

# RACONTEUR

IIM RANCHI QUARTERLY NEWSLETTER

## IN THIS ISSUE

Awards and Achievements:  
Pg. 01

Research and Publications

Journal Articles: Pg. 02-12

Magazine/Newspaper  
Articles: Pg. 13

Conference Presentation/  
Proceedings: Pg. 14

New Faculty: Pg. 15

Institute Activities: Pg. 16-  
22

Student Activities: Pg. 23

IIM Ranchi in News: Pg. 24



## DIRECTOR'S MESSAGE

Ask any leader who has realized his dream and they will be sure to tell you that the ultimate reward rests not in the profits earned by the institution that they have created but, in the reputation, and longevity of the Institution that they have built. The institute aims in delivering exceptional brilliance in education and significantly contributing to the multidimensional growth of our students to be universally influential and globally competitive. Our students are excellent and equally strong is their zeal to learn and excel whatever they do. Faculty members are passionate facilitators always eager to help and encourage questioning, curiosity, debate and diversity of views. I feel contented to see that a thousand strong alumni are making a mark in the industry, with some becoming successful entrepreneurs. I extend a heartfelt gratitude to all the stake holders for constantly supporting us.

# AWARDS & ACHIEVEMENTS



**Prof. Piyali Ghosh** was the Keynote Speaker at the National Conference on “Role of Women in Nation Development (NCRWND-2020)” organized jointly by the National Institute of Technology Jamshedpur and Women Institute of Technology, Dehradun during 05-06 September 2020.



**Prof. Pritee Ray** got the Best Track Paper Award in ‘Supply Chain Management for the paper entitled “Application of Blockchain Technology in Optimizing E-tailer Supply Chain Costs: Public and Consortium Blockchains” presented at the 5th North American International Conference on Industrial Engineering and Operations Management (IEOM 2020), Detroit, Michigan, USA, August 10-14, 2020.



**Prof. Rohit Kumar** was the Keynote Speaker at the International Webinar on “Startups and Entrepreneurship: Opportunities and Challenges in Post COVID 19”, organized jointly by Manipur Institute of Management Studies, (MIMS), & Centre for Entrepreneurship and Skill Development, (CESD), School of Social Sciences, Manipur University, Imphal on July 06, 2020.

# JOURNAL ARTICLES



Tripathi, P., & Singh, S. (2020). Work-life benefits and employee well-being: Role of perceived organizational support and Self-efficacy. *Indian Journal of Industrial Relations*, 56 (2), 304-319.

<http://www.publishingindia.com/ijir/22/work-life-benefits-and-employee-well-being-role-of-perceived-organizational-support-and-self-efficacy/909/6265/>

## Abstract

This paper examines the role of perceived organizational support (POS) and self-efficacy in the relationship between perceived worklife benefits and policies (WLBP) and workplace employee well-being. It is hypothesized that WLBP will be positively related to employee well-being and POS, and self-efficacy will mediate the relationship between POS and employee well-being. Data was collected from 129 managerial employees from various private organizations in India through a structured questionnaire. Analysis was done using multiple regressions. Perceived WLBP were not significantly related to employee well-being directly, but there was significant indirect effect of WLBP on employee well-being through POS. Self-efficacy partially mediated the relationship between POS and employee well-being.



Gopal, N., & Kumar, K. S. S. (2020). Predicting bitcoin prices - ANN approach. *International Journal of Electronic Finance*. 10(1/2), 67-78.

<https://doi.org/10.1504/IJEF.2020.110296>

## Abstract

Bitcoin, the first cryptocurrency is believed to be designed by Satoshi Nakamoto in 2009 as a peer-to-peer structure whereby users can handle directly without requiring an intermediary. Cryptocurrencies have enjoyed some success and 'bitcoin' is now the largest cryptocurrency, with the total number of bitcoins currently valued at approximately 70 billion US dollars. However, globally there are economies which favour the bitcoin and some have banned the same. While many day traders have cash out their funds, veteran traders remain unfazed. In this scenario, it is essential to look into their price behaviour which reveals that there is huge a fluctuation, i.e., highly volatile in nature. Henceforth, their relationships with the trading volume, money supply, lag prices which influences the trade in bitcoin are measured using the ANN model revealing highly significant relationship.



# JOURNAL ARTICLES



Vachhrajani, M., Singh, S., & Rai, H. (2020). The mediating role of justice perceptions in the linkage between ethical leadership and employee outcomes: a study of Indian professionals. *International Journal of Indian Culture and Business Management*, 20(4), 488- 509.

<https://dx.doi.org/10.1504/IJICBM.2020.108924>

## Abstract

The present study examines the relationship of ethical leadership with job satisfaction, affective commitment and normative commitment in the Indian context. This study also examines the mediating role of procedural justice perceptions in this relationship. A self-reported questionnaire survey (N = 255) was conducted in various Indian organisations in the northern part of India. As hypothesised, ethical leadership was positively related to all the four dimensions of organisational justice namely procedural, distributive, informational and interpersonal justice. Further, procedural justice mediated the relationship of ethical leadership with job satisfaction, affective commitment, and normative commitment. Results also indicated the mediating role of informational justice in the relationship of ethical leadership with affective commitment and job satisfaction, highlighting the need for information transparency among employees in India. Managerial implications of the study are discussed.



Tiwari, C., Bhattacharjee, S., & Chakrabarti, D. (2020). Investigating regional inequalities in India: are indian districts converging? *Journal of International Development*. 32(5), 684-716.

<https://doi.org/10.1002/jid.3472>

## Abstract

The study examines the regional inequalities in India across 315 districts during 1999/2000–2010/2011. For examining convergence, parametric and non-parametric tests are employed. Findings reveal that absolute and conditional convergences hold for the entire time period. Analysis of intra-period convergence reveals an overall divergence during 1999–2005 and convergence during 2005–2011. Conditional variables included the number of bank branches, literacy rate and pupil–teacher ratio. Results for  $\sigma$  convergence reveal a higher level of dispersion during 1999–2005 and a sharp decline thereafter. These results are supported by Kernel density plots. The study reveals that Indian districts exhibited convergent behaviour only after 2005. © 2020 John Wiley & Sons, Ltd.



# JOURNAL ARTICLES



Kumar, R., Bala, P. K., & Mukherjee, S. (2020). Improving recommendation quality by identifying more similar neighbours in a collaborative filtering mechanism. *International Journal of Operational Research*, 38(3), 321-342.

<https://dx.doi.org/10.1504/IJOR.2020.107532>

## Abstract

Recommender systems (RS) act as an information filtering technology to ease the decision-making process of online consumers. Of all the known recommendation techniques, collaborative filtering (CF) remains the most popular. CF mechanism is based on the principle of word-of-mouth communication between like-minded users who share similar historical rating preferences for a common set of items. Traditionally, only those like-minded or similar users of the given user are selected as neighbours who have rated the item under consideration. Resultantly, the similarity strength of neighbours deteriorates as the most similar users may not have rated that item. This paper proposes a new approach for neighbourhood formation by selecting more similar neighbours who have not necessarily rated the item under consideration. Owing to data sparsity, most of the selected neighbours have missing ratings which are predicted using a unique algorithm adopting item based regression. The efficacy of the proposed approach remains superior over existing methods.



Jha, S., & Sahu, S. (2020). Forecasting inflation for India with the Phillips Curve: Evidence from internet search data. *Economics Bulletin*, 40(3), 2372-2379.

<http://www.accessecon.com/Pubs/EB/2020/Volume40/EB-20-V40-I3-P206.pdf>

## Abstract

This paper forecasts inflation based on the New Keynesian Phillips curve for India using internet search-based inflation expectations. We find that compared to inflation forecasts based on traditional time-series estimation method like AR(1) or household-survey based inflation expectations, our model that employs inflation expectations of agents based on real time inflation-related internet search, has better inflation forecasting performance. From a policy standpoint, this underscores the importance of analysing big data for the purpose of forecasting inflation.

# JOURNAL ARTICLES



**Singh, N.** (2020). Mitigating economic losses of fraud: data analytics perspective. *World Economics*, 21(3), 111-124.

[https://www.world-economics-journal.com/Journal/Papers/Mitigating\\_Economic\\_Losses\\_of\\_Fraud.details?ID=808](https://www.world-economics-journal.com/Journal/Papers/Mitigating_Economic_Losses_of_Fraud.details?ID=808)

## Abstract

Economic loss caused by fraud has become a subject of concern for countries globally. Digital world also provides data and these can be leveraged to detect and prevent fraud while also applying forensic analytics to recover the loss. Although gathering and collating data from various sources poses a challenge, the benefits outweigh the costs. Data analytics, if implemented correctly, may detect fraud and prevent a potential economic loss. The article discusses challenges, solutions and technologies for implementing a data-driven approach.



**Dixit, V., Verma, P., & Tiwari, M. K.** (2020). Assessment of pre and post-disaster supply chain resilience based on network structural parameters with CVaR as a risk measure. *International Journal of Production Economics*. 227(Sep), 107655.

<https://doi.org/10.1016/j.ijpe.2020.107655>

## Abstract

The present study assesses supply chain resilience based on network structural parameters. Resilience is computed as a composite effect of density, centrality, connectivity, and network size of the network. A simulation-based approach is adopted, wherein networks of 23 firms operating in India are subjected to risk combinations of five mutually inclusive independent scenarios of probability levels and five mutually exclusive and exhaustive impact levels. The worst-case performance of the supply chain network when subjected to high impact and low probability risks is captured using conditional-value at risk (CVaR). Results reveal that the firm which has the lowest density and centrality and the highest connectivity and network size, exhibits the highest resilience. Whereas, the firm which has the highest density and high centrality due to an aggregation node exhibits the lowest resilience.

The two main contributions of the present study are as follows. First, it derives insights for practicing managers from actual instead of theoretical networks. Second, it captures the worst-case performance of the supply chain network using CVaR, which has not been reported by any study in the supply chain network structure domain. The simulation-based approach can be easily adopted by the managers to assess the resilience of their supply chain networks and their preparedness to face potential risks. The information available in the form of CVaR is an important input to practicing managers to evaluate whether their supply chain network can face severe disruptions or not. The managers can then make informed decisions on how to increase the resilience of their supply chain networks.

# JOURNAL ARTICLES



**Singh, N.** (2020). Sport analytics: a review. *The International Technology Management Review*, 9(1), 64-69.

<https://doi.org/10.2991/itmr.k.200831.001>

## Abstract

This paper offers a systematic review of research in the emerging field of sport analytics, which is receiving increasing attention in practice and research circles. The purpose of this study is to understand the state of research on application of sport analytics and its emerging sub-fields in business. Various publications are analysed by applying a structured search in databases; which are then classified based on business context and analytical methodology. The discussion presents key findings and the synthesis of review in sport analytics.



**Tambe, S., Patnaik, S., Upadhyay, A. P., Edgaonkar, A., Singhal, R., Bisaria, J., Srivastava, P., Hiralal, M. H., Dahake, K., Gawande, A., Surkar, P. P.** (2020). Evidence-based policy for bamboo development in India: From “supply push” to “demand pull”. *Forest Policy and Economics*, 116(Jul), 102187.

<https://doi.org/10.1016/j.forpol.2020.102187>

## Abstract

Over the last few years, the bamboo policy in India has undergone a major change. The national bamboo development programme has been restructured with a shift in priority from restoring bamboo forests to promoting farm bamboo and developing its market linkage. This programme earlier with the environment ministry, is now housed in the agriculture ministry. The Indian Forest Act 1927 has also been amended to free the production, harvest and trade of farm-bamboo. The implicit assumption here is that the vast domestic market and industrial use will soak up this supply of farm bamboo. Is removing supply-side constraints and shifting the focus from “forest to farm” sufficient for unlocking the potential of bamboo? This study responds to the lack of information on the bamboo value chain to support evidence-based policy making. Based on an extensive desk review and an intensive field study, we tracked the production, marketing and end-use of bamboo. The study found that over the last four decades, the share of bulk, low-value industrial processing (in paper industry) has dropped from 50% to 18%, while supply of raw culms (mainly in horticulture) has increased from 40% to 63%. The traditional bulk markets of bamboo such as paper, housing, etc., have been largely substituted, and new bulk, assured markets have not opened up resulting in a diminishing demand. The field study mirrored the macro trends with more than 80% of the forest bamboo resource unutilized. We argue that key challenges in bamboo development are in the demand-side and there is a need to create new markets for bamboo by promoting industries that support job creation and farmer incomes both.



# JOURNAL ARTICLES



Majhi, S. G., Snehrat, S., Chaudhary, S., & Mukherjee, A. (2020). The synergistic role of individual absorptive capacity and individual ambidexterity in open innovation: a moderated-mediation model. *International Journal of Innovation Management*, 24(7), 1-30.

<https://doi.org/10.1142/S1363919620500838>

## Abstract

Managers employed in the dual gatekeeper-shepherd roles in open innovation contexts need to combine external knowledge inflows with existing internal knowledge to drive innovative work behaviour. This study explores how such managers leverage knowledge sources at the firm boundary, to drive innovation activities, by using their individual-level capabilities of absorptive capacity and ambidexterity. To collect data for the study, 121 technology managers employed in four large automotive equipment manufacturing firms in India were surveyed using an online questionnaire. Structural equation modelling (PLS-SEM) was used to examine the direct, moderation and mediation relationships hypothesised in the study. The results demonstrate the synergistic roles played by individual absorptive capacity and individual ambidexterity in enhancing the innovative behaviour of managers operating in an open innovation context. This study contributes to the theory related to the understudied individual-level analyses of open innovation and offers recommendations for managers looking to increase their innovativeness at work.



Singh, S., Varma, A. and Minai, M.H. (2020). Guest editorial: India rising: how human resource management policies and practices are helping shape the New India. *Personnel Review*, 49(7), 1329-1341.

<https://doi.org/10.1108/PR-10-2020-702>

## Abstract

The Brazil, Russia, India, China and South Africa (BRICS) countries have been at the center of management attention for most of the last decade and continue to garner attention as they are among the fastest growing economies in the world with significant influence on regional affairs, and represent about 41% of the world population. With the World Bank expecting BRICS economic growth to be 5.3% for 2017, they comprise a significant portion of the economic growth at the global stage. Indeed, the recently concluded 9th BRICS summit in Xiamen, China, also highlights the willingness of the governments of these countries to work together on reforming financial institutions and improving the global economic situation.

# JOURNAL ARTICLES



Gupta, P., Sachan, A., & Kumar, R. (2020). Different stages of the e-service delivery system process: belief–attitude–intention framework. *International Journal of Retail & Distribution Management*. 48(7), 687-706.

<https://doi.org/10.1108/IJRDM-01-2019-0014>

## Abstract

### Purpose

Based on social science theories of customer's action such as theory of planned behaviour, theory of reasoned action, and technology acceptance model, this paper adopts belief–attitude–intention model to study impact of perceived process-belief of different stages of e-service delivery system process (e-SDSP), i.e., searching process belief (SPB), agreement process belief (APB), fulfilment process belief (FPB) and after-sales service process belief (ASPB) on customer attitude and intention towards service providers. The study also focuses on the mediating effect of customer attitude on the relationship between process-beliefs of different stages of e-SDSP and their behavioural intention.

### Design/methodology/approach

A quantitative method has been employed using data collected from 414 Indian e-retail customers. Structural equation modelling with bootstrap estimation is used to find the mediating effect of attitude.

### Findings

The findings suggest that SPB and ASPB directly impact the customer attitude while APB and FPB directly impact the customer behavioural intention. The study also finds that customer attitude towards e-retailers fully mediates the effect of SPB and ASPB on the behavioural intention but there are no mediating effects for APB and FPB.

### Research limitations/implications

The sample used may not be generalizable for India, given its huge diversity and population. As the sample considers only Indian e-retail customers, this study may lack generalizability across countries.

### Originality/value

In our knowledge, this study is the first step to conceptualize the process-oriented customer's perceived belief of different stages of e-SDSP and how these beliefs impact the customers' attitude and intention towards the e-retailers. The findings offer insight to managers on how they can create and cultivate customer happiness and positive behavioural intention by enhanced customer journey throughout the e-SDSP.

# JOURNAL ARTICLES



Pranjali P., & Sarkar, S. (2020). Corporate brand alignment in business markets: a practice perspective. *Marketing Intelligence and Planning*, 38(7), 907–920.

<https://doi.org/10.1108/MIP-10-2019-0539>

## Abstract

### Purpose

The purpose of this paper is to study practices associated with corporate brand alignment enacted by marketing managers in an emerging business to business market.

### Design/methodology/approach

The “Marketing-as-practice” perspective is used to examine brand alignment-related practices. A five months fieldwork was undertaken wherein primary data were collected using in-depth interviews of 30 managers representing steel, mining, energy, engineering consulting and Information Technology/Information Technology-Enabled Services' sectors along with observational data from event sites and industry meets. Secondary data stemmed from marketing plans and events' rosters. Data were analysed adopting the practice turn.

### Findings

The constitution of three practices concerning brand alignment is unearthed: (1) practice of identifying key stakeholders, (2) practice of narrativization of brand promises and (3) practice of engaging key stakeholders.

### Research limitations/implications

This study highlights the dynamic nature of corporate brand alignment requiring a continuous gap analysis to verify coherency between internal and external brand elements. It also highlights the elicited relation between alignment, authenticity and advocacy. Suggestions for further research are provided.

### Practical implications

This study elucidates managers' role as intrapreneurs in the process of alignment and provides a possible solution to the new marketing myopia which impairs stakeholder management.

### Originality/value

This research identifies that brand alignment is not an abstract concept but a set of practices that help convert the symbolic capital held in brands into cultural and social capital.



# JOURNAL ARTICLES



Behera, R. K., Bala, P. K., & Jain, R. (2020). A rule-based automated machine learning approach in the evaluation of recommender engine. *Benchmarking: An International Journal*, 27(10), 2721–2757.

<https://doi.org/10.1108/BIJ-01-2020-0051>

## Abstract

### Purpose

Any business that opts to adopt a recommender engine (RE) for various potential benefits must choose from the candidate solutions, by matching to the task of interest and domain. The purpose of this paper is to choose RE that fits best from a set of candidate solutions using rule-based automated machine learning (ML) approach. The objective is to draw trustworthy conclusion, which results in brand building, and establishing a reliable relation with customers and undeniably to grow the business.

### Design/methodology/approach

An experimental quantitative research method was conducted in which the ML model was evaluated with diversified performance metrics and five RE algorithms by combining offline evaluation on historical and simulated movie data set, and the online evaluation on business-alike near-real-time data set to uncover the best-fitting RE.

### Findings

The rule-based automated evaluation of RE has changed the testing landscape, with the removal of longer duration of manual testing and not being comprehensive. It leads to minimal manual effort with high-quality results and can possibly bring a new revolution in the testing practice to start a service line “Machine Learning Testing as a service” (MLTaaS) and the possibility of integrating with DevOps that can specifically help agile team to ship a fail-safe RE evaluation product targeting SaaS (software as a service) or cloud deployment.

### Research limitations/implications

A small data set was considered for A/B phase study and was captured for ten movies from three theaters operating in a single location in India, and simulation phase study was captured for two movies from three theaters operating from the same location in India. The research was limited to Bollywood and Ollywood movies for A/B phase, and Ollywood movies for simulation phase.

### Practical implications

The best-fitting RE facilitates the business to make personalized recommendations, long-term customer loyalty forecasting, predicting the company's future performance, introducing customers to new products/services and shaping customer's future preferences and behaviors.

### Originality/value

The proposed rule-based ML approach named “2-stage locking evaluation” is self-learned, automated by design and largely produces time-bound conclusive result and improved decision-making process. It is the first of a kind to examine the business domain and task of interest. In each stage of the evaluation, low-performer REs are excluded which leads to time-optimized and cost-optimized solution. Additionally, the combination of offline and online evaluation methods offers benefits, such as improved quality with self-learning algorithm, faster time to decision-making by significantly reducing manual efforts with end-to-end test coverage, cognitive aiding for early feedback and unattended evaluation and traceability by identifying the missing test metrics coverage.

# JOURNAL ARTICLES



Minai, M. H., Jauhari, H., Kumar, M., & **Singh, S.** (2020). Unpacking transformational leadership: dimensional analysis with psychological empowerment. *Personnel Review*, 49(7), 1419-1434.

<https://doi.org/10.1108/PR-10-2019-0580>

## Abstract

### Purpose

Scholarly studies have criticized transformational leadership (TFL) for its lack of conceptual clarity and inadequate operationalization. This study endeavors to do a detailed examination of the dimensions of the construct to address the lack of conceptual clarity. Further, with respect to concerns regarding operationalization, the study does an exploratory evaluation of reconceptualized TFL's relationship with psychological empowerment, a construct through which TFL mostly has its beneficial outcomes.

### Design/methodology/approach

Respondents (n = 335) from an Indian information technology (IT) services organization report on their psychological empowerment and the transformational behaviors of their supervisors using temporally separated (15 days) online questionnaires.

### Findings

As expected, the dimensions of transformational leadership are not equally salient in influencing psychological empowerment; however, they explain variance in all dimensions of psychological empowerment. Visioning relates to meaning and impact; inspirational communication relates to all dimensions of empowerment; personal recognition relates to impact and competence; finally, intellectual stimulation relates to self-determination. Contrary to expectations, however, data did not support the relationship of intellectual stimulation and supportive leadership on competence.

### Research limitations/implications

Data collected from a single organization limit the claims of generalizability, and the use of a cross-sectional design prevents claims of causality. Given the significant variation in relational properties of individual dimensions, scholars can use dimensions of TFL, and therefore theorizing with these is possible.

### Originality/value

This paper provides additional support for the unpacking of TFL, by hypothesizing and demonstrating the dimensional relationships between TFL and psychological empowerment.

# JOURNAL ARTICLES



**Ghosh, A., Kundu, S., Ghosh, P., & Dutta, T. (2020).** Maximising profitability of quaternary sector organisations through workforce optimisation. *Benchmarking: An International Journal*, 27(10), 2785-2806.

<https://doi.org/10.1108/BJJ-01-2020-0034>

## **Abstract**

### Purpose

The purpose of this paper is to develop a workforce optimisation model that maximises the profitability of a knowledge-based service organisation in the quaternary sector.

### Design/methodology/approach

An optimisation model that allocates resources from different skillsets and seniority to projects that are delivered from several geographies has been developed in this paper. With the objective of maximising the profitability of a pipeline of projects, the model selects which projects to accept and which not to and indicates how many resources to hire for (or layoff from) each skillset-seniority-geography combination.

### Findings

The paper discusses the model and its scalable nature. Through hypothetical scenarios, it is shown that the model, using a simple non-linear algorithm, converges to optimal solutions.

### Research limitations/implications

The model depends on inputs that are exogenously supplied by the organisation. The applicability of the outcome is dependent on them. However, on the other hand, it allows for the alignment of the outcomes with the strategic objective of the organisation.

### Practical implications

The paper discusses the multi-dimensional nature of effective human resource allocation problem. It not only maximises profitability but also allows organisations to strategically screen projects. With proper calibration and minor modifications, the model may be used to allocate resources across the knowledge-based industry.

### Originality/value

The paper integrates the demand and supply-side problems of workforce allocation to projects in a novel way to form a tractable model that is pragmatic and applicable.



# MAGAZINE/NEWSPAPER ARTICLES



**Prof. Amarendu Nandy**

**Nandy, A. & Bindra, J.S. (2020, July 25). Why integrating with global value chains crucial for India. Financial Express.**

<https://www.financialexpress.com/opinion/why-integrating-with-global-value-chains-crucial-for-india/2034458/>



**Prof. Shailendra Singh**

**Singh, S., & Mishra, A. (2020, July 21). Opinion: the psychological cost of corona. ET Brand Equity.**

<https://brandequity.economictimes.indiatimes.com/news/marketing/opinion-the-psychological-cost-of-corona/77077105>

# CONFERENCE PRESENTATION & PROCEEDING

## Prof. Pritee Ray

Rathnasiri, S, **Ray, P.**, Islam, S M N. (2020, August 10-14). Application of blockchain technology in optimizing e-tailer supply chain costs: public and consortium blockchains, Presented in the 5th North American International Conference on Industrial Engineering and Operations Management (IEOM 2020), Detroit, Michigan, USA.

## Prof. Pritee Ray

Rathnasiri, S, **Ray, P.**, Islam, S M N. (2020, July 18-21). Blockchain technology implementation for e-tailer supply chains: public or consortium blockchains?, Presented in the 14th International Conference on Operations & Supply Chain Management (ICOSCM 2020), Sydney, Australia.



## Prof. Prasenjit Chakrabarti

Chakrabarti, P., Shankar, R.L. & Kumar, K. K. (2020, 28th June to 1st July). Cross-sectional drivers of systematic volatility risk: evidence from stock options. Presented at the 27th Annual Conference of the Multinational Finance Society 2020. Poland.

[http://www.mfsociety.org/modules/modDashboard/uploadFiles/conferences/MC27th\\_Annual\\_Conference~184~p1dupepgok120e1dgj163spjrmqk4.pdf](http://www.mfsociety.org/modules/modDashboard/uploadFiles/conferences/MC27th_Annual_Conference~184~p1dupepgok120e1dgj163spjrmqk4.pdf)



# NEW FACULTY



**Prof. Divya  
Aggarwal**

10.07.2020

Assistant Professor

Accounting &  
Finance

**Prof. Arulanantha  
Prabu P M**

14.07.2020

Assistant Professor

Operations  
Management

**Prof. G. Naresh**

28.08.2020

Associate Professor

Accounting &  
Finance



# INSTITUTE ACTIVITIES



## भारतीय प्रबंध संस्थान राँची में हिन्दी पखवाड़ा मनाया गया

भारतीय प्रबंध संस्थान राँची में हिन्दी पखवाड़ा मनाया गया । हिन्दी पखवाड़े के तहत कविता पाठ तथा आशु भाषण प्रतियोगिता का आयोजन किया गया । प्रतियोगिताओं में सभी संकायगण, अधिकारीगण, कर्मचारीगण एवं छात्र - छात्राओं ने बढ़ चढ़ के हिस्सा लिया। लोगो ने ऑनलाइन मोड के माध्यम से और क्लास रूम में उपसस्थिति के माध्यम से समारोह में भाग लिया ।

प्रतियोगिताओं में विजेताओं को पुरस्कार और प्रमाणपत्र वितरण किया गया ।

माननीय निदेशक महोदय प्रो. शैलेन्द्र सिंह इस कार्यक्रम के मुख्य अतिथि थे । प्राध्यापक श्री नितिन सिंह एवं प्राध्यापिका श्रीमति रेखा सिंघल विशिष्ट अतिथि थे ।

# INSTITUTE ACTIVITIES



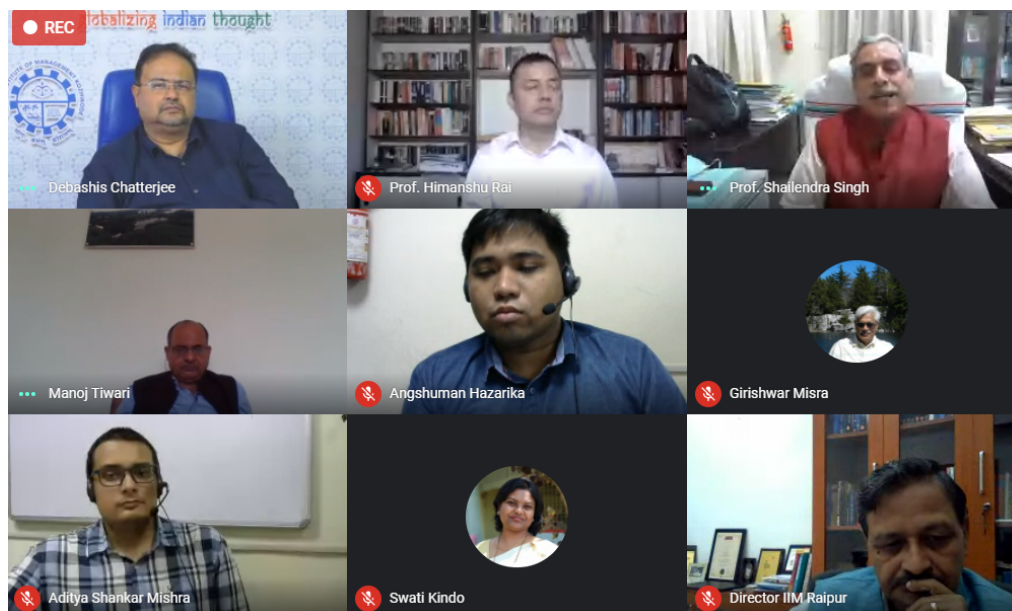
## 74th Independence Day

Indian Institute of Management Ranchi celebrated 74th Independence Day at its Suchana Bhawan campus and the New Campus site at HEC area on 15th August 2020 with the enthusiastic participations from the faculty, students and staff members. Due to the present COVID19 situations, many of the faculty, students and staff members could not make themselves physically available at these venues, but they witnessed the celebrations ONLINE as it was live streamed to them.

Prof. Shailendra Singh, Honourable Director of IIM Ranchi, unfurled the National Flag at the Suchana Bhawana campus and the New Campus site which was followed by the National Anthem.

Prof. Singh addressed the faculty, students and staff present in the occasion physically and digitally. He saluted our soldiers for their bravery and sacrifice for the nation. He complimented the faculty members for their contributions towards teaching, research & publications and motivated them to bring out more research publications. He encouraged officers & staff members by acknowledging their support in all activities of the institution. He congratulated IIM fraternity for getting the institute ranked among the top 20 Institutions in the Management Category of the NIRF Ranking 2020. He inspired all the stakeholder of the institute to come together, make efforts and contribute towards bringing the institute to the new heights by achieving a place among the top 15 Management Institutions in the NIRF 2021 rankings.

# INSTITUTE ACTIVITIES



## Webinar on “National Education Policy 2020: A Paradigm Shift”

A webinar on National Education Policy 2020: A Paradigm Shift was organized by Atal Bihari Vajpayee Centre for Leadership, Policy, and Governance (ABVCLPG), Centre of Excellence, IIM Ranchi on Friday, 18th September 2020. The speakers were Prof. Shailendra Singh, Director of IIM Ranchi, Prof. Manoj Kumar Tiwari, Director of NITIE Mumbai, Prof. Girishwar Misra, Former Vice-Chancellor of Mahatma Gandhi Antarrashtriya Hindi Vishwavidyalaya, Prof. Bharat Bhasker, Director of IIM Raipur, Prof. Debashis Chatterjee, Director of IIM Kozhikode, and Prof. Himanshu Rai, Director of IIM Indore.

Addressing the speakers, Prof. Shailendra Singh, Director, IIM Ranchi added that this webinar was going to be another feather in IIM Ranchi's cap, amongst a galaxy of learned speakers. He also highlighted that National Education Policy 2020 could transform India as an equitable and vibrant knowledge society through the provision of high-quality education.

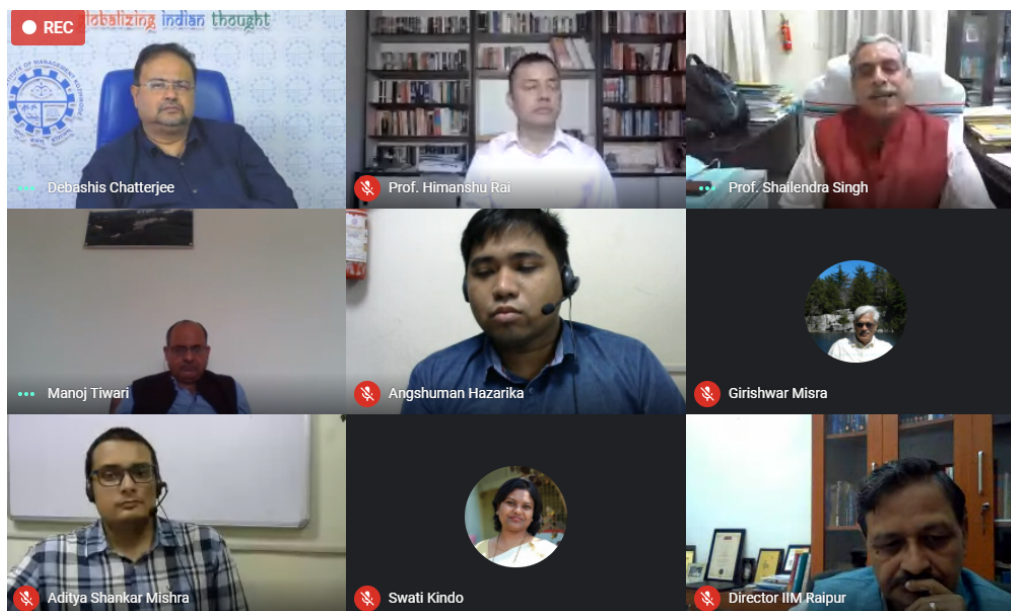
The three pillars of strength of NEP 2020 according to speakers is:

**Holistic multidisciplinary education** at the undergraduate level will have rigorous exposure to science, arts, humanities, mathematics and other professional fields. It will help in developing well-rounded individuals.

**Breaking free from the rigid learning model:** The students in colleges will have multiple entry and exit points which means that the rigid semester system is finally out.



# INSTITUTE ACTIVITIES



**Opening up higher education with collaboration to foreign institutions:** Foreign education institutions in the world will be encouraged to come to India and set up campuses. This move will help in reducing brain drain and also help in making global education more accessible. The learned speakers further added that it could be achieved by the following. Firstly, if we have good faculty, infrastructure becomes secondary. One can see this through gurukul system, Nalanda University where they had great teachers and no proper infrastructure. Focus on ancient teaching encourages value-based education, which will help develop the right habits, values among students. Secondly, remittances should stay in India. Thirdly, strengthen the relations between academia and industry so that funding can be raised by industries.

The eminent speakers also stressed upon the fact that 6 % of GDP is not spent on education so far. The policy is more of a framework of ideas and it should be implemented well. Vocational education should be focused, rather than just being pure thinkers.



# INSTITUTE ACTIVITIES



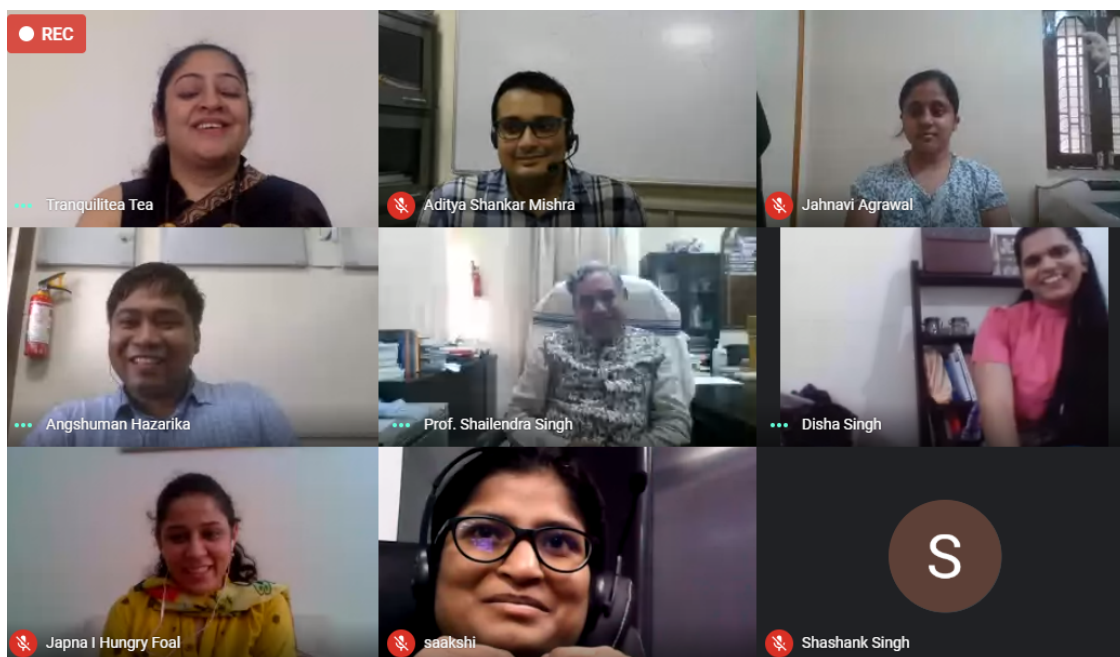
## **Webinar on “Dare to Lead Through Crises”**

IIM Ranchi, Centre of Excellence, Atal Bihari Vajpayee Centre for Leadership, Policy and Governance (ABVCLPG) had successfully conducted a webinar titled “Dare to Lead Through Crises” which was held on Friday, 24th July 2020 by Dr. P G Raghuraman.

Dr. P G Raghuraman shared some practical tips and tricks on the subject of Resilience of CEOs. These topics included broad-range macroeconomic crises, trade wars, pandemics such as COVID-19, rapid rise of new digital and artificial intelligence type technologies, deep demographic shifts. He emphasized on resilience and said in closing that leading through crises is intentional and inspirational. One must remember that DARE signifies D-Disruption- Ready and Digitally Savvy; A-Adaptive and Authentic; R-Resilient; E-Execution Excellence.

Director Prof. Shailendra Singh discussed about the history of the Centre, the dignitaries who had earlier visited the Centre and also about the future of the Centre. Participants across India attended the webinar.

# INSTITUTE ACTIVITIES

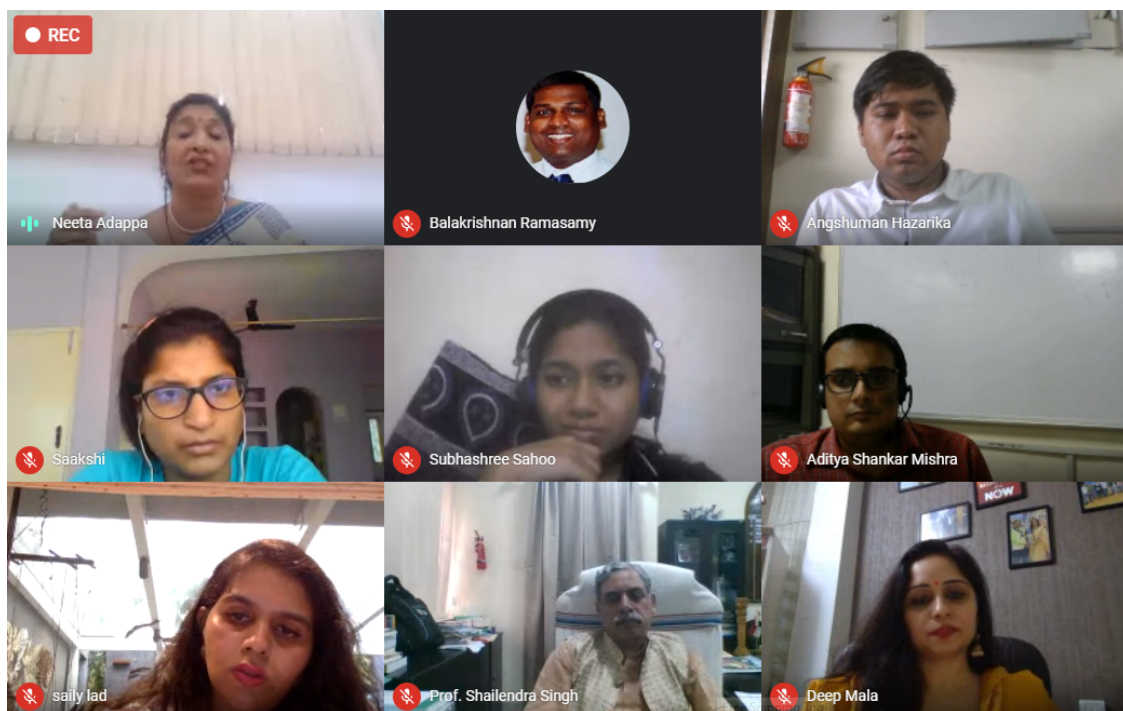


## e-Symposium on "Women of Faith-Series-1"

In this e-Symposium Payalh Agarwal, Founder of ChaiOm, Zelena Tranquillitea, Disha Singh, Founder of Zouk, Japna Rishi Kaushik, Co-Founder of Hungry Foal shared their journey as a women entrepreneur. They spoke about the challenges faced by them in their entrepreneurship journey and how they tackled those and succeeded in their ventures.

All the speakers agreed that there are no field where women cannot endeavour into. There are people who will put you down and there are support system who will be there for you and guide you. All the 3 entrepreneurs started from the scratch. They faced many rejections in in the initial stages of business. But they strived harder and now they are successful businesswomen from budding entrepreneurs. The mantra to keep going is "No matter what, if you want to get things done, get it done".

# INSTITUTE ACTIVITIES



## e-Symposium on "Women of Faith-Series-II"

In this e-Symposium Ms. Deep Mala, Founder at The Visual House, Ms. Saily Lad, Director at Volksara Techno Solutions, Ms. Neeta Adappa, Founder at Prakriti Herbals shared their journey as women entrepreneurs. They spoke about how they have changed challenges into opportunities and opportunities into success stories.

Nothing came easy in life to the budding entrepreneurs. Their entrepreneurship journey was a roller coaster ride. Their business started in a garage with very less amount and now are embarking on their successful journey. The mantras to achieve success is to observe, learn, build team, take small steps, strategize, achieve new goals. To ensure success an entrepreneur has to handle all the departments. Be it HR, Finance, Marketing, Operations and others. Each and every department has to run consistently.

Covid-19 was a challenge for their start-ups. The speakers accepted it and acted accordingly. While doing so, they didn't look for immediate result. They looked for immediate action, which created peace and progress. The secret of getting ahead, is getting started.

# STUDENT ACTIVITIES

I2B sessions are conducted by the senior batch for the incoming junior batch of IIM Ranchi. It basically inducts the junior batch into the MBA life and the life at IIM Ranchi. In these sessions, the Institute's clubs provide ample opportunities to the students of the Institute to get a head start and get to know various facets of different courses and domains offered by the institution. These I2B sessions were conducted online, and the senior batch made sure to replicate the exact experience, grill, and thrill of these sessions even through the digital medium. These sessions are of paramount importance as they make sure that the students are ready to take the MBA life and are dedicated to imbibe the Institute's 3 values: honesty, humility, and hard work.

The IIM Ranchi fraternity conducted a host of student activities in the year 2020. The students got multiple opportunities to interact with senior industry leaders through the Leadership Talk Series "Viimrsh". The Institute hosted corporate leaders from Wipro, Muthoot Fincorp, Zerodha, IBM, and other top companies.

INDIAN INSTITUTE OF MANAGEMENT RANCHI

## Viimrsh

A Webinar Series of Leadership Talks

**Mr. Praveen Kamath Kumbale**  
General Manager & HR Head - Global Delivery & Enablement at Wipro

It was a pleasure to host Sir as part of Viimrsh.

Sir spoke about the importance of building a skill set that sets you apart in the overall job market, an emphasis was laid on creating expertise in a specific domain to be job-ready. Sir also spoke about how to transform your thought process to assimilate your self in leadership positions.

The session was profoundly insightful and was appreciated by the student community.

We are delighted and honored to have hosted Sir.

Thank You

**wipro**

CORPORATE RELATIONS & PLACEMENT COMMITTEE  
www.iimranchi.ac.in

INDIAN INSTITUTE OF MANAGEMENT RANCHI

## Viimrsh

A Webinar Series of Leadership Talks

**Mr. Manoj Kalra**  
Senior Vice President, DSM  
Head of Group Business Services

It was an absolute pleasure to host Mr. Manoj Kalra on Viimrsh. He addressed the students on "Effective Leadership: Challenges in the new normal and how to mitigate them." The session was very engaging wherein the students learnt about how to best mitigate crisis at hand and how to overcome fear. Through his own personal and professional experiences, Mr. Manoj took the students through important lessons in life in a session which was both insightful and interactive.

Thank You

**DSM**

CORPORATE RELATIONS & PLACEMENT COMMITTEE  
www.iimranchi.ac.in



# IIM RANCHI IN NEWS

## आइआइएम रांची में वेबिनार का आयोजन

जास, रांची : आइआइएम रांची के अटल बिहारी वाजपेयी सेंटर ऑफ लिडरशीप, पॉलिसी एंड गवर्नेंस के की ओर से वेबिनार का आयोजन किया गया। कार्यक्रम में मुख्यवक्ता एसेंजर के मैनेजिंग डायरेक्टर डॉ. पीजी रघुरामन ने कहा कि बाजार और व्यापार से जुड़े कई प्रायोगिक टिप्स और आइडिया लोगों के साथ बांटा। माइक्रोइकोनॉमी क्राइसिस, महामारी, आदि विषयों पर अपने विचार रखे।

Dainik Jagaran, 25.07.2020, Pg.02

## IIM-R HOLDS WEBINAR

IIM Ranchi, Centre of Excellence, Atal Bihari Vajpayee Centre for Leadership, Policy and Governance (ABVCLPG) conducted a webinar titled "Dare to Lead Through Crises" which was held on Friday by Dr. P G Raghuraman, who is a Managing Director, Chief Risk Officer - Growth Markets, Accenture has an overall experience of 31 years. He has done MBA and PhD degree from IIM Lucknow. Dr. P G Raghuraman shared some practical tips and tricks on the subject of Resilience of CEOs. These topics included broad-range macroeconomic crises, trade wars, pandemics such as COVID-19, rapid rise of new digital and artificial intelligence type technologies, deep-demographic shifts. He emphasized on resilience and said in closing that leading through crises is intentional and inspirational. One must remember that DARE signifies D-Disruption- Ready and Digitally Savvy; A-Adaptive and Authentic.

The Pioneer, 25.07.2020, Pg. 03

## आइआइएम रांची में स्टूडेंट्स का हुआ ऑनलाइन वेलकम



Prabhat Khabar, 03.08.2020, Pg. 08

## New batch of IIM-R students inducted, two-day online workshop marks event



Times of India, 03.08.2020, Pg. 02

## आईआईएम में ई-संगोष्ठी हुई

रांची। आईआईएम रांची की ओर से शुक्रवार को विमेन आफ फेब स्टीज यन विश्व पर ई-संगोष्ठी का आयोजन किया गया। इस ई-संगोष्ठी में पावल अग्रवाल, जेलेना ट्रेकिवलेटिया, दिशा सिंह, जपना प्रायि कीशिक ने एक महिला उद्यमी के रूप में अपनी यात्रा साझा की।

आईआईएम के निदेशक डॉ जेने-प्र सिंह ने उद्यमिता नेतृत्व और शासन प्रतिविधियों को विकसित करने के लिए केंद्र की ओर से किए गए टाई-अप के बारे में चर्चा की। संघालय डॉ अंशुमान हजारीका ने किया। (प्रस.)

Hindustan, 08.08.2020, Pg. 06

## आईआईएम रांची में ई-सिंजियम का आयोजन महिला उद्यमी बोलीं- उद्यमशीलता की यात्रा रोलर कोस्टर की तरह

सिटी रिपोर्टर, रांची

आईआईएम रांची में ई-सिंजियम का आयोजन हुआ, जिसका नाम 'विमेन ऑफ फेब स्टीज यू' था। इसमें देश की जानीमानी महिला उद्यमी दीपमाला, शैली, नीता अदपना मौजूद थीं। इन्होंने अपने-अपने व्यवसायिक स्तर के उतर-चढ़ाव को स्टूडेंट्स के साथ शेयर किया। दीपमाला ने बताया कि उद्यमशीलता की यात्रा एक रोलर कोस्टर की सवारी की तरह होती है।

कोस्टर की सवारी की तरह होती है। मैंने अपना काम काफी कम संस्थापनी के साथ शुरू किया था। कोई जोड़ नहीं था, लेकिन कॉन्फिडेंस था। अन्य स्पीकरों ने भी सफलता प्राप्त करने के रास्ते बताए। कहा, सफलता के लिए निरंतर सीखना, टीम निर्माण, छोटे-छोटे काम उठाना, रणनीति बनाना, नए रास्ते हासिल करना महत्वपूर्ण होता है। आईआईएम रांची के डायरेक्टर डॉ. जेने-प्र सिंह ने लीडरशिप पॉलिसी के बारे में बताया।

Dainik bhaskar, 28.08.2020, Pg no. 04

## सफल होने की कोशिश किये बिना, हार मान जाना बेवकूफी

रांची। आईआईएम रांची की ओर से शुक्रवार को ई-संगोष्ठी का आयोजन किया गया। इस ई-संगोष्ठी में पावल अग्रवाल, जेलेना ट्रेकिवलेटिया, दिशा सिंह, जपना प्रायि कीशिक ने एक महिला उद्यमी के रूप में अपनी यात्रा साझा की।

Prabhat Khabar, 08.08.2020, Pg. 07

## भारतीय प्रबंध संस्थान रांची में मना हिंदी पखवाड़ा, हुई प्रतियोगिताएं

रांची। भारतीय प्रबंध संस्थान रांची द्वारा हिंदी पखवाड़े का आयोजन किया गया। कविता पाठ और आशु भाषण प्रतियोगिता हुई। संकाय के अधिकारियों, कर्मचारियों और छात्र-छात्राओं ने भाग लिया। निदेशक और प्राध्यापक नितिन सिंह व अफयिका रेखा सिंह मौजूद थे।

Dainik Bhaskar, 27.09.2020, Pg. 06





# RACONTEUR

IIM RANCHI QUARTERLY NEWSLETTER

Concept, Compilation, Editing and Design:

Dr. Jayanta Kumar Tripathy  
Librarian

Poojita Singh  
Social Media Manager

Media & PR Cell  
Mayank  
Prachi Prafull  
Priya Tarneja  
Shaloo Bhansali

**INDIAN INSTITUTE OF MANAGEMENT  
RANCHI, SUCHANA BHAWAN, AUDREY  
HOUSE CAMPUS, MEUR'S ROAD,  
RANCHI - 834008, JHARKHAND  
TELEPHONE: +91 0651 2280113  
WEBSITE: <https://iimranchi.ac.in/>**