

# INTERNATIONAL MANAGEMENT INSTITUTE KOLKATA



## ANNUAL REPORT 2016 - 2017

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ANNUAL REPORT  
2016-2017

# Preface

**T**he success of a business school is influenced by how they craft their students into astute decision makers and professionals who can readily navigate uncertainty, risk and change. A business teacher earns this knowledge with the help of his / her interest in creative works. Hence, it was felt to document and highlight the achievements of IMI Kolkata over the past twelve months.

Research and consultancy in the areas of management has been IMI's *raison d'être* for well 35 years and is a driving force behind our impressive progress. Our experience says teachers will only succeed in a business studies class if they share their experiences with the students. And such knowledge is better developed if the faculty member is engaged in research and consultancy.

We emphasize the research culture among our faculty, and have applied the same model in IMI Kolkata too. We encourage our faculty to write papers in benchmarked journals such as those covered in Scopus, Thomson Reuters and RePEc and financial incentives have been created for them. Though we are only six years old, we have established excellent academic collaborations with reputed business schools in Asia, North America and Europe. Our faculty members have received immense exposure from these collaborations. We take pride of the fact that the research and academic capabilities of our faculty are recognized on the global front. Furthermore, our students and staff members have contributed to the emergence of the Institute as one of the most prominent management institutes in India. These facets have inspired the basic structure of this Annual Report.

I would like to thank Professor Tirthankar Nag, Dean (Research and International Relations) for the initiative to publish an Annual Report along with his valuable insights regarding each and every aspect related to the publication of the report. Additionally I offer my special thanks to Dr. Paramita Mukherjee, Dean (Academics) and Dr. Himadri Roy Chaudhuri, Associate Professor (Marketing), for their valued suggestions. Finally I thank Ms. Sayani Mandal for her assistance in the collation of information, designing and editing, Ms. Rajashri Chatterjee for her advisory support and Ms. Abhisikta Chakraborty, Ms. Debasree Dutta, Ms. Solanki Sengupta and Mr. Dinesh Upadhyay for providing necessary information.

*Arindam Banik*

**Arindam Banik**  
Director, IMI Kolkata





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## ABOUT IMI KOLKATA

Established in 1981 with a campus in New Delhi, International Management Institute (IMI) was India's first corporate sponsored business school. During its inception, IMI was backed by prestigious corporate houses like RPG Enterprises, Nestle, ITC, SAIL, Tata Chemicals, BOC and Williamson Magor. IMI Delhi has been among the leading B-schools in India for more than three decades and is today a global institution. It was established in collaboration with IMI Geneva (now IMD, Lausanne). IMI Kolkata came up in 2010 to enable bright young minds gain access to the world-class IMI management pedagogy.

IMI Kolkata's flagship Post-Graduate Diploma in Management (PGDM)

programme is accredited by the National Board of Accreditation (NBA) with effect from July 2016 for the next two years.

Ranked 49<sup>th</sup> across management institutes in India by National Institutional Ranking Framework (NIRF), Ministry of Human Resource Development, Government of India, IMI Kolkata has emerged as one of the prominent business schools in the country in recent times.

IMI Kolkata's two-year full time PGDM programme is also accorded equivalence with Master of Business Administration (MBA) Degree by the Association of Indian Universities (AIU).



## VISION

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To be a globally recognized Centre of Excellence in management education.

## MISSION

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To produce socially sensitive, globally aware and values-driven individuals capable of providing leadership.

## VALUES

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Commitment to:

- Transparency in all actions and systems
- Passion for excellence
- Integrity and ethics as a way of life
- Respect for all, individuals and institutions
- Sustainability and autonomy in whatever we do
- Harmony and co-operation
- Concern for society and environment

# Board of Governors

**SHRI SANJIV GOENKA**  
*Chairman*

**SHRI ANIRUDDHA BASU**  
*Managing Director*  
*CESC Ltd.*

**SHRI R. K. JHA**  
*President*  
*CESC Ltd.*

**SHRI P. K. KHAITAN**  
*Senior Partner*  
*Khaitan & Co LLP*

**SHRI V. C. AGRAWAL**  
*President, Corporate HR*  
*RP - Sanjiv Goenka Group*

**SHRI SHASHWAT GOENKA**  
*President*  
*Spencer's Retail Ltd.*

**SHRI SUNIL BHANDARI**  
*Executive Director*  
*RP - Sanjiv Goenka Group*

**SHRI SUBHASIS MITRA**  
*Executive Director*  
*CESC Ltd.*

**PROFESSOR ARINDAM BANIK**  
*Director*  
*International Management Institute Kolkata*

**SHRI SUNIL MITRA**  
*Independent Director*  
*Edelweiss Financial Services Ltd.*  
*Former Finance Secretary, Gol*

**PROFESSOR DEBASHIS CHATTERJEE**  
*Director General*  
*International Management Institute New Delhi*

**PROFESSOR PRADIP K. BHAUMIK**  
*Distinguished Professor*  
*International Management Institute New Delhi*

**PROFESSOR SAROJAKSHYA CHATTERJEE**  
*Professor and Dean (MDP & EDP)*  
*International Management Institute Kolkata*

**DR. RITUPARNA BASU**  
*Assistant Professor*  
*International Management Institute Kolkata*



# NIRF Ranking of IMI Kolkata

IMI Kolkata is ranked 49<sup>th</sup> across Management Institutions in India by National Institutional Ranking Framework (NIRF) 2017, Ministry of Human Resource Development, GoI



- No. 1 - Top Management Institute in West Bengal (Private Sector)
- No. 3 - Top Management Institute in West Bengal (Public & Private Sectors)
- No. 4 - Top Management Institute in Eastern India (Private Sector)
- No. 8 - Top Management Institute in Eastern India (Public & Private Sectors)
- No. 23 - Top Management Institute in India (Private Sector)

# Faculty and Areas of Interest



**ARINDAM BANIK**

*Director*  
*Professor (Economics)*  
*Ph.D. (Delhi School of Economics)*

International Trade and Services, Global Financial Imbalance, Development Economics, Structure and Organization of Financial Markets and Payment Systems, Technology Transfer and Strategic Analysis of Markets and Economics



**BOUDHAYAN GANGULY**

*Associate Professor*  
*(IT & Operations Management)*  
*Fellow (IIM Lucknow)*

IT for Decision Making, Data Mining, E-commerce, E-governance, Stochastic Programming, Combinational Optimization and Graph Theory



**CHANCHAL CHATTERJEE**

*Associate Professor (Finance & Accounting)*  
*Chairperson (Student Relations)*  
*Ph.D. (University of Burdwan)*

Corporate Finance, Corporate Governance, Earnings Management, Corporate Payout Policy, Financial Statement Analysis



**EEMAN MALLICK**

*Assistant Professor*  
*(Organizational Behavior & Human Resource Management)*  
*Ph.D. (IIT Kharagpur)*

Human Resource Management and Organizational Behavior



## HIMADRI ROY CHAUDHURI

*Associate Professor (Marketing)*  
*Ph.D. (University of Calcutta)*

Consumer Behavior, Critical Marketing,  
Transformative Consumer Research



## MOHUA BANERJEE

*Associate Professor (Marketing)*  
*Dean (Placement & Corporate Relations)*  
*Ph.D. (University of Calcutta)*

Sales and Distribution, Retail  
Marketing, Marketing Communication,  
Retail Supply Chain, E-Commerce,  
Consumer Behavior



## PARAMITA MUKHERJEE

*Associate Professor (Economics)*  
*Dean (Academics)*  
*Ph.D. (Jadavpur University)*

Applied Financial Economics, Financial  
Econometrics, Contemporary Issues on  
Banking and Financial Sector, Financial  
Markets, Macroeconomic Issues



## POOJA SENGUPTA

*Assistant Professor (Operations  
Management & Quantitative Techniques)*  
*Ph.D. (Old Dominion University, Virginia, USA)*

Discrete Data Analysis, Analysis of Inflated  
Discrete Data, Generalized Linear Models,  
Longitudinal Data Analysis



### RACHANA CHATTOPADHYAY

*Associate Professor (Organizational Behavior & Human Resource Management)  
Chairperson (Accreditations & Ranking)  
Ph.D. (University of Calcutta under the Fellowship of ISI Kolkata)*

Group Process and Group Dynamics, Leadership, Emotional Intelligence and Stress Management, Experimental Social Psychology, Entrepreneurial Behavior and Action



### RITUPARNA BASU

*Assistant Professor (Marketing)  
Chairperson (Branding & Media Relations)  
Ph.D. (IIT Kharagpur)*

Marketing, Consumer Behavior, Retail, Marketing Strategy, CRM, Sports Marketing, Entrepreneurship



### ROMA PURI

*Assistant Professor  
(Organizational Behavior & Human Resource Management)  
Fellow (IIM Calcutta)*

Organizational Behavior, Human Processes, Corporate Social Responsibility, Management of Change, Green HRM, Diversity Management



### SAHANA ROY CHOWDHURY

*Assistant Professor (Economics)  
Ph.D. (Indian Statistical Institute)*

Macroeconomics, Managerial Economics, Fiscal Policy Issues and Labour Economics



### SAMIT PAUL

*Assistant Professor (Finance & Accounting)  
FPM (IIM Lucknow)*

Investment Management, Financial  
Management, Management Accounting



### SAROJAKSHYA CHATTERJEE

*Professor & Area Chair (Finance & Accounting)  
Dean (MDP and EDP)  
Ph.D. (IIT Kharagpur)*

Bank Management, Financial Management,  
Restructuring, Mergers and Acquisitions,  
Credit and Recovery Management, Vigilance  
and Corruption Management, Fraud and  
Risk Management



### SONI AGRAWAL

*Assistant Professor  
(Organizational Behavior &  
Human Resource Management)  
Chairperson Admissions  
Ph.D (IIT Kharagpur)*

Human Resource Management ,  
Performance Management, Organizational  
Behavior, Compensation and Reward  
Management, HR Analytics, Labour Laws



### SURENDRA PODDAR

*Assistant Professor (Finance & Accounting)  
CFA (CFA Institute USA), FRM (GARP USA),  
Pursuing Fellow Programme  
from XLRI Jamshedpur*

Valuation, Financial Derivatives, Risk  
Management, Portfolio Management,  
Behavioral Finance





TIRTHANKAR NAG

*Professor (Strategy)*  
*Dean (Research & International Relations)*  
*Fellow (IIM Ahmedabad)*

Strategic Management, Corporate Governance,  
Corporate Social Responsibility, Policy Studies,  
Energy, Environment and Natural Resources,  
Text Analytical & Mining



YASH DAULTANI

*Assistant Professor (Operations Management)*  
*Fellow (IIM Lucknow)*

Supply Chain Modeling, Game Theory,  
Operations Research Applications in  
Production, Transport and Logistics Systems



# Administrative Setup



**Mr. Dipankar Dasgupta**  
Chief Administrative Officer

## Operations



**Mr. Vivek Kejriwal**  
Manager - Operations



**Mr. Subhanjan Biswas**  
Executive - Administration



**Mr. Sabu P. Francis**  
Hostel Warden



**Ms. Sana Mahvish**  
Receptionist



**Mr. Vicky Rai**  
Trainee Assistant (Administration)



**Ms. Japamala Paul**  
Office Assistant

## Accounts & Finance



**Ms. Devshree Dave**  
Finance Executive



**Ms. Gitali Mukherjee**  
Accounts & Finance Executive

## Director's Office



**Ms. Meher Khan**  
Secretary to the Director

## Placement



**Mr. N. Gurumoorthy**  
GM - Placement & Corporate Relations

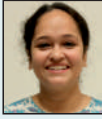


**Ms. Debasree Dutta**  
Senior Executive - Placement & Corporate Relations



**Mr. Soumitra Ghosh**  
Office Assistant

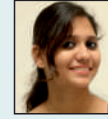
Admissions



**Ms. Karabi B. Rao**  
Senior Executive - Admissions



**Ms. Piyali Majhi**  
Office Assistant - Admissions



**Ms. Sneha Chakraborty**  
Office Assistant - Admissions

Programme (PGDM)



**Ms. Abhisikta Chakraborty**  
Programme Executive



**Mr. Manas Nayak**  
Office Assistant



**Mr. Zeeshant Saha**  
Office Assistant

Library



**Ms. Solanki Sengupta**  
Deputy Librarian



**Mr. Debasis Pal**  
Library Assistant

Research



**Ms. Rajashri Chatterjee**  
Senior Research Officer



**Ms. Sayani Mandal**  
Research Officer



**Ms. Ahaana Mahanti**  
Research Officer

MDP & EDP



**Ms. Ankita Majumdar**  
Executive - MDP & Corporate Relations

IT



**Mr. Dinesh Upadhyay**  
Network Administrator



**Mr. Mayukh Mitra**  
Senior Executive - Systems



**Mr. Santu Kar**  
System Executive

# Journal Publications

Agrawal, Soni

**Title of the Paper:** Factors Influencing Employee Engagement: A Study of Diverse Workforce

**Journal:** *AIMA Journal of Management & Research (online)*, AIMA

**Abstract:** Employee Engagement is a complex and challenging goal for an organization. In today's diverse workforce it has become even more challenging. An engagement-friendly culture is valuable as it considers the value of multi-generational and multi-cultural workforce. An organization is considered a great place to work that respects the needs of each individual employee along with motivating each of them to pursue their individual goals. The present study highlights the needs of different individuals along with expectations from the organization. A specific emphasis is given on understanding Generation Y specific traits, needs and expectations, which are found vital in today's context. A focus is also given in understanding as how Generation Y employees behave and what motivates them and how it is different from Generation X employees. Moreover, diversity based on ethnicity and region is also considered in this article. The organization that is keen in understanding the needs and willing to support their employees in their development leads to better outcomes. In the present study a survey methods is applied and also the conceptual model is tested with a sample of 254 employees from diverse culture as well as age. In this study some factors that denote HR practices are derived important are taken from earlier studies. Also factor "locus of control" is taken to analyze individual personal difference on the performance of the organization.

Agrawal, Soni

**Title of the Paper:** Understanding Thyself in the Context of Leaderships

**Journal:** *Abhinava Prabandhan*, Sri SIIM Research Press

**Abstract:** 'Understanding thyself in the context of Leadership deals with important aspects of Leadership', and how it is important for a leader to understand himself before leading others and why some leaders are more successful or followed by others. Is this

style, personality, intelligence that matters, or there is a mix of all that are needed. Why a leader needs to know the role of these intelligence in future performance. This article deals with different types of intelligence and their relationship with effective leadership. This also talks a bit about theories such as 'trait theory' and 'cognitive theory', and how it is related and relevant when we talk about leadership. In all, this is an attempt of understanding leadership with the aspect of understanding oneself before leading others.

Banerjee, Mohua

**Title of the Paper:** Retail Supply Chain Management Practices in India: A Business Intelligence Perspective

**Journal:** *Retailing and Consumer Services*, Elsevier

**Co-author:** Mishra, Manit

**Abstract:** The study surveyed executives of a major food retailer in India and explored their perspectives on supply chain management practices, competitive advantage and firm performance; to assess the importance accorded to application of Business Intelligence (BI) in their operations. Nine dimensions for SCM practices and four dimensions for competitive advantage are identified which are found to strongly relate to each other. The dimensions of SCM also strongly relate to firm performance. Though information sharing with suppliers and their inclusion in strategic decision-making emerge as key dimensions of SCM, their impact on competitive advantage is perceived to be insignificant by retailers.

Banik, Arindam

**Title of the Paper:** Bharti Airtel and Zain: A Journey into New Territories

**Journal:** *Global Business Review*, Sage Publications

**Co-author:** Nag, Tirthankar

**Abstract:** Bharti Airtel Ltd. made its way to becoming the largest tower company in the world after adopting the strategy of infrastructure sharing. In keeping view of the



emerging African market, Bharti Airtel was all set to acquire the South-African based telecom group MTN. Following an eight months long process of agreements and disagreements between the Indian and South-African governments, this acquisition move eventually fell through. The next best option was Zain, a Kuwaiti based firm in Africa. This proposal was also encountered with disputes regarding minority ownerships and going against the local regulations. However, this deal managed to get the necessary approvals from the African governments and Airtel was closer to its goal of becoming a global market player. Considering the heterogeneity of a continent like Africa, particularly the 15 countries that were taken into account, CEO (International) and Joint Managing Director of Bharti Airtel Ltd. was well aware of the fact that it cannot treat them in the same manner. The Bharti Airtel-Zain deal commenced a price war in Africa and the competition was intensifying. The popular low-cost model adopted by Airtel in India was not enough to cater to the diverse African population. The strategy had to be more customized, i.e., designed to suit the needs of the growing middle-class customers that constituted a majority of the total population in Africa. The objective was not to strike a price war but to ensure that everyone was equipped with a mobile phone. This, in turn, required Airtel to provide affordable services thereby giving effect to a raging price war.

Basu, Rituparna

**Title of the Paper:** Trends and Future Directions in Online Marketing Research

**Journal:** *Journal of Internet Commerce*, Taylor & Francis

**Co-author:** Roy, Gobinda and Datta, Biplab

**Abstract:** Over the last decade, the increased adoption of the Internet in public life as well as in developing businesses has led to a phenomenal rise in academic research on online marketing. This article is set to extensively review scholarly articles appearing from 2000 to 2014 on the topic from 10 top-tier academic journals to understand the research trends in the domain. A literature review has reported eight major subjective categories with an analysis of online marketing effectiveness framework. This review found three most significant subject categories: (1) online marketing issues; (2) Internet usage, perception, and attitude; and (3) online shopping and e-commerce. Additionally, some new online marketing research topics such as word-of-mouth, user-generated content, and social network are also highlighted. Finally, a selection of research topics that got the maximum attention of researchers is presented along with discussion of the future research directions in the online marketing space.

Basu, Rituparna

**Title of the Paper:** Effect of eWOM Valence on Online Retail Sales

**Journal:** *Global Business Review*, Sage Publications

**Co-author:** Roy, Gobinda and Datta, Biplab

**Abstract:** Online retail sector in India has witnessed a phenomenal growth in recent times. Online shopping has also become a popular trend among the younger generation in India. Increasing number of shoppers visit online retailer websites and read online reviews before making their purchase decision. The online reviews or electronic word of mouth (eWOM) becomes an important guiding tool for the online shoppers with its intrinsic product information and evaluation characteristics. The present study aims to analyze the effects of various eWOM antecedents on online sales by considering the effects of positive and mixed-neutral eWOM (MNWOM) valence (stimuli) on sales. It also explores the role of market-level eWOM factors, such as price, on online sales of security products like antivirus software. The confirmatory bias of these factors was noted, while the elaboration likelihood model (ELL) has been used to understand the relative importance of these factors in influencing customers' purchase decision and sales. Further, a content analysis method supplemented by a multiple regression method was used to analyze 205 real-time online sales (reviews from verified purchasers) data pertaining to popular and top-selling antivirus products taken from two leading e-commerce websites. The study contributes as a pioneering effort in the domain with the use of innovative methodology of capturing real-time online data with a subsequent kappa statistics validation. The results showed a new insightful perspective of eWOM valence and price on sales, and provided further research directions.

Basu, Rituparna

**Title of the Paper:** A Tri-component Model of Parental Attitude: Acceptance of Child's Role in Family Decision Making

**Journal:** *International Journal of Indian Culture and Business Management*, Inderscience Publishers

**Co-author:** Sondhi, Neena

**Abstract:** The present paper uses the tri-components of parental attitude to assess the role of the child in family decision making; and the moderating effects of the child's age

and level of product involvement. A quota sample of 141 urban Indian parents across four child segments was collected to understand the cognitive-connative-affective components of parental attitude across selected high and low involvement product categories. The affective attitudinal component was found to be the most significant followed by the connative and cognitive. The higher was the affective component greater was the parental acceptance of the child in the purchase decision. It was also found that the acceptance of the child in the purchase decision was more for the older versus the younger children. Though there was considerable diversity in parenting attitude, by and large the Indian parent was more open to the child playing an active role - especially for low involvement products.

**Basu, Rituparna**

**Title of the Paper:** Dainik Jagran: Sustaining Leadership in the Newspaper Industry

**Journal:** *Emerald Emerging Markets Case Studies (EEMCS)*, Emerald

**Co-author:** Nag, Tirthankar and Dasgupta, Buroshiva

**Abstract:** *Dainik Jagran*- a vernacular daily is the most read newspaper in India. Under the banner of JPL (Jagran Prakashan Ltd) that is one of the leading media houses in India, the success of Dainik Jagran has been an outcome of the strategic marketing decisions taken by its founder and his successors in the post-independence era. With extensive circulation it created a large readership base and took bold decisions to launch multi editions to its daily, through a series of acquisitions, mergers and consolidations from 1975 to 2010, enabling it to step into product diversification. Readership surveys, investments in technology, advertising, regular branding events and smart phone applications are a few tools that helped. While the group has diversified into other industries, there is an underlying anxiety about the future prospects of its newspaper business. With the onslaught of online news dailies, will Jagran be able to expand and maintain its readership base using its previous business and marketing strategies? Or is it time to change strategies for businesses in the newspaper and allied media industry in India?

Chatterjee, Chanchal

**Title of the Paper:** Exploring the Linkage between Profits and Asset–Liability Management: Evidence from Indian Commercial Banks,

**Journal:** *Paradigm*, Sage Publications

**Co-author:** Dutta, Paromita

**Abstract:** The article uses panel data regression on a sample of 26 public sector and 20 private sector banks operating in India over the period 2004–2005 to 2012–2013 in order to empirically examine the relationship between profits and asset–liability (A–L) composition of Indian banks. The sample was initially split into public sector and private sector banks. Earning before tax (EBT) of public sector banks appear to be generated by all the assets under the asset portfolio while, in private sector banks, the EBT seems to be produced by loans and advances and deposits and placings to banks. From liabilities' perspective, the 'short-term funding' appears to be the cheapest for both the bank groups. The sample was then split into high-profit and low-profit banks. The results show that, compared to the high-profit banks, low-profit banks experience higher rate of return on loans and advances, investments and fixed assets. The study does not find that high-profit banks always enjoy relatively cheaper cost of funding than low-profit banks.

Chatterjee, Chanchal

**Title of the Paper:** Price Behavior around Dividend Announcements in the Indian Equity Market in the Existence of Corporate Dividend Tax

**Journal:** *Global Business Review*, Sage Publications

**Co-author:** Dutta, Paromita

**Abstract:** This paper empirically examines the price behavior around cash dividend announcements of the firms listed on the National Stock Exchange of India Ltd (NSE) in order to understand whether dividend announcements really influence stock returns in the market and carry meaningful information to the investors in the existence of corporate dividend tax. The paper uses standard 'event study' methodology based on market model on a sample of 210 dividend announcements. Subsample analysis is employed for further analysis of firms of different categories. The study finds that, cash dividend announcements do not necessarily generate abnormal stock returns in an emerging market, called India. The whole sample is further divided into various

subsamples on the basis of firm size and the size of payout ratio. The study finds that, large payout firms experience greater stock returns compared to the smaller payout firms just after the dividend announcements. However, Stock returns following dividend announcements do not vary across firm size. This paper provides evidence to the managers about the non-linkage between cash dividend announcements and stock returns in an emerging market called India. This finding is contrary to the findings of many other studies that are based on the data of the developed economies.

Mukherjee, Paramita

**Title of the Paper:** Estimating Elasticity of Import Demand for Gold in India

**Journal:** *Resources Policy*, Elsevier

**Co-author:** Mukherjee, Vivekananda and Das, Debasmita

**Abstract:** In India gold imports act as a huge burden on the country's current account balance and a large part of it lies idle in the economy. The attempts to curb the import demand have often failed in recent past. We explore the reasons of such failures by analyzing the gold demand pattern of India. In India gold is viewed not only as a consumption good and a financial asset; it also has a socio cultural dimension since ages. This paper derives the price and income elasticities of physical import demand for gold by taking these factors in account, which is unique in its scope. Unlike previous studies gold imports used for different purposes (jewellery, bar etc.) are analysed separately. The possibility of habit formation and inventory adjustment in determining the dynamics of India's import demand for gold have also been taken into consideration. Our findings suggest: first, different motives play roles in shaping demand for different forms of gold, although investment behavior dominates over habit persistence in aggregate; second, given that the import demand for gold bars is inelastic with respect to real price, *ceteris paribus*, in both the short-run and the long-run, increment of tariff rates would not reduce import of other non-monetary unwrought forms of gold substantially; third, change in tariff rates, however, can bring down gold jewellery demand more in the long-run than in the short-run; fourth, expenditure effect is strong for gold jewellery demand while demand for gold bars responds little to any changes in import expenditure in the long-run and total gold demand is however moderately sensitive to expenditure movements. The results have important implications for anti-inflationary and anti-cyclical policymaking.



Nag, Tirthankar

**Title of the Paper:** Corporate Social Responsibility Reporting in India: Exploring Linkages with Firm Performance

**Journal:** *Global Business Review*, Sage Publications

**Co-author:** Bhattacharyya, Asish K.

**Abstract:** The study examines the corporate social responsibility (CSR) strategies and activities of firms as disclosed in annual reports, and explores its linkages to accounting and market performance of firms. The study examines the annual reports of a sample of 30 firms (out of 50) belonging to the benchmark index of the National Stock Exchange of India and tracks these reports for evidence of CSR activities over a 5-year period from 2007 to 2011. The study employs content analysis to study CSR disclosure and classifies and rates these activities using items from an established scale followed by construction of category-wise CSR indexes. The association of these indexes with firm performance is explored through a pooled regression model after provisioning for control variables and lag effects. The study finds that CSR reporting may not have any significant impact on accounting and market performance of the firm in the short term but environment-oriented CSR disclosure may be negatively related to the market performance of the firm. The study also finds that firms focus heavily on employee and customer-oriented CSR and the modes of CSR investments are more contributory rather than participative in nature.

Nag, Tirthankar

**Title of the Paper:** Deprivation in Slums and Child Poverty: Study on Kolkata

**Journal:** *International Journal of Social Economics*, Emerald

**Co-author:** De, Indranil

**Abstract:** The study attempts to look into the poverty and deprivation in slums across various social and religious groups and its bearing on the children. It not only analyses income poverty but also looks at derivation of access to basic services including water, sanitation and drainage. The purpose of this paper is to compare and contrast the income and non-income deprivation of childbearing and non-childbearing households. The study is based on a survey of 541 sample households selected from 23 slums of Kolkata, India. The authors have adopted a mixture of cluster sampling and systematic

sampling technique. The slums of Kolkata have been segregated into three regions and further segregated by overlaying the population and average monthly income of slums. Slums have been selected randomly from these stratum. Households have been selected from the slums by systematic sampling method. The Muslim and backward caste households are more deprived with respect to income and access to basic services as compared to Hindu general (upper) caste. Deprivations with respect to income and basic services are more pronounced for households having child than for households not having child. Childbearing households are less likely to receive better water supply, sanitation and drainage services as compared to others due to their religious and residential identities. Slum children get affected by the complex political economy of basic service delivery. The study also finds that electoral competition has positive and political clientelism has negative impact on access to basic services. The study is based on results obtained from survey in one city of India. Hence, these results cannot be generalized for India or for the developing countries taken together. Further studies across cities of developing countries are required to arrive at any generalized conclusion. The study suggests that public policies should attempt to disentangle minorities and children from the local political economy. Otherwise, deprivation and disparity even across low income households living in slums would persist. Deprivation of child bearing households would lead to a deteriorating future for the slum children. This paper have pave the path for new generation public policy for the urban poor and minorities. This paper highlights the incidence of deprivation of minorities and childbearing households vis-à-vis other households in the slums. It contributes to the overall understanding on urban poverty.

Nag, Tirthankar

**Title of the Paper:** Local Self-Governance, Ethnic Division in Slums and Preference for Water Supply Institutions in Kolkata, India

**Journal:** *Water Policy*, IWA Publishing

**Co-author:** De, Indranil

**Abstract:** This paper investigates the preferences for institutional mechanisms for improved water supply services across different ethnic communities in slums of Kolkata. The Muslim community prefers privatization of water supply as against paid public supply. The backward caste community prefers both paid public delivery and privatization. Residents of non-notified (NN) slums prefer paid public delivery as against privatization. Access to accountability mechanisms for water supply is lower for

residents of Muslim dominated regions and NN areas. This is reflected by household perception about awareness of councilors regarding water supply conditions in the slums. The choice of alternative institution depends on the degree of risk of exclusion due to lack of access to accountability mechanisms. Notification of NN slums, higher revenue autonomy and capacity of local bodies, and innovations in scale neutral technologies may improve access to water supply by marginalized communities in slums.

Nag, Tirthankar

**Title of the Paper:** Bharti Airtel and Zain: A Journey into New Territories

**Journal:** *Global Business Review*, Sage Publications

**Co-author:** Banik, Arindam

**Abstract:** Bharti Airtel Ltd. made its way to becoming the largest tower company in the world after adopting the strategy of infrastructure sharing. In keeping view of the emerging African market, Bharti Airtel was all set to acquire the South-African based telecom group MTN. Following an eight months long process of agreements and disagreements between the Indian and South-African governments, this acquisition move eventually fell through. The next best option was Zain, a Kuwaiti based firm in Africa. This proposal was also encountered with disputes regarding minority ownerships and going against the local regulations. However, this deal managed to get the necessary approvals from the African governments and Airtel was closer to its goal of becoming a global market player. Considering the heterogeneity of a continent like Africa, particularly the 15 countries that were taken into account, CEO (International) and Joint Managing Director of Bharti Airtel Ltd. was well aware of the fact that it cannot treat them in the same manner. The Bharti Airtel-Zain deal commenced a price war in Africa and the competition was intensifying. The popular low-cost model adopted by Airtel in India was not enough to cater to the diverse African population. The strategy had to be more customized, i.e., designed to suit the needs of the growing middle-class customers that constituted a majority of the total population in Africa. The objective was not to strike a price war but to ensure that everyone was equipped with a mobile phone. This, in turn, required Airtel to provide affordable services thereby giving effect to a raging price war.

**Title of the Paper:** Dainik Jagran: Sustaining Leadership in the Newspaper Industry

**Journal:** *Emerald Emerging Markets Case Studies (EEMCS)*, Emerald

**Co-author:** Basu, Rituparna and Dasgupta, Buroshiva

**Abstract:** *Dainik Jagran*- a vernacular daily is the most read newspaper in India. Under the banner of JPL (Jagran Prakashan Ltd.) that is one of the leading media houses in India, the success of Dainik Jagran has been an outcome of the strategic marketing decisions taken by its founder and his successors in the post-independence era. With extensive circulation it created a large readership base and took bold decisions to launch multi editions to its daily, through a series of acquisitions, mergers and consolidations from 1975 to 2010, enabling it to step into product diversification. Readership surveys, investments in technology, advertising, regular branding events and smart phone applications are a few tools that helped. While the group has diversified into other industries, there is an underlying anxiety about the future prospects of its newspaper business. With the onslaught of online news dailies, will Jagran be able to expand and maintain its readership base using its previous business and marketing strategies? Or is it time to change strategies for businesses in the newspaper and allied media industry in India?

**Title of the Paper:** Intraday Risk Management in International Stock Markets: A Conditional EVT Approach

**Journal:** *International Review of Financial Analysis*, Elsevier

**Co-author:** Karmakar, Madhusudan

**Abstract:** The study compares the predictive ability of various models in estimating intraday Value-at-Risk (VaR) and Expected Shortfall (ES) using high frequency share price index data from sixteen different countries across the world for a period of seven and half months from September 20, 2013 to May 07, 2014. The main emphasis of the study has been given to Extreme Value Theory (EVT) and to evaluate how well Conditional EVT model performs in modeling tails of distributions and in estimating and forecasting intraday VaR and ES measures. We have followed McNeil and Frey's (2000) two stage approach called Conditional EVT to estimate dynamic intraday VaR and ES. We have

compared the accuracy of Conditional EVT approach to intraday VaR and ES estimation with other competing models. The best performing model is found to be the Conditional EVT in estimating both the quantiles for the entire sample. The study is useful for market participants (such as intraday traders and market makers) involved in frequent intraday trading in such equity markets.

Roy Chaudhuri, Himadri

**Title of the Paper:** An Alternative Analysis of Scale Data: A Marketing Application  
**Journal:** *Global Business Review*, Sage Publications  
**Co-author:** Sengupta, Pooja

**Abstract:** The idea of materialism is one of the most important in modern consumer behavior literature. In this article we have attempted at studying this component using the celebrated Richins and Dawson (1992) scale, where the required data has been collected using the standard instrument. This data is analyzed with the help of the mechanisms of item response theory (IRT). Specifically the graded response model has been used to analyze and get an insight into the problem of subjective well-being. Item response theory is an increasingly popular approach for development, evaluation and administration of psychological measures. We have used in this article one of the three IRT fundamentals, namely, the item response functions. We next illustrate how IRT modelling can be put to use to analyze the data collected in the study of the judgement component of subjective well-being. To that end, we have used the `grm()` function available in R. The results obtained are thereafter interpreted.

Roy Chaudhuri, Himadri

**Title of the Paper:** Vulnerability or Masculinity: Examining “Aesthetic Labor” from Male Fashion Models' Perspective  
**Journal:** *Journal of Global Fashion Marketing*, Routledge  
**Co-author:** Fowler, Jie G.; Chu, Rongwei and Gentry, James W.

**Abstract:** 'Masculinity' is changing globally. We investigate the adjustments made by Chinese male models as they work in a domain that had previously belonged primarily to

women. Using a liminal lens to view the models' adjustments, the study discovered that they perceive themselves to be subordinated to other participants in the advertising industry: designers, makeup artists, directors, clients, and even female models. While the changing nature of 'masculinity' globally has created many more opportunities for male models, we found that the norms of the advertising industry require a major reinvention of the models' self-perceptions of masculinity.

Roy Chaudhuri, Himadri

**Title of the Paper:** Developing a Conceptual Model of Small Independent Retailers in Developing Economies: The Roles of Embeddedness and Subsistence Markets

**Journal:** *AMS Review*, Springer US

**Co-author:** Sarkar, Dev Narayan and Kundu, Kaushik

**Abstract:** A review of the four possible classes of retailers indicates the need to develop a conceptual model of independent retailers in developing economies. While independents are declining across established markets, such entities are of pivotal importance in developing economies. The present article aims at identifying the antecedents of buying behavior of small independent retailers in developing economies. In the process, their buying behavior is compared to the other classes of retailers. The literature on subsistence consumer-merchants as well as on embedded markets is reviewed to identify the antecedents of buying behavior of independents in developing economies. These antecedents are integrated into a framework of buying behavior of independents in developing economies. This framework may help marketers design appropriate strategies to reach consumers in developing economies. Insights developed in this article may also be used by independents in developing economies to devise methods that would enable them to fight against the spatial competitiveness of chains.

Roy Chaudhuri, Himadri

**Title of the Paper:** Market Mediated Authenticity in Culturally Themed Culinary Space

**Journal:** *Qualitative Market Research: An International Journal*, Emerald

**Co-author:** Sinha, Nilanjana; Gao, Jie and Mazumdar, Sitanath

**Abstract:** Purpose - This paper explores authenticity from both providers' and consumers' perspectives in BRTs' restaurants in India. Methodology - A phenomenological design. Data were collected in Bengali themed restaurants in India during two years period. Findings- By articulating the stakeholders and processes that operate behind the narrative of authenticity, we uncover the interface between market/cultural forces and authentic experiences. It reveals that authenticity embraces four major categories including traditional, staged-form, postmodern, and constructivism. Implications- The study provides insights on the collective role of both consumers and providers in mediating authenticity in such culturally themed culinary spaces. It redefines authenticity as a cultural / market mediated construct. It provides insights on culture, market and authenticity interface. Theoretically, it contributes to the literature by articulating authenticity dimensions. That being said, this study helps marketers to gain insights into authenticity / commoditization balance and further articulate the segmentation strategies to serve consumers who seek authentic experiences. Originality / Value- As globalization is weakening cultural boundaries and jeopardizing regional identities, there is a need for reassuring cultural continuity and upholding ethnic legacy for local consumers. Thus, this study provides theoretical and practical insights for both researchers and practitioners.

Roy Chowdhury, Sahana

**Title of the Paper:** When Do Referees Shirk in a Peer Review Process?

**Journal:** *Economics and Business Letters*, Oviedo University Press

**Abstract:** This note obtains conditions for existence of shirking referees in peer review process. When referees are heterogeneous say, bad (b) and good (g), only for a medium range of probability of getting a good paper p, both referees prefer reading over shirking. It never happens that b reads while g shirks. Both prefer 'shirking and rejecting (accepting)' if p is low (high) enough. The paper shows that a two-referee cross-examination review reduces the error of accepting a bad paper only for a small range of probability.



Roy Chowdhury, Sahana

**Title of the Paper:** Policy Reforms and SME Performances: A Comparison of Two Major EMEs

**Journal:** *Emerging Economy Studies*, Sage Publications

**Co-author:** Roy Chowdhury, Sayani

**Abstract:** This paper makes a comparative analysis of the major reforms and measures taken by China vis-a-vis India to shape their SME sector performances. Since SME sectors are mostly labour intensive labour reforms are absolutely essential. This would in turn, facilitate FDI (foreign direct investment) inflows and ease the credit and finance problems faced by the SMEs. India with its lop-sided distribution of firm-size faces the challenge of “missing middle”. SMEs are finding it suboptimal to grow because of the archaic labour laws in India, that constrain hiring and firing policies related to firm's downsizing decisions. One observation regarding Chinese reform is that their reform agenda was much ahead of time, holistic and gradual, unlike India's reform measures, which are piecemeal and non-uniform across time, and hence was partially effective in facilitating stable growth in the SME sector across time. However, recent initiatives are quite ambitious, if the steps get translated into reality the SME sector's growth might reach its potential.

Roy Chowdhury, Sahana

**Title of the Paper:** Bharti Airtel and Zain: A Journey into New Territories (Case Analysis)

**Journal:** *Global Business Review*, Sage Publications

**Abstract:** The case talks about Airtel's Zain acquisition and its entry into 15 African countries: Burkina Faso, Chad, Democratic Republic of the Congo, Republic of the Congo, Gabon, Ghana, Kenya, Madagascar, Malawi, Niger, Nigeria, Sierra Leone, Tanzania, Uganda and Zambia. The case mentions the numerous challenges that the acquisition deal had undergone and provides a brief description of Bharti Telecom's rise led by Mr Sunil Mittal, the one who started exploring business opportunities from an industrial town, Ludhiana.

**Title of the Paper:** An Alternative Analysis of Scale Data: A Marketing Application

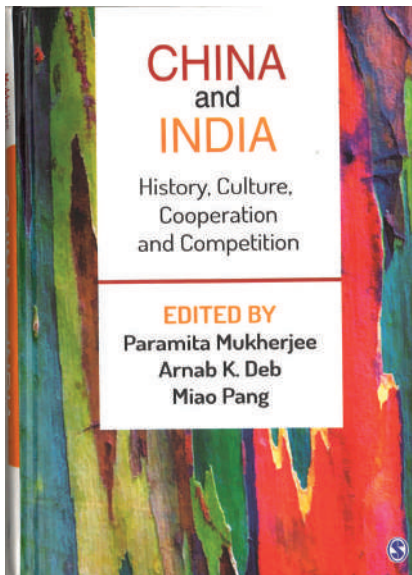
**Journal:** *Global Business Review*, Sage Publications

**Co-author:** Roy Chaudhuri, Himadri

**Abstract:** The idea of materialism is one of the most important in modern consumer behavior literature. In this article we have attempted at studying this component using the celebrated Richins and Dawson (1992) scale, where the required data has been collected using the standard instrument. This data is analyzed with the help of the mechanisms of item response theory (IRT). Specifically the graded response model has been used to analyze and get an insight into the problem of subjective well-being. Item response theory is an increasingly popular approach for development, evaluation and administration of psychological measures. We have used in this article one of the three IRT fundamentals, namely, the item response functions. We next illustrate how IRT modelling can be put to use to analyze the data collected in the study of the judgement component of subjective well-being. To that end, we have used the `grm()` function available in R. The results obtained are thereafter interpreted.



# Books Published



**Book:** China and India: History, Culture, Cooperation and Competition

**Editors:** Paramita Mukherjee, Arnab K. Deb and Miao Pang

**Publisher:** Sage Publications India Pvt. Ltd.

**Abstract:** This book brings together scholars and academicians from China as well as India to present a well-rounded perspective on various important cross-country issues and their implications. Comprehensive in approach, it encompasses history, culture, political relations and current business strategies of both the nations. The book explores the differences in the functioning of Indian

and Chinese economies and identifies the prime factors responsible for this. In order to have an in-depth understanding of the causes, the contribution of sociocultural factors and the role of political and strategic relationships are also closely examined.

**Book:** Innovative Management Solutions for Competitive Advantage

**Editors:** Shailendra Nigam and Soni Agrawal

**Publisher:** Excel India Publishers

**Abstract:** The edited book provides valuable insights on different topics such as HR climate in organizations, diversity and openness of Indian boards, corporate governance, employer branding and casual modeling among different dimensions of intellectual capital, etc. The book enable readers with multi-dimensional tools, techniques and innovative frameworks that are important for excellent performance. The book encloses two parts dedicated to innovative



management practices. Part A having fourteen research papers spread across various specialized industries. Part B is having eighteen research papers, which are a rich source of various innovative HR practices that are tested and validated in recent business settings.



**Book:** PROMO : A South-Asian Perspective with CourseMate

**Authors:** Thomas C. O'Guinn, Chris T. Allen, Richard J. Semenik, Mohua Banerjee

**Publisher:** Cengage

**Abstract:** The book focuses on the new communication tools and strategies that are used by modern-day marketers. Contemporary topics in the Indian landscape like Sponsorship, Product Placements, and Branded Entertainment along with the Regulatory and Ethical Environment of Promotions have been discussed in the book. It adopts a persuasive visual medium and emphasizes on the campaigns and strategies that organizations undertake

to grow their brands. Inclusion of fact-based data/information on the current trends and developments that are taking place in the advertising world aims at providing the users with an innovative concept in management studies.

# Book Chapters

## Agrawal, Soni

“Employee Engagement in the New Business Horizon” (with R. P. Ojha) in *Emerging Challenges in HR: VUCA Perspectives* edited by Umesh K. Bamel, Atri Sengupta and Pankaj Singh, Emerald Group Publishing (India) Private Ltd., New Delhi

## Agrawal, Soni

“Human Resource Practices in Indian Startups” in *Contemporary issues in Business and Economy* edited by Anil Kumar Sinha, Amiya Kumar Mohapatra, Asheesh Pandey and Utkarsh, Regal Publications, New Delhi

## Agrawal, Soni

“Predictors of Employee Engagement” in *Innovative Management Solutions for Competitive Advantage* edited by Shailendra Nigam and Soni Agrawal, Excel India Publishers, New Delhi

## Agrawal, Soni

“An Attempt to Bridge the Gap between Industry Expectations and What B-Schools Offer” (with Mamta Mohapatra) in *Innovative Management Solutions for Competitive Advantage* edited by Shailendra Nigam and Soni Agrawal, Excel India Publishers, New Delhi

## Agrawal, Soni

“Role of HR Analytics and Measurement in Today's Time” in *Innovative Management Solutions for Competitive Advantage* edited by Shailendra Nigam and Soni Agrawal, Excel India Publishers, New Delhi

## Banik, Arindam

“A Comparative Exploration of Social Responsibility Strategies in China and India” (with Tirthankar Nag, Miao Pang and Chen Jixiang) in *China and India: History, Culture,*

*Cooperation and Competition* edited by Paramita Mukherjee, Arnab K. Deb and Miao Pang, Sage Publications India Pvt. Ltd., New Delhi

### **Banik, Arindam**

“Service Quality and Quality Assurance in Higher Education: A Case on Bangladesh” (with Monzurul Huq) in *Management Education for Global Leadership* edited by Neeta Baporikar, IPE Global Ltd., New Delhi

### **Banik, Arindam**

“Regional Inequality over the Post – Globalization Era: A Study on India and China” (with Arnab K. Deb) in *China and India: History, Culture, Cooperation and Competition* edited by Paramita Mukherjee, Arnab K. Deb and Miao Pang, Sage Publications India Pvt. Ltd., New Delhi

### **Mallick, Eeman**

“Social Capital and Job Performance: The Moderating Role of HR Practices” (with Lalatendu Kesari Jena and Rabindra Kumar Pradhan) in *Emerging Challenges in HR: VUCA Perspectives* edited by Umesh K. Bamel, Atri Sengupta and Pankaj Singh, Emerald Group Publishing (India) Pvt. Ltd., New Delhi

### **Mukherjee, Paramita**

“Corporate Social Responsibility (CSR) Practices: A Comparative Study of India and Asia” (with Rajashri Chatterjee) in *China and India: History, Culture, Cooperation and Competition* edited by Paramita Mukherjee, Arnab K. Deb and Miao Pang, Sage Publications India Pvt. Ltd., New Delhi

### **Nag, Tirthankar**

“A Comparative Exploration of Social Responsibility Strategies in China and India” (with Arindam Banik, Miao Pang and Chen Jixiang) in *China and India: History, Culture, Cooperation and Competition* edited by Paramita Mukherjee, Arnab K. Deb and Miao Pang, Sage Publications India Pvt. Ltd., New Delhi



# Conferences

Faculty	<b>Agrawal, Soni</b>
Name of the Conference	International Conference on Marketing, Technology and Society
Title of the Paper	Perceived Vulnerability to Cyber Bullying: Relative Effects of Security Measures, Addiction and Self-Disclosure
Date	September 29, 2016 - October 1, 2016
Venue	IIM Kozhikode

Faculty	<b>Banik, Arindam</b>
Name of the Conference	Twelfth Annual Conference of Asia-Pacific Economic Association (APEA)
Title of the Paper	Trade, Openness, Conflicts and Sino-Indian Relations: Identifying Impacts on Poverty in Eastern India
Date	July 13-15, 2016
Venue	IMI Kolkata

Faculty	<b>Banik, Arindam</b>
Name of the Conference	Commercial and Tourism between Galicia and Developing Countries : Current Situation and Possibilities for Development
Title of the Paper	Tourism in India : Trends and Strategies - A Review of Indian Tourism Sector
Date	November 21-23, 2016
Venue	Porriño (Pontevedra)



Faculty	<b>Banik, Arindam</b>
Name of the Conference	International Conference - Economic Integration and Economic Growth, II
Title of the Paper	Assessing the Barriers to Trade in Financial Services in BRICS Economies
Date	March 18-19, 2017
Venue	University of Washington (Seattle)

Faculty	<b>Basu, Rituparna</b>
Name of the Conference	IIM Calcutta Marketing Conference - MARCON 2016
Title of the Paper	Role of Mixed Neutral Electronic Word-of-Mouth on Online Purchase Intention
Date	December 22-24, 2016
Venue	IIM Calcutta

Faculty	<b>Chatterjee, Chanchal</b>
Name of the Conference	69th All India Commerce Conference 2016
Title of the Paper	Does Share Repurchase Announcement Enhance Stock Price? Evidence from an Emerging Economy, India
Date	November 11-13, 2016
Venue	Lucknow University

Faculty	<b>Chatterjee, Chanchal</b>
Name of the Conference	Fourth PAN IIM World Management Conference
Title of the Paper	Earnings Management Behavior of Financially Distressed Firms: Does Board Quality Matter? Evidence from an Emerging Economy, India
Date	December 13-15, 2016
Venue	IIM Ahmedabad

Faculty	<b>Daultani, Yash</b>
Name of the Conference	IIM Calcutta Marketing Conference - MARCON 2016
Title of the Paper	Supplier Dissatisfaction in E-commerce
Date	December 22-24, 2016
Venue	IIM Calcutta

Faculty	<b>Ganguly, Boudhayan</b>
Name of the Conference	International Conference on India, China and the New World Order: Economic, Social and Cultural Dimensions
Title of the Paper	Cultural Impact on Website Design of Schools: A Cross Cultural Ccomparative Study in the Indian, Chinese and American context
Date	November 24-25, 2016
Venue	IMI Kolkata

Faculty	<b>Ganguly, Boudhayan</b>
Name of the Conference	IIM Calcutta Marketing Conference - MARCON 2016
Title of the Paper	Supplier Dissatisfaction in E-commerce
Date	December 22-24, 2016
Venue	IIM Calcutta

Faculty	<b>Mallick, Eeman</b>
Name of the Conference	31st International Congress of Psychology (ICP 2016)
Title of the Paper	Organizational Citizenship Behavior Creating Competitive Advantage in Healthcare Industry: The Moderating Role of HR Practices
Date	July 24-29, 2016
Venue	Yokohama

Faculty	<b>Mukherjee, Paramita</b>
Name of the Conference	Twelfth Annual Conference of Asia-Pacific Economic Association (APEA)
Title of the Paper	Estimating Elasticity of Import Demand for Gold in India
Date	July 13-15, 2016
Venue	IMI Kolkata

Faculty	<b>Mukherjee, Paramita</b>
Name of the Workshop	Services Trade and Regulatory Reforms in Asia: In Search of a Comprehensive Approach
Title of the Paper	Regulatory Reforms in Financial Services: An Event Study on Asian Emerging Markets
Date	October 26-27, 2016
Venue	IMI Kolkata

Faculty	<b>Nag, Tirthankar</b>
Name of the Conference	Commercial and Tourism between Galicia and Developing Countries : Current Situation and Possibilities for Development
Title of the Paper	Tourism in India : Trends and Strategies - A Review of Indian Tourism Sector
Date	November 21-23, 2016
Venue	Porriño (Pontevedra)

Faculty	<b>Nag, Tirthankar</b>
Name of the Conference	International Conference on India, China and the New World Order: Economic, Social and Cultural Dimensions
Title of the Paper	Cultural Impact on Website Design of Schools: A Cross Cultural Comparative Study in the Indian, Chinese and American Context

Date	November 24-25, 2016
Venue	IMI Kolkata

Faculty	<b>Nag, Tirthankar</b>
Name of the Conference	Fourth PAN IIM World Management Conference
Title of the Paper	Rural Energy Balance Assessment Using Geospatial Data: A Tool towards Rural Resources Management in India

Date	December 13-15, 2016
Venue	IIM Ahmedabad

Faculty	<b>Nag, Tirthankar</b>
Name of the Conference	Delhi Policy Group Roundtable on “Advancing BBIN Sub-Regional Cooperation”
Title of the Paper	Energy-Hydro Power and Water Resources
Date	March 16-17, 2017
Venue	Hotel Hindusthan International (Kolkata)

Faculty	<b>Puri, Roma</b>
Name of the Conference	Annual International Conference 2017 on Business Analytics and Actionable Intelligence
Title of the Paper	HR Analytics - The Data Driven Human Resource Management: Applications and Challenges
Date	January 20, 2017
Venue	IISWBM

Faculty	<b>Roy Chowdhury, Sahana</b>
Name of the Workshop	Services Trade and Regulatory Reforms in Asia: In Search of a Comprehensive Approach

Title of the Paper	Regulatory Reforms in Financial Services: An Event Study on Asian Emerging Markets
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Date	October 26-27, 2016
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Venue	IMI Kolkata
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Faculty	<b>Roy Chowdhury, Sahana</b>
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Name of the Conference	58th Annual Conference of the Indian Society of Labour Economics (ISLE)
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Title of the Paper	Recession and Child Labor: Revisiting the Poverty Link
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Date	November 24-26, 2016
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Venue	IIT Guwahati
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Faculty	<b>Sengupta, Pooja</b>
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Name of the Conference	SMEs and Market: New Issues and Perspectives of India and UK
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Title of the Paper	Financial Inclusion Measurement - Searching for Alternative Index
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Date	December 22, 2016
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Venue	University of Calcutta
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Faculty	<b>Sengupta, Pooja</b>
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Name of the Conference	Platinum Jubilee International Conference on Application of Statistics
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Title of the Paper	Modelling Distorted Probability in the Light of Compositional Data Analysis
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Date	December 21-23, 2016
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Venue	University of Calcutta
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Faculty	<b>Sengupta, Pooja</b>
Name of the Conference	6th IGC - Jadavpur University - ISI West Bengal Growth Conference
Title of the Paper	The Dynamics of Finance-Growth-Inequality Nexus in India with Special Reference to West Bengal
Date	December 28-29, 2016
Venue	Jadavpur University
Faculty	<b>Sengupta, Pooja</b>
Name of the Conference	Annual International Conference 2017 on Business Analytics and Actionable Intelligence
Title of the Paper	HR Analytics - The Data Driven Human Resource Management : Applications and Challenges
Date	January 20, 2017
Venue	IISWBM



# Other Professional Activities of Faculty Members

**Arindam Banik**

## Popular / Magazine Publication

“Chomoker Budget Hoito Noi”, *Desh* (a fortnightly of Anandabazar Patrika), February 10, 2017

“Neetite Sthir Noi Reserve Bank”, *Desh* (a fortnightly of Anandabazar Patrika), January 02, 2017

“Uttar-BREXIT Britain O Theresa May”, *Desh* (a fortnightly of Anandabazar Patrika), August 17, 2016

“British Bharate Baniya O Samaj”, *Boier Desh*, July –September, 2016

“Swalpa Sanchaye Sood Hrash”, *Desh* (a fortnightly of Anandabazar Patrika), April 17, 2016

## Supervisor / Examiner / Committee Member

Supervisor / Committee Member, FPM Dissertation, IMI Delhi

Examiner, Ph.D. thesis, Guru Nanak Dev University, Amritsar, 2017

Examiner, Ph.D. thesis, Jamia Millia Islamia, New Delhi, March, 2016

Examiner, Ph.D. thesis, Utkal University, February, 2016

## Editor / Member of the Editorial Board / Member of Advisory Committees

Member, Editorial Board, *Contemporary Social Sciences*, Sichuan Academy of Social Sciences, Sichuan Province, China.

Member, Advisory Committee, *Journal of CENTRUM Cathedra*, Cengage Learning, Argentina S.A.

Member, International Editorial Board, *Asian Business and Management*, Palgrave, London

Member, Editorial Board, *The Journal of Public Sector Policy Analysis*, Economic Affairs



Division, Ministry of Economic Affairs and Development, Government of Barbados, Barbados, West Indies

Member, Editorial Board, *e-Socialsciences*, Mumbai, India

Editor, *Global Business Review*, Sage Publications (New Delhi and New York), April 1, 2010 onwards

## Public, Professional and / or Extra Departmental Service

Advisor for Conference on “India, China and the New World Order: Economic, Social and Cultural Dimensions” organized by IMI Kolkata in collaboration with Sichuan Academy of Social Sciences, China, November 24-25, 2016

Executive Committee Member for Twelfth Annual Conference of Asia-Pacific Economic Association (APEA) held at IMI Kolkata, July 13-15, 2016

Member, Faculty Selection Committee, Department of Management, University of Tejpur, Assam, 2017

Affiliated Professor, CENTRUM Centro de Negocios, Pontificia Universidad Católica del Perú, Peru

## Referee for Professional Journals/Conference Papers

*Global Business Review*

*Economic and Political Weekly*

*International Journal of Social Sciences*

*The Journal of Public Sector Policy Analysis*

## Boudhayan Ganguly

## Professional / Extra Departmental Service

Session Chair, IIM Calcutta Marketing Conference - MARCON 2016, December 22-24, 2016

## Reviewer for Professional Journals

*International Journal of Retail and Distribution Management*

## Chanchal Chatterjee

### Referee for Journals

*Global Business Review*

*Springer Plus*

*Paradigm*

*Trade and Development Review*

## Eeman Mallick

### Magazine Publication

“Happy Employees Make Excellence a Habit and Norm”, *IMI Konnect*, the scholarly publication of IMI Kolkata

## Himadri Roy Chaudhuri

### Professional and/or Extra Departmental Service

Ph.D. Supervisor, University of Calcutta

### Member of the Editorial Board / Referee for Professional Journals

Associate Editor, *Global Business Review*

*Journal of Marketing Communication*

*Journal of Marketing Theory and Practice*

## Mohua Banerjee

### Professional and / or Extra Departmental Service

Delivered a lecture on “India's Changing Retail Landscape” at Leeds Business School, United Kingdom, October 12-13, 2016

Panel Member/ Subject Specialist (Marketing) for recruitment of Specialist Officer in PSU Banks, organized by HRM Department (IBPS), March 06-09, 2017

Chief Guest, EYF Graduation Ceremony, Ernst & Young Foundation, a CSR initiative, Kolkata, December 9, 2016

Invited as a visiting faculty by the IAE University of Tours, (France) to take a course on "Consumer Behavior, Marketing and Digital Marketing in India: Facts, Opportunities and Evolution", November 07, 2016

Invited by CELSA Université Paris-Sorbonne (Paris, France) to conduct a session on Retail Marketing, as a part of their "Marketing Management - International Perspectives" programme, November 04, 2016

Ph.D. Supervisor, the University of Calcutta

## Referee for Professional Journals

*Journal of Retailing and Consumer Services*

*Emerald Emerging Markets Case Studies*

## Paramita Mukherjee

### Professional and / or Extra Departmental Service

Chaired a session in Research Retreat on Macroeconomics and Public Finance, CTRPFP, Centre for Studies in Social Sciences Calcutta, February 17-18, 2017

Chief Guest, EYF Graduation Ceremony, Ernst & Young Foundation, a CSR initiative, Kolkata, December 9, 2016

### Membership of Committees

Chair, Local Organizing Committee and Member, Selection Committee, APEA 2016 - Twelfth Annual Conference of Asia Pacific Economic Association held at IMI Kolkata, July 13-15, 2016

Member, Organizing Committee, International Workshop on "Services Trade and Regulatory Reforms in Asia: In Search of a Comprehensive Approach" organized jointly by RIS, IMI-K, ADBI Institute, held at IMI Kolkata, October 26-27, 2016

Member, Organizing Committee, Sino-India Conference, November 24-25, 2016

## Workshops Attended

One day Workshop on “Empirical Research Using Micro-level Data of NSSO/ASI”, Jadavpur University, Department of Economics, January 30, 2017

Two Day Workshop on “Spatial Econometrics”, Jadavpur University, Department of Economics, March 27-28, 2017

## Seminars Attended

Attended the Research Retreat on Macroeconomics and Public Finance, CTRPFP, Centre for Studies in Social Sciences Calcutta, February 17-18, 2017

## Magazine Publication

“Demonetization: Little Gain and Severe Pain”, *IMI Konnect*, the scholarly publication of IMI Kolkata

## Referee for Professional Journals / Conference papers

*Global Business Review*

*South Asia Economic Journal*

*Trade and Development Review*

## Member of the Editorial Board

Editor, *IMI Konnect*, the scholarly publication of IMI Kolkata

## Pooja Sengupta

## Professional and / or Extra Departmental Service

Invited to act as speaker in International Conference organized by Department of Commerce, University of Calcutta in association with Nottingham University Business School, England

Completed two papers: Regression Analysis I and Regression Analysis II under the e-Pathshala and MHRD Project under National Mission on Education through ICT (NME-ICT)

Programme Coordinator, Faculty Development Programme on “Art of Paper Writing and Publishing”, September 23, 2016

Programme Coordinator, Faculty Development Programme on “Digital Marketing”, January 07, 2017

## Rachana Chattopadhyay

### Professional and / or Extra Departmental Service

Joint Programme Director, Building and Developing High Performance Team: A Residential Programme for Young Executives of CESC, March 06–08, 2017

Joint Programme Director, Towards the Next Orbit, an Induction Programme for New Recruits of GRSE Ltd., November 23 - December 03, 2016

Programme Director, First Staff Development Programme of IMI-Kolkata, September 14 - November 14, 2016

### Magazine Publication

“Social Entrepreneurship and Leadership Challenges”, *IMI Konnect*, the scholarly publication of IMI Kolkata

## Rituparna Basu

### Professional and / or Extra Departmental Service

Invited to deliver guest lectures on “Sales and Distribution Management” and “Retail Management” at the Indian Institute of Technology, Kharagpur

Invited to deliver guest lectures on “Global Trends in Retail” and “Mall Management” at Indian Institute of Social Welfare and Business Management, Kolkata

Invited to take a session on CRM for the Bandhan Project of CESC Ltd.

Invited as panelist for second National Debate by Indian Chamber of Commerce

### Magazine Publication

“Rural Marketing in India : Myths and Cases”, *IMI Konnect*, the scholarly publication of IMI Kolkata

## Other Publications

“Media Industry: The Road Ahead for Sanmarg Hindi Language Daily”, Case Study published by Thunderbird Case Series available on *Harvard Business School Publishing*, December, 2016

## Member of the Editorial Board/Referee for International Journals

Associate Editor, *IMI Konnect*, the scholarly publication of IMI Kolkata  
Referee for various journals under Emerald, Elsevier and Sage

## Roma Puri

### Professional and / or Extra Departmental Service

Programme Coordinator, Faculty Development Programme on “Art of Paper Writing and Publishing”, September 23, 2016

Programme Coordinator, Faculty Development Programme on “Digital Marketing”, January 07, 2017

## Sahana Roy Chowdhury

### Magazine Publication

“Demonetization: Little Gain and Severe Pain”, *IMI Konnect*, the scholarly publication of IMI Kolkata

### Seminars Attended

Presented a paper titled “Impact of Recent Developments in Inter-Governmental Fiscal Relations on Public Spending” at a seminar on Impact of FFC and Restructuring of Centrally Sponsored Schemes of Centre and States on Health Expenditure at NIPFD, New Delhi, October 18, 2016

### Workshop Attended

Two Day Workshop on “Spatial Econometrics”, Jadavpur University, Department of Economics, March 27-28, 2017

## Referee for Professional Journals

*Global Business Review*  
*Economic Modelling*  
*Journal of Economics*

## Sarojakshya Chatterjee

### Management Development Programmes

Marketed and conducted need based MDPs for different levels of executives of GRSE Ltd. and LIC of India with the support of internal and guest faculty members. Programme Director in all these programmes

Marketed and conducted highly innovative MDPs on “Vigilance and Corruption Management” for senior and top level executives of mostly PSUs and few private sector corporates. Programme Director in all these programmes

Programme Director for 62 MDPs designed for newly recruited Business Development executives of Axis Bank. Trained more than 1600 participants

Conducted MDPs for CESC Ltd.

## Referee for Professional Journals

*ICTAT Journal of Management Studies*  
*FIIB Business Review*

### Professional and / or Extra Departmental Service

Committee member, Twelfth Annual Conference of Asia - Pacific Economic Association (APEA), July 13-15, 2016

### Industry-Academia Interaction

Organized four industry lectures by top executives of banking and credit rating organizations viz. Axis Bank, Yes Bank, RBI, Infomeric

Organized and conducted ethics and value-driven sessions for the PGDM students. The sessions were taken by the industry experts



## Soni Agrawal

### Magazine Publication

“Transforming Human Resources Practices”, *IMI Konnect*, the scholarly publication of IMI Kolkata

### Referee for Professional Journals

*Business Process Management*  
*Journal of Workplace Learning*  
*African Journal of Management*

## Surendra Poddar

### Magazine Publication

“ERP : A Primer for Practitioners”, *IMI Konnect*, the scholarly publication of IMI Kolkata

## Tirthankar Nag

### Invited Speaker

Xunta de Galicia, Spain  
Turku University of Applied Sciences, Finland

### Professional and / or Extra Departmental Service

Ph.D. Supervisor, CEPT University, Ahmedabad  
Ph.D. Supervisor, ICFAI University, Jharkhand  
Moderator for two sessions, International workshop on “Services Trade and Regulatory Reforms in Asia: In Search of a Comprehensive Approach”, October 26-27, 2016  
Panel Member to judge the awardee for Tirath Gupta Award for Best Thesis at IIM - Ahmedabad

## Referee for Professional Journals

*Global Business Review*

*Energy Policy*

*South Asian Survey*

*Journal of Cleaner Production*



# Sponsored Research & Consultancy

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Project	Corporate Governance in Emerging Economies
Awarding Organization	Project sponsored by National Accounting Council of Brazil
Principal Investigator	Arindam Banik

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Project	Japan and India: Paradigm for a Strategic Economic Partnership in the 21st Century
Awarding Organization	Project sponsored by IMI Kolkata & Ritsumeikan Asia Pacific University, Japan
Principal Investigators	Arindam Banik (with Munim K. Barai)

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Project	Does Board Quality Influence Earnings Management? Evidence from an Emerging Economy, India
Awarding Organization	Research grant awarded by IMI Kolkata
Principal Investigator	Chanchal Chatterjee

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Project	Estimation of Import Elasticity of Gold in India
Awarding Organization	Research grant awarded by IMI Kolkata
Principal Investigator	Paramita Mukherjee

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Project	Regression Analysis I and Regression Analysis II under the E-pathshala and MHRD Project under the National Mission on Education through ICT (NME-ICT)
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Awarding Organization	Project sponsored by University Grants Commission (UGC), Ministry of Human Resource Development (MHRD)
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Principal Investigator	Pooja Sengupta
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Project	MOOC-SWAYAM (Project undertaken for creating e-content in Statistics at postgraduate level)
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Awarding Organization	Project sponsored by University Grants Commission (UGC) / Information and Library Network (INFLIBNET)
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Principal Investigator	Pooja Sengupta
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Project	Financial Inclusion, Growth and Inequality
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Awarding Organization	Project sponsored by Centre for Studies in Social Sciences, Calcutta and Department of Statistics, University of Calcutta
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Principal Investigator	Pooja Sengupta
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Project	Sports Franchising in India
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Awarding Organization	Research grant awarded by IMI Kolkata
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Principal Investigator	Rituparna Basu with co-investigator, Tirthankar Nag
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Project	Study on High Impact Opportunities for Energy Efficiency in India
Awarding Organization	Project sponsored by United Nations Environment Programme (UNEP), Denmark
Principal Investigator	Tirthankar Nag

Project	Exploring Strategic Interdependencies of Value Chains of Infrastructure Industries: A Study of Climate Induced Vulnerabilities and Impact Assessment of Domestic Coal Supply Chains on Power Generation in India
Awarding Organization	Project sponsored by Ministry of Environment, Forest and Climate Change (MOEF), GoI
Principal Investigator	Tirthankar Nag

Project	Assisted on Research Work for FRBM Committee Report, set by Ministry of Finance, Government of India
Awarding Organization	Project sponsored by National Institute of Public Finance and Policy (NIPFP)
External Consultant	Sahana Roy Chowdhury

Project	eContent Development on Strategic Human Resource Management
Awarding Organization	Project sponsored by ePathshala, University Grants Commission (UGC), Ministry of Human Resource Development (MHRD)
Principal Investigators	Soni Agrawal (with Mamta Mohapatra)

# Faculty Seminars @ IMI Kolkata

Presenter	Dr. Rituparna Basu and Professor Tirthankar Nag
Topic	Sport Franchising in India
Date	April 12, 2017

Presenter	Mr. Arijit Chakraborty
Topic	An Overview on GST and Its Impact
Date	April 1, 2017

Presenter	Mr. Ari Lindeman
Topic	Responsible Leadership and Sustainable Goals
Date	March 29, 2017

Presenter	Professor Munim Kumar Barai
Topic	Study to Understand the Growth and Sustainability in the Asia-Pacific Region
Date	December 23, 2016

Presenter	Professor Sumit Agarwal
Topic	Thy Neighbor's Misfortune: Peer Effect on Consumption
Date	November 05, 2016

Presenter	Dr. Rahul Kumar Sett
Topic	Consumer Choice and Evaluation of Product Versus Price Bundles: How Does Choice Framing Influence Relative Preferences?
Date	September 14, 2016

# Guests & Visitors @ IMI Kolkata

Guest / Visitor	Affiliation	Topic
Abesh Chatterjee	Chief (Marketing & Sales), Tata	Business Buying Behavior : Industry Perspective
Abhijit Sengupta	Senior General Manager - HR, Eveready	Sales Perspectives in Rural and Non-Urban India
Abhirup Banerjee	Co-Founder, Grip Consulting	From Entrepreneurship to Intrapreneurship
Amit Das	Director - Projects, Cognizant	Ar/Vr Technology and Technological Impact on Future Jobs
Amitava Shome	General Manager - Customer Relations, CESC Ltd.	Change in Paradigm of Customer Service
Anirban Mazumder	Associate Professor, West Bengal National University of Juridical Sciences	Political & Legal Systems in National Environment
CA Ashish Agarwal	Manager - Statutory Reporting, HSBC Securities Services	Financial Reporting Based on IFRS
Chandrashekhar Mukherjee	Chief People Officer, National Stock Exchange of India Ltd.	How to Face Challenges in Life
Deb Narayan Sarkar	Associate Director Sales - East, PepsiCo India	Sales
Debraj Ghosh	General Manager - Marketing, Tata Sky (DTH) India	Marketing Strategy - Industry Perspectives
G N Rath	Chief General Manager, Reserve Bank of India	Risk Management in Financial Sector and its Ability to withstand Global Financial Crisis
Jyotirmoy Bhattacharya	Country Group Head - Human Resource, Mahindra Finance	The Insight on Emerging Markets and Catering to their Unmet Needs

Guest / Visitor	Affiliation	Topic
Kumar Rishav Dev	General Manager - HRD, Ambuja Neotia	Work Culture and Etiquettes in Corporate World
Naveen Prakash	Additional General Manager - Corporate Talent Acquisition, Spencer's Retail Ltd.	Retail for Non-Retailer's
Nilanjan Basu	Founder & MD - BCE Design Services LLP	The Entrepreneurial Challenges and Advantages.
Partha Bhattacharya	General Manager (Materials), CESC Ltd.	IT Applications in Supply Chain
Praveen	Radio Jockey, 93.5 Red FM	Marketing : Perspective from the Media Industry
Prithwish Mukherjee	Head - Marketing Operations, Vodafone	Customer Lifecycle Management
Rabindra Sen	Associate Professor, Dept. of International Relations, Jadavpur University	Geopolitical Environment
Raghu Iyer	Chief Executive Officer, Atletico de Kolkata	Sports Marketing
Sharmila Khatua	Joint Labour Commissioner	Labour Law Reforms on Role of Goernment
Shivaji Roy	Independent HR Consultant, retired HR Head - SAIL, Burnpur	Measuring Training Effectiveness
Subhankar Ghose	Head - Human Resources, ABP	Sports Marketing
Sukant Nag	CEO, Infomerics Valuation and Rating Pvt. Ltd.	Financing Businesses
Supratik Bhattacharya	Vice President - Talent & Group HR, CEAT	Effective Decision Making
Swami Suparnananda	Secretary, Ramakrishna Mission Institute of Culture	The Society We Need to Create



# Conferences, Seminars & Workshops @ IMI Kolkata

## Sino-India Conference



IMI Kolkata organized the Sino-India Conference on 'India, China and the New World Order: Economic, Social and Cultural Dimensions' in collaboration with Sichuan Academy of Social Sciences (SASS), China during November 24 - 25, 2016. Shri Bratya Basu, Minister-in-Charge, Department of IT and Electronics, Government of West Bengal, graced the ceremony as the Chief Guest

while the Keynote Speaker was Anindya Jyoti Majumdar, Professor, Department of International Relations, Jadavpur University. The conference witnessed participation from academicians and researchers from India and China.



## Twelfth Annual Conference of APEA



The Twelfth Annual Conference of the Asia-Pacific Economic Association (APEA) was hosted by IMI Kolkata at its campus during July 13 - 15, 2016. The prestigious event witnessed the



presence of a host of dignitaries and eminent personalities from the academic world across the globe. Dr. Un-Chan Chung, Chairman, Korea Institute for Shared Growth and Former Prime Minister, Republic of Korea, delivered the keynote address during the inaugural session. Dr. Shin-ichi-Fukuda and Dr. Chung Mo Koo, Vice Presidents of the APEA graced the occasion with their presence. This is the first time the APEA conference was held in South Asia.

## Workshop on Services Trade and Regulatory Reforms in Asia

IMI Kolkata, ADBI Tokyo and AIC-RIS, New Delhi organized a Workshop on 'Services Trade and Regulatory Reforms in Asia: In Search of a Comprehensive Approach' during October 26 - 27, 2016 at IMI Kolkata campus. The two-day workshop witnessed participation from delegates from different countries in Asia like Japan, Malaysia, Myanmar, Indonesia, Bangladesh, Srilanka, Nepal, Philippines, Thailand, Vietnam, Singapore and India.



# SAGE Invites IMI Kolkata to Launch New Journal

IMI Kolkata has been invited by SAGE Publications to launch a new journal on Operations Management titled *Operations Management Review*. It would be a bi-annual peer reviewed international journal that aims to publish original operations management research with an emphasis on both academic and industrial facets. The journal would also publish interdisciplinary research articles of international significance, grounded primarily in operations management domain. Backed by conceptual rigor, the journal lays emphasis on creating scholarly impact as well as have practice-oriented implications having wide acceptance for academicians and practitioners. Masking the complex process of concept development yet not sacrificing on the underlying rigor, articles are expected to exude an intuitive appeal for applicability.

The journal shall consider management ideas across Operations Management Theory, Research, and Applications. The domain is defined broadly, and articles shall be spread across, but not limited to, the following topics.

- Supply chain management
- Project management
- Quality management
- Technology management
- Logistics, distribution and retail management
- Inventory management
- Operations processes
- Planning, scheduling and control
- Humanitarian operations
- Healthcare operations
- Sustainable operations management
- Operations strategy
- Industrial and systems engineering
- Service operations management
- Other relevant topics

There shall be specific emphasis on emerging economies in particular. The journal finally aims at developing a platform where both scholarly research and practice receive due focus.

# IMI Konnect

*IMI Konnect* is an open access Scholarly Management Publication of IMI Kolkata. It started its journey in December, 2012 and publishes original research articles by scholars in the field of management and first hand perspectives from business thinkers and practitioners on contemporary issues. *IMI Konnect* provides an intellectual platform for the national and international scholars and the industry experts to discuss and debate their opinions and thus contribute to business. The publication caters to academicians and practitioners in corporate and government organizations and departments.

Few eminent academicians / policymakers / personalities who contributed articles:

Ashima Goyal

Professor, Indira Gandhi Institute of Development Research, Mumbai

George Abraham

CEO, Score Foundation, New Delhi

Mamoon Akhtar

Founder-Secretary, Samaritan Help Mission, Howrah, W.B.

Rajesh K. Aithal

Associate Professor (Marketing), Indian Institute of Management Lucknow

Rudra Sensarma

Professor, Indian Institute of Management Kozhikode

Sanjay Banerji

Professor of Finance, University of Nottingham Business School, Nottingham, United Kingdom

Soumendra Narain Bagchi

Associate Professor, Personnel Management and Industrial Relations, Xavier Labour Relations Institute (XLRI)- Xavier School of Management, Jamshedpur

Soumyatanu Mukherjee

Assistant Professor, Indian Institute of Management Kozhikode

Souvik Gupta

Economist, International Monetary Fund (IMF), Washington, D. C.



# Core Courses @ IMI Kolkata

## Trimester I:

Business Communication Skills	Managerial Economics
Business Mathematics	Marketing Management I
Financial Accounting and Analysis	Organizational Behavior I
Information Technology for Decision Making	

## Trimester II:

Business Statistics	Cost and Management Accounting
Financial Management I	Marketing Management II
Operations Management I	Organizational Behavior II
Macro Economics Theory and Policy	Business Ethics

## Trimester III:

Financial Management II	Legal Aspects of Business
Operations Management II	Strategy Formulation
Management Information System	Research Methods for Management
Human Resource Management	Indian Economy

## Trimester IV:

Strategy Implementation	International Business
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## Trimester V:

Electives

## Trimester VI:

Electives

### Economics, Strategy & General Management

- Managing Consulting Engagements
- Design Thinking for Innovation
- Economics of Strategy
- Entrepreneurship
- Understanding Emerging Markets
- Language (French)
- Econometrics for Business

### Finance

- Fixed Income & Equity Valuation
- Portfolio Management
- Project & Infrastructure Finance
- Banking & Finance
- International Finance
- Financial Institutions and Markets
- Financial Risk Management
- Futures, Options & Other Derivatives
- Financial Modelling
- Mergers, Acquisition & Corporate Restructuring

### Marketing

- Integrated Marketing Communication
- Sales and Distribution Management
- Retail Marketing
- Digital Marketing Strategy
- Customer Relationship Management
- Services Marketing
- Advanced Marketing Research
- Consumer Behavior
- Product Management
- Strategic Brand Management
- Marketing Strategy
- Rural Marketing
- Marketing Analytics

## OB / HR

- Performance Management and Reward System
- HRP, Recruitment and Selection
- Training and Development
- Compensation Management
- Fundamentals of Labor Law and Applications
- Career & Talent Management
- Strategic HRM

## Information Systems & Operations Management

- Service Operations Management
- Project Management
- E-Business
- ERP
- Cloud Computing
- Business Intelligence and Data Analytics
- Supply Chain Management





# Fellow Programme in Management (FPM) @ IMI Kolkata

Within a span of only six years of existence, International Management Institute (IMI) Kolkata has been able to obtain the approval from All India Council for Technical Education (AICTE) to launch the Fellow Programme in Management (FPM). FPM is a doctoral programme in the area of management. The FPM at IMI Kolkata will commence from July, 2017. The programme has been designed to cater to the scholarly needs of the faculty members, researchers and executives willing to pursue rigorous research work at the doctoral level on a full time basis. The programme is aimed at motivating and empowering prospective scholars to become proficient researchers and facilitators thereby promoting contemporary academic research.



# Summer Internship Programme for PGDM Batch 2016-2018

Name	Organization	Profile
Aakancha Sah	Ambuja Neotia	Sales
Aarti Verma	Daawat Ltd.	Finance
Aayush Sharma	IDBI Federal Life Insurance Company Ltd.	Marketing
Abhijit Kumar	SAGE Publications India Pvt. Ltd.	Sales
Abhilash Paul	Nielsen	Market Research
Abhishek Mishra	FEPROHOS (Provincial Federation of Businessmen of Hospitality of Pontevedra)	Marketing
Aditya Sagar Singh	Aditya Birla Retail Ltd.	Retail
Aishwarya Chopra	NIVEA India Pvt. Ltd.	Sales & Marketing
Alokparna Das	Oxford University Press	Marketing
Amit Kumar Gupta	Ambuja Neotia	Sales
Anamika Patra	ICICI Prudential Asset Management Company Ltd.	Retail Sales
Anjali Singh	ICICI Prudential Asset Management Company Ltd.	Retail Sales
Ankan Banerjee	Hettich India Pvt. Ltd.	Institutional & Channel Management
Ankita Khandelwal	Turning Point Tourism LLC	Operations
Anna Goyal	ICICI Prudential Asset Management Company Ltd.	Retail Sales
Anukalp Saini	Hettich India Pvt. Ltd.	Institutional & Channel Management
Anurup Kalyan Sarkar	Future Retail Ltd.	Retail
Arijit Bhowmik	Future Retail Ltd.	Retail
Arpan Chaudhuri	Bodegas Coto Redondo Winery	Marketing
Arpan Dhara	CESC Ltd.	Marketing
Arpita Dey	Axis Bank Ltd.	SME
Arpitkumar Kiritkumar Patel	John Deere	Operations & Business Development
Arshdeep Kaur	Future Retail Ltd.	Retail

Name	Organization	Profile
Arshvijay Singh	Godoy Maceira natural stone	Marketing
Ashish Kumar Singh	Aditya Birla Money	Marketing
Ashutosh Sharma	RP - Sanjiv Goenka Group	Market Analysis
Avinash Kumar	Sumedha Fiscal Services Ltd.	Finance
Ayushi Nair	Hindustan Steelworks Construction Ltd.	Finance
Bibek Brata Bhagawati	Mentes Capital	Finance
Bidisha Chatterjee	SAGE Publications India Pvt. Ltd.	Publishing Services
Biswarupa Das	Future Retail Ltd.	Retail
Chepoori Sneha Priya	Mentes Capital	Finance
Debarshi Bhattacharjee	HDFC Bank	Retail Branch Banking
Debashis Sahu	Future Retail Ltd.	Retail
Debasish Jana	Future Retail Ltd.	Retail
Deepak Prakash	Hettich India Pvt. Ltd.	Institutional & Channel Management
Divya Agarwal	CESC Ltd.	Marketing
Esha Kajaria	Future Retail Ltd.	Retail
Gaurav Chaurasia	IDBI Federal Life Insurance Company Ltd.	Marketing
Gaurav Kumar	PhillipCapital (India) Private Ltd.	Finance
Harsh Dalmiya	Hindustan Unilever Ltd.	Business Development
Harsha Tainwala	Future Retail Ltd.	Retail
Harshit Rajpurohit	ICICI Prudential Asset Management Company Ltd.	Retail Sales
Himani Taneja	ICICI Prudential Asset Management Company Ltd.	Retail Sales
Hitesh Khatwani	Nielsen	Market Research
Hunny Mishra	Mentes Capital	Finance
Jahnvi Jaiswal	Future Retail Ltd.	Retail
Jatin Gulati	Tractors and Farm Equipment Ltd.	Marketing & Sales
Julie Chowdhury	Genpact	HR
Jyotsna Arora	Luxaire	Marketing
Kajal Poddar	Reserve Bank of India	Finance
Kamal Kant Singh	Hettich India Pvt. Ltd.	Institutional & Channel Management
Kanav Devgan	Godrej	Sales and Marketing

Name	Organization	Profile
Karan Bhardwaj	Ambuja Neotia	Sales
Ketan Sood	Hettich India Pvt. Ltd.	Institutional & Channel Management
Kowsik Roy	Genpact	HR
Krishna Madhav Chutia	PepsiCo India Holdings Pvt. Ltd.	Sales
Kritika Golchha	Aditya Birla Retail Ltd.	Retail
Lomino B. Gohain	Aditya Birla Retail Ltd.	Retail
Manish Ahuja	Nielsen	Market Research
Mayank Pankaj Shah	Hindustan Unilever Ltd.	Business Development
Mayank Sharma	Ultra Tech Cement Ltd.	Marketing
Mayur Bardia	IDBI Federal Life Insurance Company Ltd.	Marketing
Md. Swarup Hossain	Ambuja Neotia	Sales
Mihir Paranjape	Hettich India Pvt. Ltd.	Institutional and Channel Management
Miraj Bhagat	Bajaj Finserv Ltd.	Finance
Mitasha Bhattacharya	Law & Kenneth Saatchi & Saatchi Pvt. Ltd.	Marketing Communication
Nandini Singh	IDBI Federal Life Insurance Company Ltd.	Marketing
Navneet Singh Grewal	ICICI Prudential Asset Management Company Ltd.	Retail Sales
Neha Khandelwal	Genpact	HR
Nidhi Choudhary	IDBI Federal Life Insurance Company Ltd.	Marketing
Nikhil Goyal	National Engineering Industries Ltd.	Marketing
Nitesh Pratap Mall	Future Retail Ltd.	Retail
Nitin Sood	Bigbasket	Cold Storage Management
P. Yamini Gupta	ICICI Prudential Asset Management Company Ltd.	Retail Sales
Paromeeta Mukherjee	HDFC Bank	Retail Branch Banking
Parth Sarthi	Future Retail Ltd.	Retail
Piyush Pansari	H&R Block India Pvt. Ltd.	Marketing
Prateek Bhattacharya	SAGE Publications India Pvt. Ltd.	Marketing
Pratik Shaw	Bajaj Finserv Ltd.	Marketing
Pritam Banerjee	John Deere	Operations & Business Development

Name	Organization	Profile
Priya Choudhary	ITC Ltd.	HR
Priyadarshini Ganai	ICICI Prudential Asset Management Company Ltd.	Retail Sales
Priyanshu Kalara	IDBI Federal Life Insurance Company Ltd.	Marketing
Puneet Agrawal	Hindalco	Finance
Raghav Saraswat	IDBI Federal Life Insurance Company Ltd.	Marketing
Rahul Mandalia	Nielsen	Market Research
Raj Sunilbhai Desai	Spencer's Retail Ltd.	Retail
Raj Narayan Pratihari	Spencer's Retail Ltd.	Retail
Rashika Ameria	Hettich India Pvt. Ltd.	Institutional & Channel Management
Rashmi Choraria	IDBI Federal Life Insurance Company Ltd.	Finance, Marketing & HR
Rishav Lohia	Future Retail Ltd.	Retail
Rishu Agarwal	IDBI Federal Life Insurance Company Ltd.	Finance, Marketing & HR
Ritobroto Mukherjee	Future Retail Ltd.	Retail
Rohan Alagh	ICICI Prudential Asset Management Company Ltd.	Retail Sales
Rohit Das Burman	Ernst & Young Services Pvt. Ltd.	Consulting
Romika Das	Future Retail Ltd.	Retail
Sachin Singh	Hettich India Pvt. Ltd.	Institutional & Channel Management
Sagnika Dutta	IDBI Federal Life Insurance Company Ltd.	Finance, Marketing & HR
Sameer Saurav	ICICI Prudential Asset Management Company Ltd.	Retail Sales
Sandeep Patra	Nielsen	Market Research
Sankalan Ghosh	Oracle India Pvt. Ltd.	Marketing
Satyam Jhunjunwala	IDBI Federal Life Insurance Company Ltd.	Marketing
Shelly Jain	PhillipCapital (India) Pvt. Ltd.	Finance
Shrenik Bothra	PhillipCapital (India) Pvt. Ltd.	Finance
Shristi Khandelwal	ITC Ltd.	HR
Shubha Roy	Hettich India Pvt. Ltd.	Institutional & Channel Management

Name	Organization	Profile
Shubham Garg	Hettich India Pvt. Ltd.	Institutional & Channel Management
Shuvam Roy	PepsiCo India Holdings Pvt. Ltd.	Sales
Sombuddha Banerjee	MSTC Ltd.	IT / Systems
Souradip Dutta	Mentes Capital	Finance
Sourav Dey	Aditya Birla Money	Finance
Srikant Sonar	PhillipCapital (India) Pvt. Ltd.	Finance
Subhajt Sinha	MSTC Ltd.	Finance
Supratik Choudhury	Future Retail Ltd.	Retail
Surabhi Sonthalia	IDBI Federal Life Insurance Company Ltd.	Marketing
Tania Mitra	JSW Steel Ltd.	Marketing
Tanumoy Chattopadhyay	Hettich India Pvt. Ltd.	Institutional & Channel Management
Trayee Mandal	Hindustan Unilever Ltd.	Business Development
Tushar Singh	Bajaj Finserv Ltd.	Finance
Vibhor Rathi	SAGE Publications India Pvt. Ltd.	Editorial
Vishal Gupta	JSW Steel Ltd.	Marketing
Yash Lohia	IDBI Federal Life Insurance Company Ltd.	Marketing
Yasharth Mishra	SAGE Publications India Pvt. Ltd.	Publishing Services

# Final Placement for PGDM Batch 2015-2017

Name	Organization	Profile
Aakansha Bagla	GD Research Center Pvt. Ltd. (Global Data)	Analyst
Aayushi Gupta	ICICI Securities Ltd.	Associate Wealth Manager
Abhishek Srivastava	ICICI Prudential Life Insurance Company Ltd.	Relationship Manager
Akanksha	Deloitte	Tax Consultant
Akash Majumder	GIC Housing Finance Ltd.	Management Trainee
Akshay. V. Lakhwani	KANTAR IMRB	Associate Research Manager
Ankit Bhutoria	Capital First Ltd.	Associate Manager - Credit Underwriting
Ankita Agarwal	Envestnet Yodlee	Senior Executive - Finance
Anmol Verma	ICICI Bank Ltd.	Relationship Manager
Bibaswan Dey	ITC Ltd.	Sales Trainee
Debarpan Naha	CESC Ltd.	Management Trainee
Debjit Nath	Bajaj Allianz General Insurance Co. Ltd.	Management Trainee
Deepak Soni	GIC Housing Finance Ltd.	Management Trainee
Dhruv Chakravarty	MART	Consultant
Divyam Bhatia	Amazon	Customer Service Manager
Gunjan Singh	Bajaj Allianz Life Insurance Company Ltd.	Branch Manager
Jayesh Verma	Bajaj Allianz General Insurance Co. Ltd.	Management Trainee
Jithin Tom Philip	Capital First Ltd.	Associate Manager - Credit Underwriting
Karan Todi	YES Bank Ltd.	Relationship Partner
Kavisha Jain	Reliance Industries Ltd.	Management Trainee
Kushal Jaiswal	ICICI Bank Ltd.	Relationship Manager
Meghna Niketa Singha	ICE Institute of Creative Excellence	Management Trainee - Education
Naina Choudhary	ICICI Bank Ltd.	Relationship Manager
Naman Negi	CloverMark	Advisor - Sales
Nimisha Sahal	Amazon	Customer Service Manager
Nishant Sebastian Harun	Tech Mahindra	Management Trainee
Nitika Agrawal	Deloitte	Tax Consultant
Nitika Bansal	Radio Mirchi	Sales Trainee

Name	Organization	Profile
Olivia Chowdhury	Axis Bank	Relationship Manager
Prashasti Verma	Talent Corner HR Services Pvt. Ltd.	Marketing Executive
Pratik Roy	Reliance Jio Infocomm Ltd.	Assistant Manager
Raghupatruni Sai Pragathi	ICICI Securities Ltd.	Associate Wealth Manager
Rahul Maurya	GD Research Center Pvt. Ltd. (Global Data)	Analyst
Rajashree Sahoo	ICICI Prudential Asset Management Company Ltd.	Relationship Manager
Rishabh Jaiswal	Tech Mahindra	Management Trainee
Rishi Saxena	ICICI Bank Ltd.	Relationship Manager
Ritamvar Proadhan	CloverMark	Advisor - Sales
Ritesh Kumar Mohanty	Mumbai International Airport Pvt. Ltd.	Management Trainee
Riti Nag	Tech Mahindra	Management Trainee
Rohan Chaudhury	Mother Dairy Fruit and Vegetable Pvt. Ltd.	Executive Trainee
Rohan Sinha	Genpact	HR Business Partner
Roshni Lamba	KANTAR IMRB	Associate Research Manager
S. V. Ganesh Annamareddy	Bajaj Allianz Life Insurance Company Ltd.	Branch Manager
Santosh Yadav	GIC Housing Finance Ltd.	Management Trainee
Shayan Sarkar	TCG Digital	Consultant
Shreya Jain	Mother Dairy Fruit and Vegetable Pvt. Ltd.	Executive Trainee
Siddharth Shankar Mishra	GIC Housing Finance Ltd.	Management Trainee
Siddharth Srivastava	GD Research Center Pvt. Ltd. (Global Data)	Analyst
Siddhartha Jha	Mother Dairy Fruit and Vegetable Pvt. Ltd.	Executive Trainee
Simpoo Kumar Shaw	TCG Digital	Consultant
Sinu Chacko Varghese	Treebo Hotels	Manager - B2B Sales
Sourav Baid	ICICI Bank Ltd.	Relationship Manager
Sourav Chakraborty	Mumbai International Airport Pvt. Ltd.	Management Trainee
Sparsh Dwivedi	GD Research Center Pvt. Ltd. (Global Data)	Analyst
Sweta Dutta	ICICI Prudential Asset Management Company Ltd.	Relationship Manager
Tanbir Ahmed Ansari	Axis Bank	Relationship Manager
Tanushree Roy	Reliance Industries Ltd.	Management Trainee
Varun Rathi	ICICI Prudential Asset Management Company Ltd.	Relationship Manager
Vishakha Shah	ICICI Prudential Asset Management Company Ltd.	Relationship Manager
Vishal Mukherjee	Mumbai International Airport Pvt. Ltd.	Management Trainee
Vivek Singhania	ITC Ltd.	Sales Trainee



# Students' Achievements



Aishwarya Chopra

Winner, event titled "The Shopfloor", Confero 5.0, IMI Kolkata



Akshay V. Lakhwani

Winner, event titled "Raan Kaushal 2.0", Confero 5.0, IMI Kolkata



Anjali Singh

Winner, "Hotel Simulation Game", organized by Finastra - The Finance Club of IMI Kolkata



Ankita Parekh

Received Certificate of Scholarship in honour of "Outstanding Academic Performance" for the academic year 2015-2016



Anna Goyal

Winner, debate competition organized by the Central Vigilance Commission in collaboration with IMI Kolkata



Anurup Kalyan Sarkar

Winner, event titled "Tradathon", Confero 5.0, organised by Finastra - The Finance Club of IMI Kolkata

Winner, national level article writing competition "Paradigm" organised by FMS Delhi

Winner, event titled "The Shopfloor", Confero 5.0, IMI Kolkata



Arijit Bhowmik

Winner, event titled "HRCADe", Confero 5.0, IMI Kolkata



Arshdeep Kaur

Winner, "APC Ray Case Study", BRIO 2K16, IBS Business School

Winner, event titled

"Marketing Mayhem", Podium 2016, annual fest of Shri Shikshyatan College



Arshvijay Singh

Second position, event titled "Markgenx (Marketing Skills Test)" organised by IBS Kolkata



Ashish Kumar Singh

Winner, event titled "Treasure Hunt", Podium 2016, annual fest of Shri Shikshyatan College



Ashutosh Sharma

Winner, "APC Ray Case Study Competition", BRIO 2K16, IBS Business School

Winner, event titled "Marketing Mayhem", Podium 2016, annual fest of Shri Shikshyatan College



Dhruv Chakravarty

Second position, "Rangoli Competition" held during independence day celebration at the campus



Jahnvi Jaiswal

Second position, event titled "X-Prance", Confero 5.0, IMI Kolkata



Harsh Dalmiya

Winner, event titled "The Shopfloor", Confero 5.0, IMI Kolkata



Kajal Poddar

Winner, event titled "Treasure Hunt", Podium 2016, annual fest of Shri Shikshyatan College



Karan Chandwani

Winner, event titled "Minutes 2 Fame" held on the cultural day organised at IMI-K campus by Cul-Com, the cultural committee of IMI Kolkata



Ketan Sood

Second position, event titled "Nava Aspada", Confero 5.0, IMI Kolkata

Ninth position (National Ranking), Global Student Challenge



Kowsik Roy

Winner, event titled "War of Brands" held on the cultural day organised at IMI-K campus by Cul-Com, the cultural committee of IMI Kolkata



Manish Ahuja

Second position, event titled "Markgenx (Marketing Skills Test)" organised by IBS Kolkata



Neha Khandelwal

Second Position, event titled "HRCADE", Confero 5.0, IMI Kolkata

Winner, event titled "HR", Podium 2016, annual fest of Shri Shikshyatan College



P. Yamini Gupta

Second position, "Young Minds Case Study Challenge-2017"

Third position, "Stock Mind", competition organised by ICICI Direct-Centre for Financial Learning

Winner, "Arts and Crafts competition", IMI Kolkata

Second position, event titled, "X Prance", Confero 5.0, IMI Kolkata



Piyush Pansari

Winner, "Stock Mind", competition organised by ICICI Direct-Centre for Financial Learning

Second position, event titled "Markgenx (Marketing Skills Test)" organised by IBS Kolkata



Priyanshu Kalara

Second position, event titled "Nava Aspada", Confero 5.0, IMI Kolkata

Ninth position (National Ranking), Global Student Challenge



Raghav Saraswat

Second position, event titled "Tradathon", conducted by Finastra - the Finance Club, Confero 5.0, IMI Kolkata



Rashika Ameria

Second position, event titled "HRCADE", Confero 5.0, IMI Kolkata



Rishav Lohia

Winner, event titled "Tradathon" conducted by Finastra - The Finance Club, Confero 5.0, IMI Kolkata



Ritobroto Mukherjee

Winner, event titled "War of Brands" held on the cultural day organised at IMI-K campus by Cul-Com, the cultural committee of IMI Kolkata



Roshni Lamba

Second position, elocution contest on "Promotion Integrity and Eradicating Corruption in Public Life",

jointly organised by MSTC Ltd. and Hindustan Steelworks Construction Ltd.

Received Certificate of Scholarship in honour of "Outstanding Academic Performance" for the academic year 2015-2016



Sagnika Dutta

Winner, "Hotel Simulation Game", organised by Finastra - The Finance Club of IMI Kolkata

Second position, "Young Minds Case Study Challenge-2017"



Shubha Roy

Winner, essay writing competition held on the Independence Day organised at IMI Kolkata

campus by Cul-Com, the cultural committee of IMI Kolkata



Srikant Sonar

Second position, event titled "Tradathon", conducted by Finastra -the Finance Club, Confero 5.0, IMI Kolkata



# Students' Activities @ IMI Kolkata

## @OM: The Operations Club

### Activity Highlights

The club organized the following games:

- Showbizz (A Bidding Game)
- The Global Student Challenge (A Simulation Game)
- The Burger Game
- Scheduling in Willy Wonka's Chocolate Factory

## Altruists Club

### Highlights

- The club organized a live performance by one of Kolkata's popular comedy groups as a fund raising activity for charity.
- Club members visited the Lighthouse for the Blind, the home for over 100 visually impaired children on the Republic Day. The members conducted various activities and distributed goodie bags to the children. Financial assistance was also extended to the school.
- A blood donation camp in association with the Life Care Blood Bank was organized at IMI Kolkata.
- The club members along with other student volunteers visited Dakshin Kalikata Sevashram, an orphanage for boys below the age of 14 years. The members and the volunteers imparted knowledge to the children on the country's freedom fighters and distributed stationeries, snacks and sports kits.

## BizzAfrs: The Business Quiz Club

### Highlights

- Quizzes on current business affairs were conducted.
- Knowledge about startups was imparted to the participants. It focused on evolution of startups in India, the current scenario, funding for startups etc.
- Quiz and debate on Demonetization were conducted.
- Quiz and activities focusing on Donald Trump's Immigration Ban were conducted.
- An online quiz (pan-India) was conducted.

## CulCom: The Cultural Committee

### Highlights

- The committee organized the Annual Management and Cultural Event *Confero 5.0*.
- A "Logo Making" competition was held to come up with an official logo for CulCom.
- The committee celebrated Independence Day, Raksha Bandhan, Diwali, Christmas and other festivals.
- *Ethnic Day* was organized by the committee to showcase the diversity in cultural background of IMI-K students.
- A *Cultural Day* was organized.

## E-Cell: The Entrepreneurship Club

### Highlights

- Sessions were organized to impart entrepreneurial skills to students.
- Brainstorming sessions for club members were organized to search for ideas to create new products out of scrap or through the usage of limited resources.

## Eco-Club: The Economics Club

### Highlights

- Event titled “Trade Tussle” was organized to teach students resource planning and allocation to achieve success in business.
- Event focusing on introduction of GST and its implications was organized.
- A game focusing on the bidding process in an auction was conducted.
- Event titled “Stock Exchange and Taboo Card Game” was organized to impart knowledge on appropriate strategies to be taken to run a business in the most efficient manner and to gain competitive advantage over others.

## Finastra: The Finance Club

### Highlights

- A session on Brexit was conducted.
- A simulation game on running a 5-Star hotel was organized.
- Dumb-charades focusing on financial terms and phrases were conducted.
- An insight on the functioning of banks was delivered by an alumnus of IMI-K.
- Games were conducted to teach members about investing in various products.

## Human Hour: The HR Club

### Highlights

- Session on HR at workplace was conducted.
- Guest Lecture was organized.



## I construct: The Strategy and Consulting Club

### Highlights

- A session titled “Bob the Builder” was organized. It aimed at imparting knowledge on resource planning and allocation carried out in companies.
- Event titled “The Booze Store” aimed at teaching members the ways of running a retail outlet successfully with limited budget and demand constraints.
- Game “Snip the Legendson” was designed focusing on the bidding process in an auction.
- Event titled “AIROBIZ” aimed at imparting knowledge on appropriate strategies to be taken to run a business in the most efficient manner.

## Markreators: The Marketing Club

### Highlights

- A session aiming at providing the holistic view of marketing was organized.
- An event titled “Logo-Sticks” was organized in which the students were indulged to brainstorm and recreate logos of various brands.
- A strategy game was organized in which each team was required to collaborate with another to develop a Co-Branding Initiative.
- A session on Packaging was organized. It dealt with the importance of packaging and the club members were asked to devise a marketing strategy for the given generic products.
- Students were enlightened about various advertising strategies in different sessions.
- The concept of Societal Marketing was discussed in a session followed by an interesting simulation and strategy game on the concept.



## SMART- The Social Media Action and Response Team

### Highlights

The team covered various activities and events at IMI Kolkata with multimedia updates, videos, posts and pictures.

## SportsCom: The Sports Committee

### Highlights

- The committee organized the Annual Sports League viz. IMI Sports League (ISL). Table Tennis, Badminton, Carrom, Football, Volleyball and Cricket tournaments were held.
- Two teams of students from IMI Kolkata participated in the Men's and Women's Volleyball games during the South and Southeast Asia College Students Culture and Sports Week (May 22 – 31, 2016) at Kunming, China.
- Another team is getting prepared to participate in the Volleyball tournament in 2017 during the South and Southeast Asia College Student Culture and Sports Week to be held during May 21- 30, 2017 in Kunming.



# International Collaborations & Linkages

IMI Kolkata has academic and research collaborations with various institutes and universities of eminence on the global front. The co-operations encompass areas of mutual benefit and interest, such as joint research projects, joint conferences /seminars /workshops, joint publications, consultancy projects, exchange programmes for students and faculty members etc.



ESC Rennes School of Business, France



Emporia State University, USA



University of Tours, France



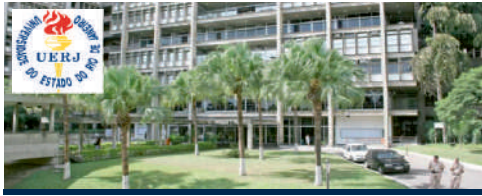
Kunming University of Science and Technology, China



Sichuan Academy of Social Sciences (SASS), China



Xunta de Galicia, Spain



Universidade do Estado do Rio de Janeiro, Brazil



Sichuan University, China



IDRAC Business School, France



University of Bordeaux, France



College of Business and Economics, University of Guelph, Canada



North South University, Bangladesh



CEPS - Center for Business Studies, Kiseljak, Bosnia and Herzegovina





Dr. Mohua Banerjee delivered a lecture on “India's Changing Retail Landscape” at Leeds Business School, UK.



Two teams of students from IMI Kolkata participated in the Men's and Women's Volleyball games during the South and Southeast Asia College Students' Culture and Sports Week (May 22-31, 2016) at Kunming, China.



Professor Arindam Banik and Professor Tirthankar Nag participated at the International Trade at Porriño located at Pontevedra province of Spain. The event was organized as a part of the Erasmus+ project for which funding has been extended to IMI Kolkata by the EU.



Professor Arindam Banik and Professor Tirthankar Nag with Vesa Taatila, Rector-Turku University of Applied Sciences, and others, during Finland visit.



Professor Arindam Banik and Professor Tirthankar Nag participated in the Workshop on “Responsible Business Professional for Finland and India Trade” at Turku, Finland.

Mr. Chen Wanglongshi, a post graduate student at the Tsinghua University, Beijing, pursued few management courses at IMI-K for few weeks and prepared a dissertation on the *Law and Economy of Ancient Indian Village Community* under the mentorship of Professor Arindam Banik and Professor Tirthankar Nag.



Mr. Ari Lindeman, Senior Lecturer, South-Eastern Finland University of Applied Sciences delivered a seminar at IMI Kolkata campus on “Responsible Leadership”.



Students from ESC Rennes School of Business, France pursued few courses at IMI Kolkata under student exchange programme.





Ms. Nolwenn PRIÉ and Ms. Maud LEBARS from ESC Rennes School of Business (France) visited the campus to discuss various issues to broaden the horizon of the cooperation of IMI Kolkata with ESC Rennes School of Business.



Professor Stephane Bourliataux-Lajoinie, Director, International Program in Service Marketing (Master 2) in Beruit, Rio de Janerio and Assistant Professor at IAE de Tours (University Business School) took sessions on *Digital Marketing* at the campus.



# Events @ IMI Kolkata



March 7, 2017

IMI Kolkata organized a lecture session on "Leadership in a VUCA World" by Professor Debashis Chatterjee, Director General at IMI New Delhi and Professor Arindam Banik, Director at IMI Kolkata. The event also witnessed the launch of the book "Invincible Arjuna" authored by Professor Debashis Chatterjee, by Shri Aniruddha Basu, Managing Director, CESC Ltd.



January 26, 2017

IMI Kolkata redefined patriotism and celebrated the 68th Republic Day with new outlook and patriotic fervour.



January 19, 2017

The students of IMI Kolkata were privileged to witness a live session by Shri. Prakash Javadekar, Honourable Minister of Human Resource Development, Government of India on SmartIndiaHackathon 2017.



January 18, 2017

IMI Kolkata organized a session on Relaxation, Heartfulness and Meditation in collaboration with Heartfulness Institute (Practiceheartfulness) Institute. The students were imparted with the art of connecting within and rejuvenation which will enable them to face the competitive corporate world.



January 7, 2017

With the motive of bringing the students and the alumni together IMI Kolkata conducted the magnanimous National Annual Alumni Meet - 2017.



December 31, 2016

IMI Kolkata organized and stewarded an almsgiving event on the occasion of New Year's Eve.



December 3, 2016

Confero 5.0 - IMI Kolkata's Annual Fest.





November 21, 2016

Swami Suparnananda, the Secretary of Ramakrishna Mission Institute of Culture, addressing all at IMI Kolkata. The plenary was set in many realms, from 'knowing thyself' to unleashing the attributes required to create the perfect society that we aspire to be a part of.



September 29, 2016

Under the aegis of the RP-Sanjiv Goenka Group, IMI Kolkata and Cross Synergy organized a discussion on the theme 'Of Cricket and Other Glorious Things' by Cricketer and Leader Extraordinaire Stephen Fleming at the IMI Kolkata campus.



September 28, 2016

I-Konfluence, Undergraduate Fest.



September 27, 2016

In one of the British Council's Business and Management Missions in 2016, few academicians from leading universities in the United Kingdom namely University of Northampton, Staffordshire University, University of Southampton and Aston University visited IMI Kolkata to explore possibilities for academic/research collaborations.



September 12, 2016

Dance Workshop conducted by renowned international dance companies viz. the Damansara Performing Arts Centre, Malaysia and the Khambatta Dance Company, USA at IMI Kolkata campus.



June 21, 2016

IMI Kolkata observes International Yoga Day.



August 15, 2016

IMI Kolkata celebrated 70th Independence Day.



June 20, 2016

Industry experts and stalwarts from the corporate world and media alike graced IMI Kolkata for its sixth Orientation Programme for PGDM Batch 2016-2018. IMI Kolkata had the privilege of having Mr. Barun Chanda, eminent personality in the world of Indian cinema, writer, advertisement guru and elocutionist as the Chief Guest while the Keynote Speaker was Abhijit Pal, Director-Technology Consulting Pricewaterhouse Coopers, Kolkata.



July 16, 2016

Fourth Annual Convocation Ceremony for the PGDM Batch of 2014 - 2016.



# Faculty Development Programmes

## FDP on Art of Paper Writing & Publishing

IMI Kolkata organized a Faculty Development Programme on the 'Art of Paper Writing and Publishing' on September 23, 2016. The programme witnessed participation of faculty members, research scholars and doctoral students from institutes and universities all across India. The programme aimed at imparting the requisite skills needed for publication of research articles in eminent journals as well as exploring non-academic avenues of writing. It is the second time such FDP is held at the campus. The first one was organized in 2015. The resource person for both was Dr. Padma Prakash, Editor, *e-SocialSciences*.



## FDP on E-Commerce, Social Media & Marketing

IMI Kolkata organized an FDP at its campus on January 7, 2017 on 'E-Commerce, Social Media & Marketing'. The half-day session was taken by Dr. Stephane Bourliataux-Lajoinie, Director, International Programme in Service Marketing (Master 2), Beirut, Rio de Janeiro, Brazil and Assistant Professor at IAE de Tours (University Business School), France. Dr. Stephane deliberated on issues viz. *The Changing Paradigm of Marketing, Evolution of On-line Platform, How Consumers Buy Online, How to Use the On-line Platforms, Analysis of Leading Online Marketing Platforms and Benchmarking, Analysis of the Emerging Markets and the Future of On-line Marketing*. The FDP witnessed participation from academicians and research scholars from eminent universities and colleges of West Bengal as well as other states of India like Assam and Chhattisgarh.



# Management Development Programmes

## Towards the Next Orbit

Date	March 07 - April 08, 2016
Type	Incompany
Participating Organization	GRSE Ltd.

## Effective Vigilance for General Executives

Date	April 28-30, 2016
Type	Open
Participating Organizations	BEML Ltd., State Bank of Travancore, Geological Survey of India, Allahabad Bank, Western Coalfields Ltd., GRSE Ltd., Indian Overseas Bank, UCO Bank, Bharat Coking Coal Ltd., Coal India Ltd., MSTC, NLC India Ltd., United Bank of India, South Eastern Coalfields Ltd., Hindustan Paper Corporation Ltd., Northern Coalfields Ltd., Central Coalfields Ltd., Bhartiya Mahila Bank, Central Mine Planning and Design Institute

## Leveraging Principles of Management

Date	July 07-09, 2016
Type	Incompany
Participating Organization	Oxford University Press

## Departmental Enquiry

Date	July 28-30, 2016
Type	Open
Participating Organizations	BEML Ltd., State Bank of Travancore, Geological Survey of

India, Allahabad Bank, Western Coalfields Ltd., GRSE Ltd, Indian Overseas Bank, UCO Bank, Bharat Coking Coal Ltd., Coal India Ltd., MSTC, NLC India Ltd., United Bank of India, South Eastern Coalfields Ltd., Hindustan Paper Corporation, Northern Coalfields Ltd., Central Coalfields Ltd., Bhartiya Mahila Bank, Central Mine Planning and Design Institute

## General Management Programme

Date	July 24-26, 2016
Type	Incompany
Participating Organization	LIC of India

## Towards the Next Orbit

Date	November 02 - December 03, 2016
Type	Incompany
Participating Organization	GRSE Ltd.

## Effective Public Procurement

Date	February 06-08, 2017
Type	Open
Participating Organizations	Hindustan Steelworks Corporation Ltd., Mahanadi Coalfields Ltd., Bharat Electronics Ltd., Western Coalfields Ltd., Uranium Corporation of India Ltd., Bharat Coking Coal Ltd., Powergrid Corporation Ltd., Mineral Exploration Corporation Ltd., Geological Survey of India, MSTC Ltd., University of Hyderabad, Central Mine Planning and Design Institute, MECON, Coal India Ltd., South Eastern Coalfields Ltd., Central Coalfields Ltd., Ordnance Factories Board, GRSE Ltd., Northern Coalfields Ltd.



## Certificate Course on Management (Quarter 1)

Date	Feb 09-22, 2017
Type	Incompany
Participating Organization	PCBL

## Building and Developing High Performance Team

Date	March 06-08, 2017
Type	Incompany
Participating Organization	CESC Ltd.

## Induction Programme

Date	Ongoing Programme of six days each
Type	Incompany
Participating Organization	Axis Bank Ltd.



# Certificate Course on General Management for Executives of Phillips Carbon Black Ltd.

For the first time, IMI Kolkata has come up with a part time certificate General Management Programme for the working executives of Phillips Carbon Black Ltd. (PCBL). The programme is designed to cover entire PGDM course in an abridged form. The duration of the programme is 400 hours and it is spread over five quarters where the fifth quarter is dedicated for assignments and projects works. After the successful

completion of the programme the participants will be provided with a certificate. The programme will thus be equivalent to an Executive Management Programme.





# IT and Computer Assistance

IMI Kolkata has a state-of-the-art computing facility for the students on campus. The institute provides 24 hour high speed internet connectivity through LAN and Wi-Fi application installed all around the campus. It enables mobile computing at all locations including hostel rooms, classrooms and canteen.

## The software library includes:

- Eviews 9.5
- CMIE Database
- IBM SPSS Statistics 24.0
- IBM SPSS Modeler 16.0
- IBM SPSS Amos 22
- SYSTAT 13.0
- Stata 13.0
- MS Office 2016
- Quick Heal Seqrite
- Blackboard
- Windows 10
- Adobe Acrobat Pro
- Fedena
- Vaultize
- Libsys

The institute has a Web interface, which is accessible at <https://www.imi-k.edu.in/> and an Intranet for all internal users.



# Library Resources Procured and Maintained

The Institute's Library Information Service (LIS) offers a wide range of both printed and electronic resources. The LIS aims to support the diverse information needs of all students, faculty, researchers and staff through the provision of high quality information resources and services.

## Electronic Resources

An extensive collection of Electronic Resources in the form of E-Journals, articles, company data and industry reports are procured and maintained.

### E-Journals

#### Emerald Publishing

- Business, Management and Strategy E-Journal Collection
- Accounting, Finance and Economics E-Journal Collection
- Marketing E-Journal Collection
- HR, Learning and Organizational Studies E-Journal Collection
- Operations Logistics and Quality E-Journal Collection

#### Ebsco Business Source Complete

#### Sage Management and Organization Subject Collection

#### J-Gate Social and Management Science

#### JSTOR Current

#### Science Direct Prepaid

### Database

#### CMIE Prowess IQ

#### EMIS Professional Asia

#### Indiastat

## Other Resources

Library Books: 5395 + Titles

Journal: 81 Titles

### Newspapers (Online)

- Financial Times - UK, Europe, US, Asia, Middle East
- Wall Street Journal
- Business Line On Campus

### Newspapers

- Business Standard
- Economic Times
- Mint
- Business Line
- The Hindu
- Indian Express
- Hindustan Times
- Times of India
- Telegraph
- Dainik Jagran
- Sanmarg
- Ananda Bazar Patrika
- Eisamay

### Economic and Political Weekly Research Foundation

- Agricultural Statistics
- Annual Survey of Industries
- Banking Statistics
- Insurance
- Power Sector
- Health Statistics
- Educational Statistics

### Periodicals

- Business Today
- Business India
- Business World
- India Today
- Open
- Outlook
- Frontline



# Companies Visiting IMI Kolkata for Summer Internships & Final Placements

ICICI Bank Ltd.	Axis Bank
Deloitte	Reliance Jio Infocomm Ltd.
ICICI Prudential Asset Management Co. Ltd.	Bajaj Allianz Life Insurance Co. Ltd.
TCG Digital	MART
Mumbai International Airport Pvt. Ltd.	Tech Mahindra
KANTAR IMRB	GIC Housing Finance Ltd.
YES Bank	Investnet Yodlee
Reliance Industries Ltd.	Capital First Ltd.
CESC Ltd.	ICE Institute of Creative Excellence
ICICI Securities Ltd.	CloverMark
Treebo Hotels	FEPROHOS (Provincial Federation of Businessmen of Hospitality of Pontevedra)
Mother Dairy Fruit and Vegetable Pvt. Ltd.	Talent Corner H. R. Services Pvt. Ltd.
Bajaj Allianz General Insurance Co. Ltd.	Ambuja Neotia
Genpact	Future Retail Ltd.
Amazon	PepsiCo India Holdings Pvt. Ltd.
ICICI Prudential Life Insurance Co. Ltd.	JSW Steel Ltd.

RP-Sanjiv Goenka Group	Bigbasket
Spencer's Retail Ltd.	Axis Bank Ltd.
MSTC Ltd.	Bajaj Finserv Ltd.
Mentes Capital	Reserve Bank of India
PhillipCapital (India) Pvt. Ltd.	Dream Soft Infotech Pvt. Ltd.
Sumedha Fiscal Services Ltd.	Hindalco
IDBI Federal Life Insurance Co. Ltd.	John Deere
Nielsen	Aditya Birla Money
Luxaire	National Engineering Industries Ltd.
Aditya Birla Retail Ltd.	ITC Ltd.
Hettich India Pvt. Ltd.	TAFE
Hindustan Steelworks Construction Ltd.	Turning Point Tourism LLC
Godrej	Air India
SAGE Publications India Pvt. Ltd.	i2India
Oxford University Press	IDBI Bank
Ultra Tech Cement Ltd.	Bodegas Coto Redondo Winery
HDFC Bank	Godoy Maceira natural stone
ITC Hotels	Law & Kenneth Saatchi & Saatchi Pvt. Ltd.
Hindustan Unilever Ltd.	GD Research Center Pvt. Ltd





**International Management Institute Kolkata**

2/4C Judges Court Road

Alipore, Kolkata – 700027

Website: [www.imi-k.edu.in](http://www.imi-k.edu.in)