

RACONTEUR

**IIM RANCHI QUARTERLY
NEWSLETTER**

April – June 2021

CONTENTS

PARTICULAR	Pg. No.
Awards and Achievements	1
Journal Articles	2
Books/ Book Chapters	18
Conference Presentation	20
Cases	21
Institute Activities	22
New Faculty	29
Alumni Speak	30
IIM Ranchi in Media	32



PROF. DEBJANI GHOSH

Prof. Debjani Ghosh presented the paper titled "Different Feathers Embedding Together: Integrating Diversity and Organizational Embeddedness at the Academy of International Business has been nominated for FIU/AIB/ Best Theory Paper Award (2021) on 30th June 2021.



PROF. SWARUP KUMAR DUTTA

Prof. Swarup Kumar Dutta was conferred the Best Associate Professor Award in Strategic Management & Entrepreneurship for the year 2020 by Pearl Foundation, Madurai during the SMART SUMMIT – 2021 National Conference on 19th June 2021.

**PROF. PRITEE RAY**

Ray, P. (2021). Agricultural supply chain risk management under price and demand uncertainty. *International Journal of System Dynamics Applications*, 10(2), 16-32. <https://doi.org/10.4018/IJSDA.2021040102>

ABSTRACT

Agricultural supply chain (ASC) plays a vital role for sustainability as it is the main source of food supply. ASC encounters more sources of risk due to seasonality, perishability, and weather conditions, which makes the global food security system complex. This paper develops an optimization model for a perishable product supply chain to decide the optimal risk management strategy that maximizes the decision maker's expected profit under demand and price uncertainty. A base-case scenario is considered to show the impact of risk management strategy on performance improvement. The expected profit of the decision maker is obtained for different combination of strategies, and sensitivity analysis is performed to show the impact of perishability on the percentage of improvement from the base case scenario. The results show that backup supplier strategy is very effective during the yield disruption, but it is not as effective during harvest disruption. Hence, a single approach is inadequate to provide solution in all types of risk scenarios; thus, the combination of approaches is most effective.



PROF. TATA SAI VIJAY

Vijay, T. S., Prashar, S., & Parsad, C. (2021). Typology of online reviewers based on their motives for writing online reviews. *Journal of Electronic Commerce in Organizations*, 19(2), 74-88.

<https://doi.org/10.4018/JECO.2021040105>

ABSTRACT

Literature on online reviews has largely deliberated on factors that influence shoppers' behaviour. Few studies have examined the reasons that motivate shoppers to write online reviews and not much attention has been given to understand the differences among shoppers who provide online reviews. Despite the exponential growth of e-commerce and that of the impact of online reviews, very little is known about the segments of review providers. This paper addresses the gap by developing and profiling shoppers based on their motivations to write online reviews. The objective is to identify profiles of shoppers who intend to write online reviews based on the factors identified as important in the process of writing reviews. Cluster analysis was used to profile the customers in various segments. The findings indicated three distinct segments. The results of this research are pertinent to online and offline retailers to comprehend shoppers' motivations to write online reviews, which would help them to develop marketing strategies as per the profile of each segment.



PROF. PRASENJIT CHAKRABARTI

Chakrabarti, P., Jawed, M. S., & Sarkhel, M. (2021). COVID-19 pandemic and global financial market interlinkages: a dynamic temporal network analysis. *Applied Economics*, 53(25), 2930-2945.

<https://doi.org/10.1080/00036846.2020.1870654>

ABSTRACT

The present study investigates the changes in G20 stock market dynamics and their interlinkages in the aftermath of COVID-19. It utilizes the Detrended Cross-Correlation Analysis (DCCA) along with the network and complexity theories for detecting the contagion effect of the pandemic on the stock markets. We find that both advanced and emerging stock markets, departing from their pre-crisis structures, form a tightly coupled close community after the disease outbreak – except for China that distanced itself from the rest of the cohort. This indicates that COVID-19 has caused contagion in the global equity market, which has increased the risk to international portfolio diversification benefits. The adoption of the Network theory for contagion detection technique augments the detailed understanding of the structural changes and their interlinkages among the stock markets in a more comprehensive way.



PROF. VIJAYA DIXIT

Agarwal, U. A., Dixit, V., Nikolova, N., Jain, K., & Sankaran, S. (2021). A psychological contract perspective of vertical and distributed leadership in project-based organizations. *International Journal of Project Management*, 39(3), 249-258. <https://doi.org/10.1016/j.ijproman.2020.12.004>

ABSTRACT

The primary purpose of this study is to examine the relationship between two leadership styles (vertical and distributed), conceptualized through types of decisions made (strategic and operational/tactical), and the state of psychological contract (fulfillment/breach) at three different levels of the organizational hierarchy in project-based organizations. The explorative analysis of eight organizations from India and Australia demonstrates the prevalence of distributed leadership: operational and technical decisions are usually entrusted to the project team and project managers, while strategic decisions are made by senior management. The study suggests that three factors facilitate a specific leadership style (vertical or distributed): organizational culture, knowledge sharing and project management practices, which in turn impact the state of psychological contract (fulfillment/breach). A flexible, collaborative organizational culture supports knowledge sharing and the adoption of agile methods, enabling distributed leadership and leading to psychological contract fulfillment.



PROF. PRADIP KUMAR BALA

Ray, A., **Bala, P. K.**, & Rana, N. P. (2021). Exploring the drivers of customers' brand attitudes of online travel agency services: a text-mining based approach. *Journal of Business Research*, 128(May), 391-404.
<https://doi.org/10.1016/j.jbusres.2021.02.028>

ABSTRACT

This paper aims to explore the important qualitative aspects of online user-generated-content that reflects customers' brand-attitudes. Additionally, the qualitative aspects can help service-providers understand customers' brand-attitudes by focusing on the important aspects rather than reading the entire review, which will save both their time and effort. We have utilised a total of 10,000 reviews from TripAdvisor (an online-travel-agency provider). This study has analysed the data using statistical-technique (logistic regression), predictive-model (artificial-neural-networks) and structural-modelling technique to understand the most important aspects (i.e. sentiment, emotion or parts-of-speech) that can help to predict customers' brand-attitudes. Results show that sentiment is the most important aspect in predicting brand-attitudes. While total sentiment content and content polarity have significant positive association, negative high-arousal emotions and low-arousal emotions have significant negative association with customers' brand attitudes. However, parts-of-speech aspects have no significant impact on brand attitude. The paper concludes with implications, limitations and future research directions.



PROF. ROHIT GUPTA

Gupta, R., Biswas, B., Biswas, I., & Sana, S. S. (2021). Firm investment decisions for information security under a fuzzy environment: a game-theoretic approach. *Information and Computer Security*, 29(1), 73-104. <https://doi.org/10.1108/ICS-02-2020-0028>

ABSTRACT

Purpose

This paper aims to examine optimal decisions for information security investments for a firm in a fuzzy environment. Under both sequential and simultaneous attack scenarios, optimal investment of firm, optimal efforts of attackers and their economic utilities are determined.

Design/methodology/approach

Throughout the analysis, a single firm and two attackers for a "firm as a leader" in a sequential game setting and "firm versus attackers" in a simultaneous game setting are considered. While the firm makes investments to secure its information assets, the attackers spend their efforts to launch breaches.

Findings

It is observed that the firm needs to invest more when it announces its security investment decisions ahead of attacks. In contrast, the firm can invest relatively less when all agents are unaware of each other's choices in advance. Further, the study reveals that attackers need to exert higher effort when no agent enjoys the privilege of being a leader.

Research limitations/implications

In a novel approach, inherent system vulnerability of the firm, financial benefit of attackers from the breach and monetary loss suffered by the firm are considered, as fuzzy variables in the well-recognized Gordon – Loeb breach function, with the help of fuzzy expectation operator.

Practical implications

This study reports that the optimal breach effort exerted by each attacker is proportional to its obtained economic benefit for both sequential and simultaneous attack scenarios. A set of numerical experiments and sensitivity analyzes complement the analytical modeling.

Originality/value

In a novel approach, inherent system vulnerability of the firm, financial benefit of attackers from the breach and monetary loss suffered by the firm are considered, as fuzzy variables in the well-recognized Gordon – Loeb breach function, with the help of fuzzy expectation operator.



PROF. TATA SAI VIJAY

Arora, N., Prashar, S., Vijay, T. S., & Parsad, C. (2021). Measuring personality Congruency effects on consumer brand intentions in celebrity-endorsed brands. *Journal of Consumer Marketing*, 38(3), 251-261. <https://doi.org/10.1108/JCM-02-2020-3634>

ABSTRACT

Purpose

Brand managers frequently use well-known celebrities to position their brands and capture consumers' attention to improve the brand's market share. The attachment of a celebrity with a brand creates a human image for a brand and helps in personifying its image. The consumer perceives the brand as an individual and relates his personality, as well as the personality of the celebrity with that of the brand. It becomes pertinent for marketers to understand how brand-celebrity personality congruence and brand-consumer personality congruence affect the brand reputation, uniqueness and purchase intentions. Thus, the purpose of this study is to understand the relationship between the two personality congruence aspects – brand & celebrity personalities and brand & consumer personalities, and their impact on the reputation of the brand and its uniqueness. Further, the paper aims to examine the impact of the brand reputation and brand uniqueness on purchase intentions.

Design/methodology/approach

The present study uses Aaker's five-factor personality scale to study the personality congruence effects on brand reputation, brand uniqueness and purchase intentions. The literature review was carried out to categorize factors related to celebrity personality, brand personality and consumer personality. The data for this study was collected through questionnaires from 1,235 respondents. In the first step, congruencies between celebrity, brand and consumer personality were determined. This was followed by a two-stage structural equation modelling for assessing the model fit and testing the hypotheses.

Findings

From the study results, it is observed that brand-celebrity congruency influences brand reputation and brand uniqueness. However, brand-consumer congruency had an effect only on brand reputation and not on brand uniqueness. Both brand reputation and uniqueness have favourable impact on consumers purchase intentions.

Originality/value

This study contributes to the existing literature on celebrity endorsement by extending the discussion with personality-based congruence. The research deciphered two aspects of identification, i.e. consumer-brand personality congruence and brand-celebrity congruence. The paper hypothesized the favourable association between brand personality and consumer personality congruence and brand uniqueness. However, it was observed that brand personality-consumer personality identification had an insignificant influence on brand uniqueness. This is contrary to the findings of some studies in the literature. Further investigation of this relationship in the future may add a new dimension to the identification context.



PROF. PRADIP KUMAR BALA

Kumar, R., Mukherjee, S., Kumar, B., & Bala, P. K. (2021). Deriving wisdom from virtual investing communities: an alternative strategy to stock recommendations. *Journal of Modelling in Management*, 16(2), 668-688. <https://doi.org/10.1108/JM2-09-2019-0229>

ABSTRACT

Purpose

Colossal information is available in cyberspace from a variety of sources such as blogs, reviews, posts and feedback. The mentioned sources have helped in improving various business processes from product development to stock market development. This paper aims to transform this wealth of information in the online medium to economic wealth. Earlier approaches to investment decision-making are dominated by the analyst's recommendations. However, their credibility has been questioned for herding behavior, conflict of interest and favoring underwriter's firms. This study assumes that members of the online crowd who have been reliable, profitable and knowledgeable in the recent past will continue to be so soon.

Design/methodology/approach

The authors identify credible members as experts using multi-criteria decision-making tools. In this work, an alternative actionable investment strategy is proposed and demonstrated through a mock-up. The experimental prototype is divided into two phases: expert selection and investment.

Findings

The created portfolio is comparable and even profitable than several major global stock indices.

Practical implications

This work aims to benefit individual investors, investment managers and market onlookers.

Originality/value

This paper takes into account factors: the accuracy and trustworthiness of the sources of stock market recommendations. Earlier work in the area has focused solely intelligence of the analyst for the stock recommendation. To the best of the authors' knowledge, this is the first time that the combined intelligence of the virtual investment communities has been considered to make stock market recommendations



PROF. AMIT SACHAN

Kumar, R., Kumar, R., Sachan, A., & Gupta, P. (2021). An examination of the e-government service value chain. *Information Technology & People*, 34(3), 889-911. <https://doi.org/10.1108/ITP-09-2018-0438>

ABSTRACT

Purpose

E-government quality (e-GovQual) and e-government user value (e-GUV) are multidimensional concepts. While previous studies have identified apparent factors influencing e-government satisfaction (e-GovSat) and e-government adoption intention (e-GovAI), such as e-GovQual and e-GUV, but they have neglected to explain the influence of the dimensions of these two concepts. The purpose of this research is to study e-government service value chain (e-GSVC) one-GovQual dimensions, e-GUV dimensions, e-GovSat and e-GovAI.

Design/methodology/approach

The study employs a quantitative method to test the hypotheses and validate the proposed model. Data are collected from 378 e-government users across different parts of India comprising of different demographic characteristics. The model is analyzed using structural equation modeling.

Findings

The findings highlight the impact of the dimensions of e-GovQual (efficiency, trust, reliability and citizen support) on the dimensions of e-GUV (functional, economic, social and emotional value) as e-GUV dimensions affect e-GovSat, which in turn influences e-GovAI. The results validate the e-GSVC and also stress the partial mediating role of the dimensions of e-GUV on the relationship between the dimensions of e-GovQual and e-GovSat.

Research limitations/implications

The sample size of 378 may not be a proper representation of a country like India, which has huge diversity within its vast population.

Practical implications

The study offers practitioners a clear picture and a useful guide to better understand the drivers of value, satisfaction and adoption in the case of e-government users.

Originality/value

This study is probably the first attempt toward demonstrating the process influencing e-GovSat via e-GUV dimensions originating from excellent e-GovQual dimensions to ultimately trigger e-GovAI.



PROF. PRADIP KUMAR BALA

Ray, A., Bala, P. K., & Dwivedi, Y. K. (2021). Exploring values affecting e-Learning adoption from the user-generated-content: A consumption-value-theory perspective. *Journal of Strategic Marketing*, 29(5), 430-452, <https://doi.org/10.1080/0965254X.2020.1749875>

ABSTRACT

The aim of this study is to utilise the user-generated content from social media platforms and merchandise websites to explore various values affecting behavioural intention in context of e-Learning services from the consumption-value-theory perspective. This study has utilised a novel mixed-method approach based on natural language processing (NLP) techniques for the both the qualitative and quantitative analysis. This study has used user-generated content of Coursera (an e-Learning service) consisting of online reviews from Coursera-100 k-dataset and tweets about Coursera. Some of the important themes generated from the thematic-based analysis of tweets are 'value addition', 'course content', 'topic cover', 'reliability of course', 'course quality', 'enjoyed course', 'recommend the course', 'value for money', 'facilitator skills', etc. Results of the empirical study reveal that offers and deals, emotional connect, facilitator quality, course reliability, platform innovativeness, and compatibility are important predictors of behavioural intention. This study concludes with the various limitations and future directions.



PROF. PRADIP KUMAR BALA

Ray, A., **Bala, P. K.**, & Rana, N. P. (2021). Exploring the drivers of customers' brand attitudes of online travel agency services: a text-mining based approach. *Journal of Business Research*, 128(May), 391-404.
<https://doi.org/10.1016/j.jbusres.2021.02.028>

ABSTRACT

This paper aims to explore the important qualitative aspects of online user-generated-content that reflects customers' brand-attitudes. Additionally, the qualitative aspects can help service-providers understand customers' brand-attitudes by focusing on the important aspects rather than reading the entire review, which will save both their time and effort. We have utilised a total of 10,000 reviews from TripAdvisor (an online-travel-agency provider). This study has analysed the data using statistical-technique (logistic regression), predictive-model (artificial-neural-networks) and structural-modelling technique to understand the most important aspects (i.e. sentiment, emotion or parts-of-speech) that can help to predict customers' brand-attitudes. Results show that sentiment is the most important aspect in predicting brand-attitudes. While total sentiment content and content polarity have significant positive association, negative high-arousal emotions and low-arousal emotions have significant negative association with customers' brand attitudes. The paper concludes with implications, limitations and future research directions.



PROF. PRITEE RAY

Jaipuria, S., Parida, R., & **Ray, P.** (2021). The impact of COVID-19 on tourism sector in India. *Tourism Recreation Research*, 46(2), 245-260.
<https://doi.org/10.1080/02508281.2020.1846971>

ABSTRACT

The novel coronavirus (COVID-19), which is one of its kind of humanitarian disasters, has affected people and businesses worldwide, triggering a global economic crisis. In this aspect, the tourism sector is not being left behind. The pandemic has not only affected the foreign exchange earnings (FEE) but also affected various regional developments, job opportunities, thereby disrupting the local communities as a whole. As there has been a substantial decline in the arrivals of overseas tourists in India in 2020, the paper aims to predict foreign tourists' arrival in India and FEE using artificial neural networks (ANN). Furthermore, we analyse the impact of COVID-19 based on four scenarios considering with and without lockdown in terms of loss and gain in FEE. Lastly, the results obtained will help policymakers make necessary strategic and operational decisions, along with maximizing the FEE.



PROF. TANUSREE DUTTA

Yaqub, Y., Singh, A.K., & **Dutta, T.** (2021). An empirical study of factors influencing training transfer in the management training intervention. *Journal of Workplace Learning*, 33(5), 361-374. <https://doi.org/10.1108/JWL-02-2020-0034>

ABSTRACT

Purpose

The purpose of this study is to predict the transfer of training (ToT) from management training. This study empirically examined the predictive power of ToT factors, namely, individual characteristics (self-efficacy), training intervention design (training approaches) and work climate (organizational support) among the study respondents.

Design/methodology/approach

All the proposed research hypotheses were tested through survey data. Data was collected using a questionnaire from managers working in different departments of an Indian public manufacturing organization. A sum of 273 usable data was analyzed, and the structural equation modeling technique was used to test the proposed theoretical model.

Finding

The study results showed a direct and positive association among self-efficacy, work climate and training intervention design with training transfer. The study findings suggest that self-efficacy, training approaches and organizational support predict ToT.

Practical implications

The study findings have a beneficial impact on designing and delivering successful management training intervention among managers. To enhance training transfer, organizations could consider all these three factors. A replication of the study in national and international settings would help improve generalizability.

Originality/value

To the best of the authors' knowledge, this is the first study that explored the new relationships of selected factors with ToT in management training. An improved understanding of the interactive impact of self-efficacy, training approaches and organizational support on the ToT is provided.



PROF. ROHIT KUMAR

Kumar, R., & Duggirala, A. (2021). Health insurance as a healthcare financing mechanism in India: key strategic insights and a business model perspective. *Vikalpa*, 46(2), 1–17. <https://doi.org/10.1177/02560909211027089>

ABSTRACT

This study provides strategic insights and a business model perspective on health insurance as a vehicle for financing healthcare. It uses both primary (expert interview) and secondary data to investigate the overall disease burden and healthcare industry trends and track healthcare financing through the health insurance mechanism in India. To identify the critical success factors and to gain a business model perspective within the health insurance industry, telephonic and face-to-face interviews were held with 27 experts in the healthcare, insurance, and strategic management field. The study's findings suggest that the growth of health insurance as a healthcare financing mechanism in India has been challenged continuously and impacted by multiple changes in the health insurance and healthcare industry over the last decade.

One of the critical challenges faced by insurance companies is the high incurred claim ratio. We find the Indian health insurance industry to be very competitive and that the focus on critical success factors can help insurance companies gain a competitive advantage. The health insurance business model is unique, with varying configurations, and broadly comprises strategic choices and consequences. In this article, drawing from the strategic management literature on the resource-based view (RBV) and insights gained from the interviews of healthcare and health insurance experts, we highlight the six critical success factors relevant for competing in the health insurance business. We also list five strategic choices that can help health insurance companies improve their profitability and gain a sustained competitive advantage. We recommend that the insurance companies design and develop an innovative business model centred around lowering the claim ratio and simultaneously increasing the customer willingness to pay. To increase the customer willingness to pay and reduce the claim ratio, the insurance companies should focus on the six critical success factors and invest in the five strategic choices.



PROF. SANKALPA BHATTACHARJEE

Sethi, P., **Bhattacharjee, S.**, Chakrabarti, D., & Tiwari, C. (2021). The impact of globalization and financial development on India's income inequality. *Journal of Policy Modeling*, 43(3), 639-656.

<https://doi.org/10.1016/j.jpolmod.2021.01.002>

ABSTRACT

This paper empirically examines the combined effects of globalization and financial development on income inequality in a unified framework for an emerging economy. Using annual data for the Indian economy over the period 1980–2014, we show that the perceived benefits of globalization and financial development have not trickled down; rather, has aggravated income inequality. Our results also indicate that while inflation aggravates income inequality, education seems to alleviate the differential effect. Proactive measures in providing access to financial services, creating equitable employment opportunities, and improving the quality of education are required to offset the negative impacts of globalization and financial development on income disparity.



PROF. TATA SAI VIJAY

Vijay, T. S., Prashar, S., & Parsad, C. (2021). Examining the influence of satisfaction and regret on online shoppers' post-purchase behavior. *Benchmarking: An International Journal*, 28(6), 1987-2007, July 2021. <https://doi.org/10.1108/BIJ-06-2020-0332>

ABSTRACT

Purpose

The present research has used the expectancy–confirmation model along with the regret theory to examine the influence of six e-retailers' characteristics and confirmation on shoppers' satisfaction or regret. Further, the effect of these two cognitive constructs has been investigated on consumers' post-purchase behaviour like the intention to write reviews, repurchase intentions and brand-switching behaviour.

Design/methodology/approach

Extensive review of the literature was undertaken to identify the related factors. Data were collected using the survey instrument from 367 respondents. Structural equation modelling using Amos 22.0 was carried out for analysing the data.

Findings

The findings from the data collected from 367 respondents include the significant influence of price transparency, service quality and firms' sincerity on shoppers' satisfaction.

Originality/value

Contrary to expectations, it is observed that product assortment, product quality and quality of personalisation did not have any such influence. Also, a firm's sincerity is the only factor that influenced regret. The noticeable outcome of the study pertains to the fact that online reviews are only provided by satisfied shoppers and not shoppers who regret. Rather, such regretting customers prefer switching to the alternative brand(s) and are less inclined to repurchase.

**PROF. MAYANK JYOTSNA SONI**

Soni, M. J. (2021). How do they pick-up smoking? will they talk about brands? In D. Chanda, A. Sengupta, & D. Mohanti (Eds.), *Business Research and Innovation* (pp. 418- 431). Excel India Publishers.

**PROF. PRADIP KUMAR BALA PROF. SHIBASHISH CHAKRABORTY**

Ashraf, S. A., Javed, A. F., Bala, P. K., & Chakraborty, S. (2021). Super learners for fake review detection. In D. Chanda, A. Sengupta, & D. Mohanti (Eds.), *Business Research and Innovation* (pp. 1-14). Excel India Publishers.



PROF. SHIBASHISH CHAKRABORTY

Bhattacharjee, A., & Chakraborty, S. (2021). The impact of green marketing on electric vehicle adoption: a critical sustainability study in auto industry & model development. In D. Chanda, A. Sengupta, & D. Mohanti (Eds.), *Business Research and Innovation* (pp. 231-248).



PROF. SHILPEE A DASGUPTA

Dasgupta, S. A. (2021, April 23-24). Impact of remote-work communication channels and leader-member exchange on employee engagement in a Coronavirus world. Presented at the International Management Conference on Post Covid Management Strategies: Recovery, Resilience & Adaptation. Bodh Gaya: Indian Institute of Management Bodh Gaya.



PROF. SOUMYA SARKAR



PROF. SWARUP KUMAR DUTTA

Sarkar, S., Shah, A. M., & Dutta, S. K. (2021). Bollywood in transition: Chiragdeep's reflection of the film industry. *Emerging Economies Cases Journal*, 2(2), 79-86. <https://doi.org/10.1177/2516604220968537>

ABSTRACT

Purpose

This study aims to delve into the influence of corporate social responsibility on the corporate brand performance of Indian business-to-business (B2B) companies.

Design/methodology/approach

The corporate social responsibility (CSR) practices have been measured through CSR disclosure index (CDI), generated by surveying annual reports/CSR reports/websites of 131 Indian B2B firms. The same was mapped to corporate brand performance of these firms, measured as customer-based corporate brand equity, which was measured through a questionnaire-survey of purchasing managers and users working in firms that are customers to the above-mentioned firms

Findings

The result reveals the positive influence of CSR practices in shoring up corporate brand performance.

Research limitations/implications

CDI has been developed based on CSR reporting across the stakeholder groups. However, the impact has been mapped onto one stakeholder category, the customer. The sample period was only one year, and the data is cross-sectional. Future studies may investigate the long-term effect of CSR using longitudinal data on larger data sets.

Practical implications

This study will encourage Indian B2B firms to practice CSR not only for conforming to the regulatory requirements but also as a strategic tool in strengthening the competitive advantage.

Originality/value

It is the first study of its kind to evaluate the imprint of corporate social responsibility, measured based on CSR reporting by firms, on corporate brand performance. It looks into the return earned by firms from the resources invested in CSR activities

WORLD NO TOBACCO DAY



IIM Ranchi organised a Pledge ceremony on World No Tobacco Day (31.05.2021) to inform public on the dangers of using tobacco. Prof. Shailendra Singh, Director, IIM Ranchi administered the Pledge to the faculty, students and staff who were present physically and connected through virtual mode.

WORLD ENVIRONMENT DAY

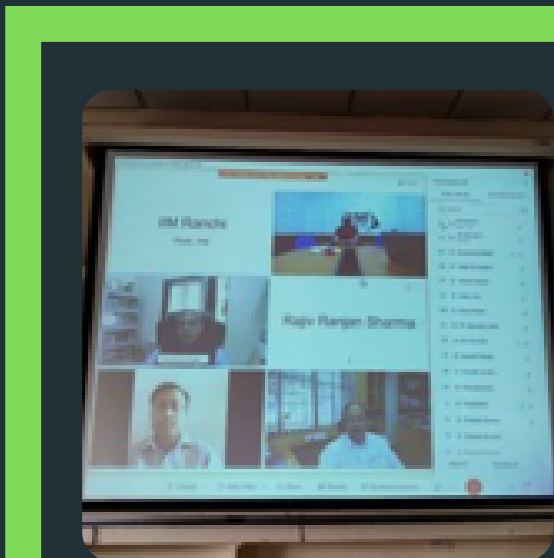


WORLD ENVIRONMENT DAY

Indian Institute of Management Ranchi, celebrated World Environment Day on 5.06. 2021 at its permanent campus. The theme for year's World Environment Day is; Ecosystem Restoration. This year will also mark the formal launch of the UN Decade on Ecosystem Restoration 2021-2030. A plantation drive was held on the occasion and nearly 50 trees were planted in the campus consisting of varieties like mango, neem, Ashok, Gulmohar, Amla and Bengal quince.

Prof. Shailendra Singh, Director IIM Ranchi administered the plantation drive followed by Faculty and staff members present physically at the event.

INTERNATIONAL SUMMIT ON MANAGEMENT CASE STUDIES 2021



The Atal Bihari Vajpayee Centre for Leadership, Policy and Governance, IIM Ranchi has organised International Summit on Management Case Studies (ISMCs) 2021. This event will be conducted for 3 days, 11 – 13 June, 2021 in virtual mode. This workshop emphasizes on the role of the case methods in the teaching and learning.

The key speaker for the event was Shri. Satyajit Mazumdar, Center for Social Entrepreneurship, School of Management and Labour Studies, Tata Institute of Social Sciences, Mumbai. He talked on "What constitutes a case?". Our distinguished speakers Prof Amarendu Nandy and Prof. Rohit Kumar had excellent presentations adding insightful meaning to the workshop.

Participants from all over the world joined the inaugural session of ISMC's. The event was a huge success and it gave deeper insights on role of the case methods in management.

7TH INTERNATIONAL YOGA DAY

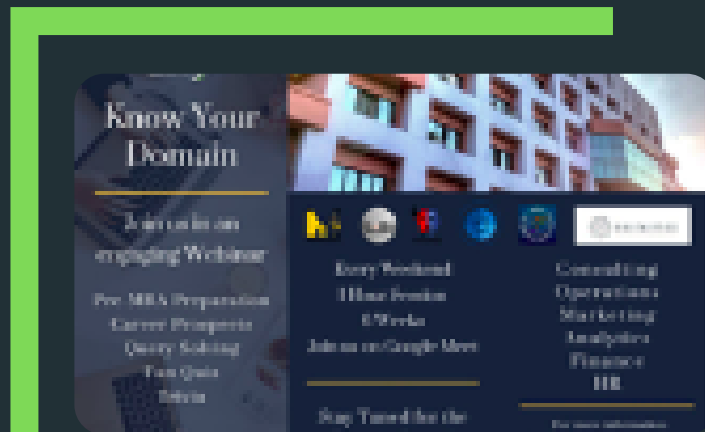
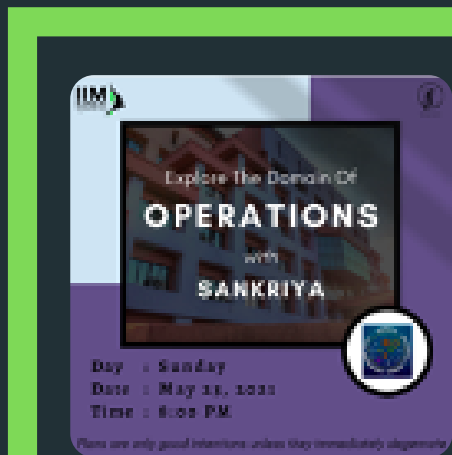


IIM Ranchi celebrated 7 th International Yoga Day in virtual mode on 21.06.2021. The main theme of IDY 2021 is; Yoga for Wellness; which is aligned to the current pre-occupations.

Prof. Shailendra Singh, Director, IIM Ranchi said, " Yoga originated in ancient India. It is a group of physical, mental and spiritual practices. Yoga is the most effective way of connecting your soul to God. It balances our mind and body and connects us to the natural world and helps us appreciate the world in a healthier approach."

Prof. G. Naresh and Prof. Jagan Kumar Sur demonstrated various asanas like Setubandhasana (Bridge pose), Uttana padasana, Ardha halasana, Pavanamuktasana. Salabhasana (Locust Posture), Bhujangasana (Cobra posture), Makarasana (Crocodile posture), Vakrasana (Spinal Twist Posture), Sasakasana, Ardh and Full Ustrasana, Ardh Chakrasana, Pada Hastasana along with Pranayam including Kapalbhati, Bhramri and Anulom Vilom.

KNOW YOUR DOMAIN

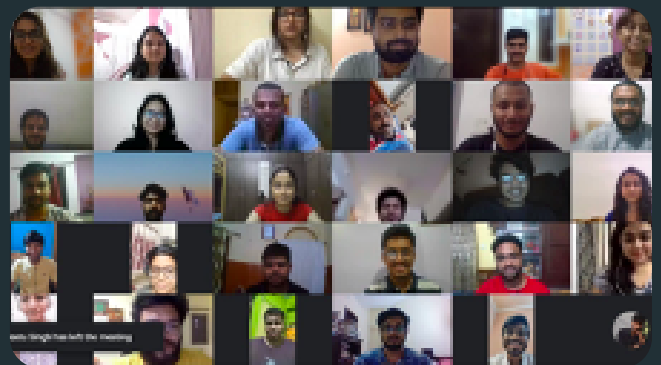
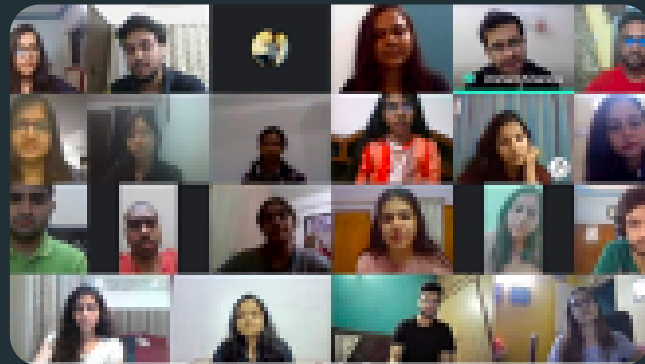


IIM Ranchi, through its initiative Dream R.O.A.D organised domain-specific webinars to clear the queries of the CAT Aspirants, discuss the career prospects in that sector, Pre-MBA preparations, and much more.

The purpose of this initiative was to help them have an understanding of the various domains of MBA before joining a b-school. The sessions were conducted on weekends, by each club turn by turn where they provided exciting insights on the subjects as a sector, its growth, and many more valuable facts and trivia.

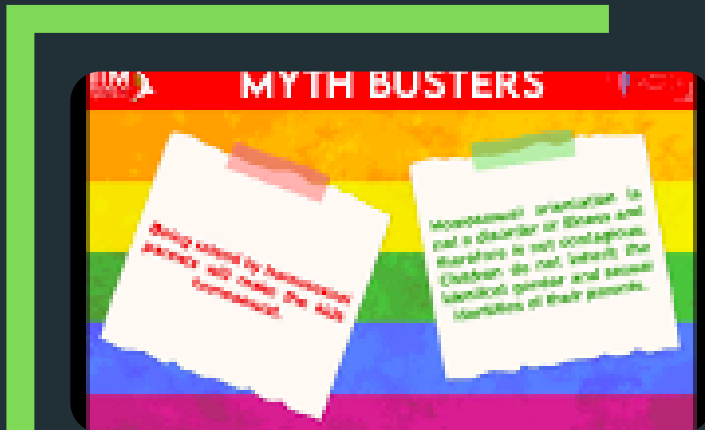
All the aspirants were welcome to join in this one-hour engagement session on weekends, and stay tuned for the domain reveal every Wednesday.

R-AMBH



IIM Ranchi sent out its heartiest congratulation to the Batch of 2021-23 and welcomed the students into its hallowed portals. R-Ambh is the flagship city meets series of the institution to facilitate interaction with the upcoming batch of students while helping them get to know the college and what it has to offer. In R-Ambh 2021 — the Virtual City Meets of IIM Ranchi. We eagerly meet and talk to all the students and welcome them to be a part of this extravaganza.

ALLY CHALLENGE



The month of June marks the celebration of love, equality, pride and above all, acceptance of diversity. Being the flag bearer institutions of diversity, we vow to support every colourful feather of people’s existence.

Just as last year, this year also IIM Ranchi emerged as the winner of Ally Challenge 2021, which is organised by Pride Circle every year.

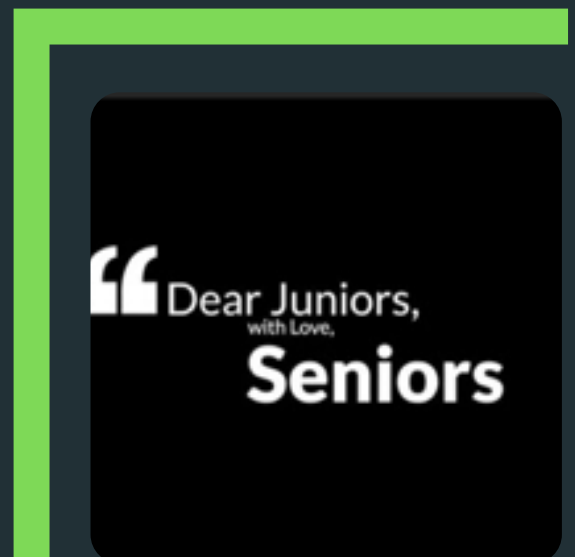
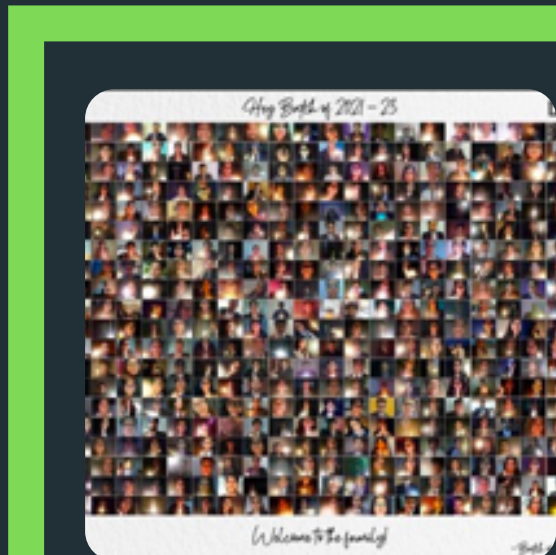
This moment was no less than a milestone for the entire IIM Ranchi community, which believes in embracing all the rainbow colors.

We also organised myth busters in an attempt to spread awareness and reduce stereotypes.

It’s been nearly 2 years since we historically decriminalized Section 377 — two years on since we moulded into a more equitable and fair society. For decades, people have fought to overcome society’s deep-rooted prejudices to have the freedom to be their true self.

This pride month, the student community of IIM Ranchi urged everyone to come together as humans without wearing folds of caste, creed, colour, age or sex; and support uniqueness in its purest form and not ask people to "come out of the closet"; instead, take a pledge to share the love of life, the freedom of being oneself with everyone.

INDUCTION OF BATCH 21-23



The batch of 2021-23 was welcomed by the senior batch with utmost zest and enthusiasm. Keeping in mind the legacy that has been carried forward by the alums of this esteemed institution, the senior batch organised multiple sessions for the juniors to get them accustomed to the rigour, dedication, deadlines and values of the college. The beautiful oath taking ceremony concluded their induction and welcomed them to the path of 2 beautiful years.

NAME OF FACULTY	DESIGNATION	DISCIPLINE	DATE OF JOINING
Prof. Rojers Puthur Joseph	Associate Professor	Strategic Management	10.05.2021
Prof. Renjith R	Assistant Professor Grade II	Economics	10.05.2021
Prof. Varun Elembilassery	Assistant Professor Grade II	OB & HRM	28.05.2021
Prof. Jagan Kumar Sur	Assistant Professor Grade II	Accounting & Finance	17.06.2021
Prof. Arun Kumar Bairwa	Assistant Professor Grade II	Economics	21.06.2021
Prof. Tuhin Sengupta	Assistant Professor Grade II	Operations Management	28.06.2021



Saurabh Pratap Singh
2010-12 Batch

Institution-wise, there were a lot of things to explore in IIM Ranchi. I am proud to have met some exceptional human beings in my time there, and we together tried to lay down the foundation of this great Institution. It feels surreal to see our baby growing up-and that's how we can define IIM Ranchi journey.



Sunny Shumanshu
2011-13 Batch

The best part of the journey was the diversity. Different kinds of people coming from different backgrounds with different cultures and experiences helped a lot in bringing various ideas together.



Dr Punam Prasad
FPM 2015-19 Batch
Assistant Professor,
TAPMI and Visiting
Professor, IIM
Ranchi

The batch of 21-23 was welcomed by the senior batch with utmost zest and enthusiasm. Keeping in mind the legacy that has been carried forward by the alums of this esteemed institution, the senior batch organised multiple sessions for the juniors to get them accustomed to the rigour, dedication, deadlines and values of the college. The beautiful oath taking ceremony concluded their induction and welcomed them to the path of 2 beautiful years.

IIM Ranchi celebrated World Environment Day at its Permanent Campus

By Campus Varta - June 5, 2021

Indian Institute of Management Ranchi, celebrated World Environment Day at its permanent campus. The theme for year's World Environment Day is 'Ecosystem Restoration.'

This year will also mark the formal launch of the UN Decade on Ecosystem Restoration 2021-2030. A plantation drive was held on the occasion and nearly 50 trees were planted in the campus consisting of varieties like mango, neem, Ashok, Gulmohar, Amla and Bengal quince.

Prof. Shalendra Singh, Director IIM Ranchi administered the plantation drive followed by Faculty and staff members present physically at the event. He also said "Only 5th June should not be celebrated as a World Environment Day but each day should be treated as World Environment Day and we should conserve environment by planting more trees".



IIM Ranchi Celebrated World Environment Day At Its Permanent Campus

June 5, 2021 admin Comment(0)

June 05, 2021 | Ranchi, Jharkhand | June | 05, 2021 :: Indian Institute of Management Ranchi, celebrated World Environment Day at its permanent campus. The theme for year's World Environment Day is 'Ecosystem Restoration.' This year will also mark the formal launch of the UN Decade on Ecosystem Restoration 2021-2030. A plantation drive was held on the occasion and nearly 50 trees were planted in the campus consisting of varieties like mango, neem, Ashok, Gulmohar, Amla and Bengal quince.

Prof. Shalendra Singh, Director IIM Ranchi administered the plantation drive followed by Faculty and staff members present physically at the event. He also said "Only 5th June should not be celebrated as a World Environment Day but each day should be treated as World Environment Day and we should conserve environment by planting more trees".



IIM Ranchi's Atal Bihari Vajpayee Centre For Leadership, Policy And Governance Inaugurated International Summit On Management Case Studies (ISMCS) 2021

June 11, 2021 admin Comment(0)

Ranchi, Jharkhand | June | 11, 2021 :: The Atal Bihari Vajpayee Centre for Leadership, Policy and Governance, IIM Ranchi has organised International Summit on Management Case Studies (ISMCS) 2021. This event will be conducted for 3 days, 11 – 13 June, 2021 in virtual mode. This workshop emphasizes on the role of the case methods in the teaching and learning.

Prof. Shalendra Singh, Director, IIM Ranchi welcomed the chief guest, faculty and participants who were connected through online and offline mode. He said that, "The ISMCS 2021 will be eventful and interactive and will help in imparting knowledge related to case methods." He further wished good luck to all the participants and organisers.

The key speaker for the event was Shri. Satyajit Mazumdar, Center for Social Entrepreneurship, School of Management and Labour Studies, Tata Institute of Social Sciences, Mumbai. He talked on "What constitutes a case?". Our distinguished speakers Prof Amarendu Nandy and Prof. Rohit Kumar had excellent presentations adding insightful meaning to the workshop.

Participants from all over the world joined the inaugural session of ISMCS's. The event was a huge success and it gave deeper insights on role of the case methods in management.



आइआइएम रांची

आइआइएम रांची के नये कैम्पस में इकोसिस्टम रोटेशन थीम पर आयोजित कार्यक्रम के तहत कैम्पस के चारों ओर करीब 50 छायादार व फलदार पौधे लगाये गये. निदेशक प्रो शैलेंद्र सिंह ने कहा कि पर्यावरण दिवस को एक दिन विशेष तक सिमित न रखकर प्रत्येक दिन मनाने की जरूरत है. लोगों को समय-समय पर पौधरोपण करना होगा.

**CONCEPT, COMPILATION,
EDITING AND DESIGN**

DR. JAYANTA KUMAR TRIPATHY
Librarian

DR. J. GNANA PRASAD
Senior Library & Information Assistant

MEDIA & PUBLIC RELATIONS CELL
MONALI MAZUMDAR
SHUVAM KUMAR
SUMIT KUMRAM
VYOM AGARWAL

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/](https://iimranchi.ac.in/)