central India (5%). Students from Assam, Jammu & Kashmir, Tripura and Jharkhand add cultural diversity to the batch.

In this class of 2015, IIMK has admitted a diverse talent profile such as Ms. Priya Chandak who has represented India in the world Skating Championships; Ms. Prakriti



Sharma a national level swimmer and basketball player; Ms. V. Lekshmi All India Topper in CBSE in 2007.

According to Prof Debashis Chatterjee, Director, IIM Kozhikode, “We at IIM Kozhikode aspire to create a unique academic space that will challenge convention. This year we have not only led in ensuring gender diversity but have also admitted national talent from the field of sports, music, martial arts and the social sector. Our goal is to churn out not just a competent manager but a well rounded and a compassionate human being. In this endeavour, the current batch of students will be our pathfinders”.

Given its niche positioning, IIMK has again proved to be a thought leader by sustaining its diversity of student profiles. To mention a few, Parvathy Kalyanakrishnan

received the Gold Standard of the International Award for Young People (previously known as the Duke of Edinburgh’s Award Scheme) from the Vice President of India, for activities involving Social Service, Mountaineering, Physical fitness and Skills; Samya Ray, a delegate from India to Security panel at Harvard Project for Asia and International relations held at Taiwan; Ankit Goel won Gold medals in Two National Karate Championships; Jithin Emmanuel Jacob is a Graded Musician by Trinity GuildHall, London; Sourav Dhal, an Awardee of Institute’s gold medal for being the best engineering graduate of Class of 2011 NIT Silchar. IIMK has been the trendsetter for business schools in the country with its consistent unique students’ profile and gender diversity drive, which is now emulated by others.



# IIMK Kochi Satellite Campus inducts first batch of Executive Post Graduate Programme (EPGP) students



IIM Kozhikode campus in Kochi held its induction ceremony for its first batch of Executive Post Graduate Programme (EPGP) on April 6, 2013.

117 students including 18 women students were inducted for the 2 year programme for the academic session 2013-2015. IIMK, known for being pioneers, has embraced diversity again admitting students with an average age of 30 years where students as young as 24 years have been selected. The average work experience is 7.5 years and a minimum experience of 2 years comprises the class portfolio. Though the class is dominated by engineers, all other disciplines are also represented in the batch.

IIMK is the only IIM in the country to have an internationally accredited executive management education programme.

The students were briefed on different approaches and pedagogies of teaching and learning. The induction programme provided useful opportunities for all students to test out their existing strategies, some of which are likely to need refinement through different teaching methodologies based on simulations and case studies. The course is taught with a high level of rigour which will

enable the participants to migrate to higher levels of hierarchy with ease.

The Kochi campus is an extension of its main campus in Kozhikode catering to the needs of executives working in the emerging metros of Kochi, Trivandrum, Coimbatore etc. The 2 year part time EPGP is the first course to be offered from the Kochi campus with 900 contact hours and is comparable in content to the regular PGP. The programme is designed for graduates with at least 2 years of experience in supervisory/managerial/administrative and/or technical roles including services, manufacturing, KPO/BPO, Government, and any other organized sector. The selection was based on the performance in the Executive Management Aptitude Test (EMAT), graduation marks, work experience and performance in personal interview.

Commenting on the occasion, Prof. Debashis Chatterjee, Director, IIMK said, “Education is getting liberalized and is continuously evolving. Given this fact, IIMK as an institution supports the values of social sensitivity, meritocracy, environmental consciousness and gender diversity. We want education to be accessible by one and all”.

# Leadership Workshop for Top Management of Nationalized Banks

Indian Institute of Management - Kozhikode organized a two day orientation programme on leadership for the top management of nationalized banks on May 28 and 29, 2013. The workshop was led by Prof Debashis Chatterjee, Director IIMK and his colleagues.

30 executive directors and CEOs of leading nationalized banks participated in the workshop. Mr. Rajiv Takru, secretary-in-charge of banking in the Ministry of Finance, also delivered a lecture at the workshop.

The workshop dealt with several topics including macro challenges faced by the banking industry in dealing with environmental challenges - economic, social and political factors, enterprise risk management to minimize risks and maximize growth, leadership in response to time and stress, high performance leadership in banks and how to craft goals, priorities and purpose.



Talking about the Workshop, Usha Ananthasubramaniam, Executive Director, Punjab National Bank said: “The programme has come with a lot of value and has helped in successfully demystifying some of the myths. Deeper concepts like values and ethics and conflict management have been dealt with great understanding and insight.”

## Strategic Management Forum (SMF) at IIMK



Strategic Management Forum (SMF) - XVI Annual Convention was organized at Indian Institute of Management Kozhikode during 23 – 25 May, 2013. Prof. Saji Gopinath of IIM Kozhikode, under the aegis of IIMK and the auspices of Strategic Management Forum has steered the 16<sup>th</sup> Annual Convention of Strategic Management Forum (SMF) to a sparkling success, thanks to his beaconic stewardship. He was the organizing secretary of this 16<sup>th</sup> annual convention of SMF which emerged as the platform for the Strategic Management thinkers, professionals and academicians to share their cutting edge research in Strategic Management over time.

At the outset, following the invocation, IIMK Director Prof. Debashis Chatterjee and Dean (Development) Prof. Saji Gopinath, the chief organizing secretary of this convention

joined the organizing team along with the guest speakers from the industry in lighting the lamp. The organizing team included Prof. Suram Balasubrahmanyam and Prof. Deepak Dhayanithy from the strategy area of IIMK. The inaugural address was delivered by Sri GM Rao, the Chairman GMR group of Companies while Sri Parmit Chadha, the CEO – Strategy & Corporate Development GMR Group was the chief guest. Prof. Krishna Kumar, the founding father of SMF graced this august occasion with his majestic presence. Several other stalwart academicians from sister IIMs and other business schools of repute along with few industry doyens took part in various sessions and made the discussions lively and scintillating. In fact, a good number of them along with the participants were seriously contemplating and confabulating on how best to carry the intellectual flambeau aloft on strategy front in the years ahead.

The huge all-round response to the call for papers at a short notice had set the stage for such a momentous event of the times before the core activities of the actual conference commenced. Around 100 papers were shortlisted for presentation from a larger list of paper submissions received from business schools all over the country. In addition to the paper presenters, 100 other delegates from academia and industry took part in the conference. The conference had four major themes viz., Academic Conclave, Case Colloquium, Main Conference and Doctoral Colloquium. The entire programme was sandwiched by two academic workshops, one on developing real-time cases in strategic management and the other on scholarly publishing in reputed journals.

to define the contours of Strategic Management in India. It was an earnest attempt on the part of SMF to enhance the theory and practice in the field of Strategy. Keeping in view the broad objective of codifying the indigenous strategies and to discover the driving forces that shape them, few key sub-themes on strategic leadership, social innovation & sustainability, collective ownership & public responsibility, new forms of corporate ownership & governance, rural enterprises and sustainable competition were proposed for the Convention. Authors were encouraged to present the original work in these and other allied key areas within the Indian context and perspective.

The conference proceedings comprising select papers were published in the form of an edited volume by



The XVI Annual Convention of SMF was organized around the theme of **India & Indigenous Strategies**. The convention endeavored to decode the DNA of successful Indian Companies that have charted their own strategies for success. The convention strived to examine the adequacy of classical tools, techniques and frameworks of Strategic Management to explain such success stories and complement / supplement the same with new frameworks and models applicable to developing countries. The Convention served as a platform for eminent scholars, researchers, academicians and practitioners to share their original contributions, empirical and conceptual models

Excel India Publishers. The editorial note concisely yet comprehensively captured the spirit of the conference viz., India & Indigenous Strategies. The 3-day conference has won all-round kudos and applause from all over for its rich panoramic coverage of cutting-edge and contemporary strategy topics with a special focus on Indian companies and the Indian economy at large. Thought-provoking platforms of this kind often take birth at IIMK, thanks to the unremitting commitment of the director of IIMK Prof. Debashis Chatterjee, who is well-known for being a titillating teacher, trouble-shooter, torch-bearer and a trail-blazer in all his institutional and infrastructural initiatives.



# IIMK Welcomes New Faculty Members



**Shovan Chowdhury**  
Assistant Professor  
Quantitative Methods

Dr. Shovan Chowdhury has eleven years of research, teaching and consultancy experience in the field of Statistics. He received his Bachelor's, Master's and PhD in Statistics from University of Calcutta. He was a CSIR-UGC scholar and was offered MEXT scholarship from Japanese Government. Prior joining here, he was working with Army Institute of Management (Formerly, National Institute of Management) Kolkata, University of Calcutta, Visva-Bharati University, Indian Institute of Technology, Chennai and ICRA techno analytics Ltd.

He has published several articles in international peer-reviewed journals in the area of Queueing models (Inferential), Statistical Quality Control and life time distribution models. Dr. Chowdhury is an active member of several learned societies including the International Indian Statistical Association.



**Prof. Anubha Shekhar Sinha**  
Assistant Professor  
Strategic Management

Prof. Anubha Shekhar Sinha is a Fellow of Indian Institute of Management Calcutta (IIMC). Her research focuses primarily on public sector enterprises under huge institutional transitions in the new world order. Her research has been accepted at several national and international conferences such as *Academy of Management* and *Academy of International Business*. Some of her papers are under review process in top tier journals. She has also won a Doctoral Research Award by Foreign Affairs Canada through Shastri Indo-Canadian Institute and spent over six months towards doctoral research in Schulich School of Business, York University, Toronto, Canada.

Prof. Anubha has been a University Topper in Mechanical Engineering from MIT Muzaffarpur. She has an industry experience of over seven years. She held project management and design positions in the industry. She worked in a well known EPCC consultancy, Engineers India Limited (EIL), a central public sector enterprise under the ministry of petroleum.



**Prof. Sujay Mukhoti**  
Assistant Professor  
Quantitative Methods and  
Operations Management

After completing M.Sc (Statistics) with specialization in Econometrics, Time series analysis and Applied Multivariate Analysis, Sujay has worked as guest lecturer in University of Kalyani, post graduate department and as a lecturer in St. Xavier's college, Kolkata.

Prof. Sujay Mukhoti has been a CSIR-UGC research fellow in the Department of Statistics, Calcutta University and his research area was survey sampling and inference from ordered data. Sujay also has more than three years' experience in marketing and credit risk analytics before joining the FPM program at IIM Bangalore.

# Valedictory Ceremony of Executive Education Programmes-2013



*Mr. Bharat Prakashchand Sadani, Mr. Shriram Krishnamurthy and Mr. Kulkarni Madhav Shashikant receiving Gold Medals from Director, IIMK*

The valedictory ceremony for the one year programmes, EEPGM-11, EEPSM-04, EEPM-04, EEPF-04 and EEPOM-04 batches, was held at Round Table Conference Hall on June 29, 2013 at IIMK premises. A total of 154 participants graduated out of which 43 received certificates in person and 111 received certificates in absentia. Prof. Debashis Chatterjee, Director of the

Institute chaired the ceremony and distributed the certificates and gold medals. Mr. Salavi Ravindra N, Mr. Shriram Krishnamurthy, Mr. Dipanjan Chowdhury, Mr. Kulkarni Madhav Shashikant and Mr. Bharat Prakashchand Sadani received gold medals for scholastic performance in EEPGM-11, EEPF-04, EEPM-04, EEPSM-04, and EEPOM-04 programmes respectively.



*Participants of EEPGM-11, EEPSM-04, EEPM-04, EEPF-04, EEPOM-04 with Director, Dean (Academic), Chair-EPGP and Faculty Members*

# Team Bhook Lagi

## Team Bhook Lagi

The student-run entrepreneurial venture began operation this academic year from June 14, 2013. So in this “Dream Season” amidst all the chaos! When it is raining and raining and still raining!

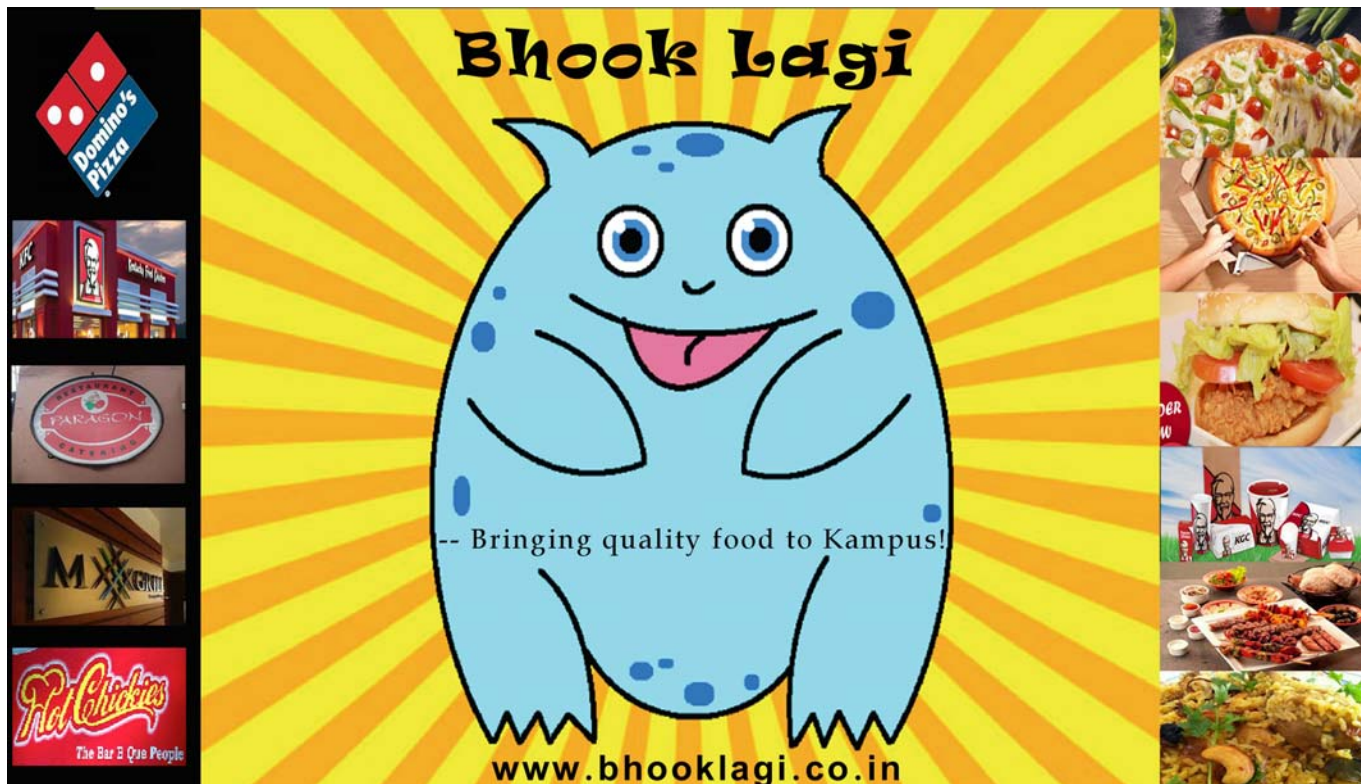
Bhooki brings to Kampus some really great lip smacking delicacies from

So Bhooki (the official and perpetually hungry Mascot of Bhook Lagi) came to the rescue of its folks! Wonder How?

Actually he is very benevolent; hence he himself goes to the city and brings the food which you yearn for at almost your doorstep saving your precious time, energy and money.

ultimate satisfaction that the team derives comes when the customers of Bhook Lagi “the IIMK Family” go back to their abodes with a happy smile on their face after collecting their orders delivered by Bhook Lagi.

Concluding in the words of Bhooki – “Visit [bhooklagi.co.in](http://bhooklagi.co.in) and have a Happy Khaana time!”



well-known Quick Service Restaurants (QSR's) like KFC, Dominos, Kozhikode's best Paragon, M Grill and Hot Chickies!

## Basic idea behind the venture

When one of the patrons of Bhook Lagi, said “When you want a meal that satiates your hunger and taste buds, you look forward to variety of food available in the city; however that is far, far away – and who has the time to travel amidst such a hectic schedule!”.

And hence it says – “If you can't go to the city, let me bring the city to you”.

The entrepreneurial venture started by four foodies of PGP 15 – Saurabh, Megha, Hersh and Sumanto was passed over to the able hands of PGP 16 – Ajinkya, Jayanta, Jinto, Karanpal, Poulami and Satadal this March 2013.

The venture has enabled the team to put theory learned in class into practice. Running the venture first-hand has helped the team to deal and mitigate risks and uncertainty. The

## Team BhookLagi Contact Details:

Ajinkya Lokare, 8943687536  
lokaream16@iimk.ac.in

Jayanta Dutta, 9745016423  
jayantadb16@iimk.ac.in

Jinto Jose, 8943693104  
pauljj16@iimk.ac.in

Karanpal Singh Julka, 8943682910  
karanpalsj16@iimk.ac.in

Poulami Roy Chowdhury, 8943428609  
poulamirc16@iimk.ac.in

SatadalBiswas, 9539099018  
satadalb16@iimk.ac.in

# Sangam 2013



The annual Alumni-Student-Fresher Meet for the year 2013 was held across various cities including Mumbai, Chennai, Kolkata, New Delhi, Cochin and Dubai. The event presented a unique opportunity to interact with the present, the past and the future of IIMK. Sangam provides a platform where not only the alumni in different parts of the world can meet and relive their days at IIMK, but also where the incoming batch gets to interact with the seniors even before coming to the campus. It's the best place to feel the K culture.

The event saw participation from over 200 people gathering to celebrate the alumni reunion. Special mention should



*Sangam @ Kolkata*

be given to Sangam at Dubai where distance could not dampen the spirits and alumni from all over the Middle East travelled to Dubai to make the event a grand success. Sangam at Kochi was organised at the newly inaugurated satellite campus of IIMK and saw huge turnout from the EPGP alums as well.

**Special Invitees:** We had Professor Uday Damodran, Mr. Premchand Kurup (CEO, Paramount), Mr. Rasheed Muhammed (MD, Metacorp) and Mr. Shyamlal (CEO, Malabar Gold) attending Sangam@ Dubai as our special invitees.

**Sangam agenda and resolutions in Kolkata** - Mr Harish Poddar, the current city chapter head passed on the baton of the Kolkata chapter to Mr Nand Kishore Sadani. He was elected to head the alumni association in Kolkata with common acceptance from the requisite quorum.

**Suggestions by the Alumni:** There were several

suggestions made by the alumni to improve the bonding between them and their Alma Mater. The most notable ones being:

**Mentorship Program:** It was suggested that a mentorship program be organised for the current students of IIMK in association with the Alumni Committee where each Alumnus could hand hold 5 students each year and guide them in various fields. This could range from soft skills and academics to domain specific knowledge.

**Online Payment Portal** - Requesting to create an online payment portal within the alumni website for convenient



*Sangam @ New Delhi*

mode of payment for alums and paid confirmations for chapter organizers for Sangam in future.

**Email ids** - Requesting to issue IIMK email ids to alumnus across the globe such as alums *name@alumni.iimk.ac.in* to create further bonding between the alums and the institute.



*Sangam @ Dubai*

# Faculty Publication

## Articles in Journals

**Adhikari, A.,** Basu, A., & Raj, S.P. (2013). Pricing of experience products under Consumer Heterogeneity. *International Journal of Hospitality Management*, Issue 33, pp. 1 - 6.

**Anand, G.,** Mazumdar, P. and Muthusubramanian, S. (2013). Graph theoretic approach for analysing the readiness of an organisation for adapting lean thinking: A case study. *International Journal of Organizational Analysis*, Vol. 21 No. 3, pp.396-427.

**Chowdhury S.,** Mukherjee S.P. (2013). Estimation of traffic intensity based on queue length in a single M/M/1 queue. *Communications in Statistics - Theory and Methods* (Taylor & Francis), Vol. 42, Issue 13, pp 2376-2390.

Kodali, R., **Anand, G.** and Reddy, M.U. (2013). An application of analytic network process for the selection of cellular manufacturing systems. *International Journal of Services and Operations Management*, Accepted.

## Articles in Newspapers

**Bhave, Mahesh P.** (2013). "Electric cars face charging challenge", *The Hindu Business Line*, May 10.

**Bhave, Mahesh P.** (2013). "More power to micro grids", *The Hindu Business Line*, June 5.

## Book/s Published

**Chatterjee, Debashis., Gopinath, Saji., Balasubrahmanyam, Suram & Dhayanithy, Deepak** (Eds) 2013. *India & Indigenous Strategies*. Excel India Publishers, New Delhi.

## Book/Paper Review

**Anand, G.** reviewed research papers for the following journals:

1. International Journal of Production Research (IJPR)
2. International Journal of Sustainable Engineering (TSUE)
3. International Journal of Product Development (IJPD)
4. Journal of Manufacturing Technology Management (JMTM)

## Case/s Published

Sharp, David J., **Kuntluru, Sudershan.,** Basu, Paritosh & Chauhan, Sanjay (2013), Essar Energy: Indian GAAP, U.S. GAAP or IFRS? (A), *Ivey Publishing*, [Product No: 9B13B014], June.

Sharp, David J., **Kuntluru, Sudershan.,** Basu, Paritosh & Chauhan, Sanjay (2013), Essar Energy: Indian GAAP, U.S. GAAP or IFRS? (B), *Ivey Publishing*, [Product No: 9B13B015], June.

## Conference/Session Chair

**Anand, G** (2013). Co-Chaired a session with Prof. Rameshan, Director, Indian Institute of Management, Rohtak on the theme "India and Indigenous Strategies", XVI Annual Convention of Strategic Management Forum, May 23-25, Indian Institute of Management Kozhikode.

**Guhathakurta, Kousik** (2013). Chaired a session on "Applications of Analytics," 3rd IIMA International Conference on Advanced Data Analysis, Business Analytics and Intelligence, April 13-14, Indian Institute of Management, Ahmedabad.

## Guest Editorship

Peter Stokes, Mitch Larson, **Suram Balasubrahmanyam** and Sanjay Kumar Singh Eds (2013). *Organizations and organizing in an Indian context*. International Journal of Organizational Analysis (Emerald Publication), UK.

## Papers Presented in Conferences/Published in Conference Proceedings

**C. Raju** (2013). *Evolution of Special Purpose Sampling Inspection Plans*, key note address, *Proceedings of 3rd Annual International Conference on Operations Research and Statistics (ORS 2013)*, April, 22-23, published and organized by Global Science & Technology Forum, Singapore, pp. 01-12.

**Chowdhury S.** (2013). *On Phase II Joint monitoring of location and scale*, in the proceedings of the International Conference on Advanced Data Analysis, Business Analytics and Intelligence, April 13-14, Indian Institute of Management, Ahmedabad.

**Dhayanithi, Deepak** (2013). "Patterns of PED Test Sanctions in Professional Sport" at 3rd IIMA International Conference on Advanced Data Analysis, Business Analytics and Intelligence, April 13-14, Indian Institute of Management, Ahmedabad.

**Guhathakurta, Kousik., Panigrahi, Soumyajit & Gawande, Shanan Vijay** (2013). *Comparing nonlinear dynamics of emerging and developed stock markets using Empirical Mode Decomposition*, 3rd IIMA International Conference on Advanced Data Analysis, Business Analytics and Intelligence, April 13-14, Indian Institute of Management, Ahmedabad. Organised a session on "Financial modelling for emerging markets" in the same conference.

**S.Balasubrahmanyam** (2013). *Emulation in Business: A Strategic Imperative of the Times*. Paper presented at Strategic Management Forum XVI Annual Convention 2013, May 23-25, Indian Institute of Management Kozhikode.

**Shyam. A. V. & Swain, A. K.** (2013). *A cognitive business intelligence system for Dynamic Portfolio Design*, in the proceedings of the International Conference on Advanced Data Analysis, Business Analytics and Business Intelligence, April 13-14, Indian Institute of Management, Ahmedabad.

**Venkat Raman G** (2013). *India and China Trade Relations: Overcoming Trust Deficit to Address Trade Deficit*, Indian Council of Social Science Research and Chinese Academy of Social Sciences Conference, April 17-18, Chinese Academy of Social Sciences, Beijing.

## Student Accomplishments

**Asati, Abhinav**, Student- PGP 16, was the Runner-Up in Crisil Young Thought Leader Award-2012 (Pan-India Essay Writing Competition) for his work on the topic: Virtualisation, Cloud, Social Networking, Big Data, etc. - Are these just buzz words? What are the technologies that will change business in the near future?

**Garg, Anshul**, Student-PGP 16, won Crisil Young Thought Leader Award-2012 (Pan-India Essay Writing Competition) for his dissertation on the topic: How should China transition to a Consumption driven economy.

**Narayana, Sushmita**, FPM Student (QM & OM) visited HEC Montreal (Canada) during the month of February under scholarship, as an Intern of the Shastri Indo-Canadian Institute participated in a Round Table Conference jointly organized by the Indo-Canadian Chamber of Commerce & the Shastri Indo-Canadian Institute. The theme was: Education.

**Sahasranamam, Sreevas**, FPM Student (Strategic Management), an advocate for the future of solar energy in India presented a TED talk on "Renewable Energy and Future" in the inaugural edition of TEDxYouth Trivandrum, the first-of-its-kind event in the state which was held on June 8, 2013. The TED (Technology, Entertainment and Design) is a global set of conferences owned by the private non-profit Sapling Foundation, formed to disseminate "ideas worth spreading". The motif selected for the TEDxYouth@Trivandrum event was 'Kaleidoscope' as the event hoped to bring together some of the most creative ideas, activities and demonstrations to captivate and inspire the attendees.

# NOBLE INITIATIVES ROOTED AT IIMK

Centre for Research and Education for Social Transformation (CREST)



*IIMK Director speaking at CREST-IIMK Lecture Series*

Centre for Research & Education for Social Transformation (CREST) is an autonomous institution under Government of Kerala, which was incubated by IIMK from 2002 to 2008. CREST started functioning as Centre of Excellence in 2002 under the IIMK with the support of Government of Kerala. The Centre has been conceived as a national institute of humanities, science and professional studies, addressing the educational needs of the Scheduled Castes and the Scheduled Tribes in India while integrating with the globalized economy.

CREST has been formed in the context that SC/ST representation is very low in sectors that do not provide job reservation and that they are not adequately represented in emerging sectors like IT. Ever since its inception, the Centre has pursued a broad range of activities that include training programmes, research, seminars, and colloquia that have relevance to the issues concerning the Scheduled communities of the country. The programmes of CREST are mainly targeted to create a larger resource pool among the Scheduled communities to utilize the opportunities created by the growth of Indian economy. The

establishment of the Centre of Excellence (CEEx) in 2002 by IIMK was a pioneering attempt in India in this direction. The Governing Council headed by the Minister for Welfare of Scheduled Castes and Scheduled Tribes and Other Backward Communities as Chairman monitors the activities of the Centre. Dignitaries like the Governor of Kerala, Chief Minister of Kerala and the Speaker of the Kerala Legislative Assembly are the patrons of this autonomous institution. The Governing Council has representation from institutions like Indian Institute of Management, Kozhikode, National Institute of Advanced Studies, Bangalore, Kerala State Council for Science, Technology and Environment, Trivandrum and Sree Chitra Thirunal Institute for Medical Sciences & Technology, Trivandrum. CREST continues to receive mentoring support from the Indian Institute of Management Kozhikode, which incubated it.

Ever since its inception, the Centre has been striving to help young graduates from Scheduled communities to gain confidence, build competence and achieve excellence in all spheres of educational endeavour. This was achieved

by building up a faculty with diverse backgrounds and capabilities, establishing professional links with a wide range of national- and state-level institutions sharing similar perspectives and by developing an academic ambience conducive to higher learning and achievement.

Its five months flagship programme, the Post Graduate Certificate Course for Professional Development (PGCCPD), has trained nearly eight hundred professional degree holders and graduates from Scheduled communities of Kerala. During the past ten years the Centre has conducted twenty such programs and nearly 700 professional degree holders/ post graduates from SC/ST/OBC have successfully completed the course. Several of our alumni have been placed in high-end jobs in corporate/public sectors in India or abroad. Others are pursuing higher studies in reputed institutions in the country or outside. The five months certificate course comprises of training in Employability Enhancement, Personality Development, Communication Skills, IT, Quantitative & Analytical Skills, Self-Actualization, General Awareness and Entrepreneurship Development. IIMK provides faculty support for the program through special lectures. For every batch of PGCCPD, 40 students are admitted based on the marks obtained at graduation level and interview and they are given five months intensive program. Students attending the course are given a monthly scholarship of

Rs.5000. Students undergoing PGDM at IIMK provide peer level mentoring support to the students. Mentoring support is also given by interns from universities abroad, particularly from Europe.

Since its inception, the Centre has pursued a broad range of activities that include training programmes, research, seminars, and colloquia that have relevance to the issues concerning the underprivileged communities of Kerala. The Centre conducts an annual lecture in memory of Dr. K.R. Narayanan, former President of India. Every year a reputed scholar from India or abroad is invited to speak on issues concerning the marginalized communities of the country. The first K.R. Narayanan Memorial Lecture was given by noted economist, planning commission member and author Dr. Narendra Jadhav in 2006. Other eminent scholars who gave lecture among others include , Dr. Gopal Guru, Political Scientist (2009) Prof. Uma Chakravarty, noted historian (2010) and Sri. Gopalkrishna Gandhi, former Governor of West Bengal (2011). Over the last ten years, over 250 special lectures have been organized for the students of Certificate Course for Professional Development. Special lectures are organized on a broad range of issues. Scholars who gave lectures among others include internationally reputed dignitaries like P. Sainath, Magsaysay Award Winner, Kuldip Nayyar, veteran journalist, Mahasweta Devi, noted Indian writer, Meena



*Peer level mentoring session progressing at IIMK*





*Gopal Gandhi, Former WB Governor (Grandson of Mahatma Gandhi) interacting with CREST students*

Kandasamy, poet and Andrey Kurkov, Russian writer. Students are given exposure to creative thinking, innovative thought process and latest update. IIMK also organizes public lectures jointly with CREST to bring to the wider society the latest trends in research on issues concerning Indian and Global social realities. The first IIMK-CREST Lecture, ‘*Rethinking Affirmative Action in Admission to Higher Education*’ was delivered by Dr. Thomas E. Weisskopf, Professor of Economics (Emeritus), University of Michigan in March 8, 2011 at IIMK.

During 2004-05 the Centre took up a research project, Wayanad Initiative, to design a comprehensive development package for Adivasi Communities of Wayanad.

Since 2010, CREST conducts orientation programs for SC/ST undergraduate students in engineering colleges of Kerala, Indian Institute of Technology Delhi and National Institute of Technology Karnataka and All India Institute of Medical Sciences (AIIMS) New Delhi. The objective of the program is to improve the performance and aspiration levels of the students. Since 2012, CREST has been conducting a faculty mentoring program at AIIMS, New Delhi. Centre has MoU with National Institute of Technology Karnataka, Swedish South Asian Studies Network (SASNET), Oslo University College for academic collaborations. Presently CREST is functioning from the campus of Kerala Institute for Research Training and Development Studies (KIRTADS) Kozhikode. CREST has been allotted land to build an independent campus with the state of the art facilities at Cyberpark Kozhikode, an IT hub built up in the city by the Government of Kerala.

CREST publishes a tri-annual electronic newsletter “CREST News Bulletin” to showcase its activities, copies of which can be accessed from the website of CREST [www.crest.ac.in](http://www.crest.ac.in)



*Theatre Workshop at IIMK*

# Management Development Programmes

## August - November, 2013

### **“Crossing The Chasm”: A Growth Lab for Successful Small and Mid Size Companies**

August 5-7, 2013 | Iimk- Cochin Campus  
Facilitator: Prof. Saji Gopinath

### **Evaluating Financial Performance Through Financial Statement Analysis**

August 5-7, 2013  
Facilitators : Prof. Reena Kohli and Prof. K K Ramesh

### **Managing IT/ITES Firms**

August 19-22, 2013  
Facilitator: Prof. Rajesh Srinivas Upadhyayula

### **Leveraging Critical Resources for Strategic Renewal of Organizations**

August 19-23, 2013 | November 4-8, 2013  
Facilitator: Prof. Suram Balasubrahmanyam

### **Legal Aspects of People Management**

August 19-21, 2013  
Facilitator : Prof. Manoranjan Dhal

### **Tools and Techniques for Website Evaluation**

August 20-22, 2013  
Facilitator: Prof. Anindita Paul

### **Project Management in Work Environment**

August 27-30, 2013  
Facilitator: Prof. Rupesh Kumar Pati

### **Ethical Navigation in Business: Problems and Opportunities**

August 28-30, 2013  
Facilitators: Prof. G Venkat Raman and Prof. Surya Prakash Pati

### **Business Model Innovations for Profitable Growth of Firms**

September 4-6, 2013  
Facilitator: Prof. Suram Balasubrahmanyam

### **Finance for Entrepreneurs**

September 4-6, 2013  
Facilitators: Prof. S S S Kumar and Prof. Sony Thomas

### **Convergence to IFRS**

September 5-7, 2013  
Facilitator: Prof. Sudershan Kuntluru

### **Problem Solving and Decision Making**

September 5-7, 2013  
Facilitator: Prof. Anjan Kumar Swain

### **Introduction to Operations and Supply Chain Management**

September 16-20, 2013  
Facilitator: Prof. Sanjay Jharkharia

### **Leveraging Behavioral Inputs for Managerial Excellence**

September 26-28, 2013  
Facilitator: Prof. Manish Kumar

### **Finance for Non-finance Executives**

October 16-18, 2013  
Facilitators: Prof. S S S Kumar and Prof. Kousik Guhathakurta

### **Corporate Etiquette and Personality Development**

October 23-25, 2013  
Facilitator: Prof. Deepa Sethi

### **Personal Innovation, Creative Thinking and Decision Making**

September 25-27, 2013  
Facilitator: Prof. Anandakuttan B Unnithan

### **Creative Project Management**

October 29-31, 2013  
Facilitator: Prof. Anjan Kumar Swain

### **Financial Management of Projects**

November 5-7, 2013  
Facilitator: Prof. Kousik Guhathakurta

### **International Financial Reporting Standards**

November 7-9, 2013  
Facilitator: Prof. Sudershan Kuntluru

### **Business and Marketing Essentials for It Professionals**

November 11-13, 2013  
Facilitator: Prof. Joffi Thomas

### **Enterprise 2.0 Enterprise Knowledge Management**

November 12-14, 2013  
Facilitator: Dr. M G Sreekumar

### **Strategic Analysis for Managers**

November 18-22, 2013  
Facilitators: Prof. Saptarshi Purkayastha and Prof. Nandakumar M K

### **Communication Effectiveness Lab for Managers**

November 20–22, 2013  
Facilitators: Prof. Deepa Sethi and Prof. Anupam Das

### **Strategically Designing & Managing Complexities of Sustainable Supply Chain**

November 26-29, 2013  
Facilitator: Prof. Rupesh Kumar Pati

### **Becoming & Being Leaders - A Programme for Young – Leaders in the Making**

November 26-29, 2013  
Facilitator: Prof. K Unnikrishnan Nair

### **Timeless Leadership**

November 27-29, 2013  
Facilitator: Prof. Debashis Chatterjee

# *Behind the Screen....*



# *Behind the Screen....*



**INDIAN INSTITUTE OF MANAGEMENT KOZHIKODE**

IIMK Campus P.O., Kunnamangalam PIN - 673570, Kerala, India

Telephone : +91 - 495-2803001 | Fax: +91 495 2803010-11 | Web: [www.iimk.ac.in](http://www.iimk.ac.in)