

Globalizing Indian Thought

IIMK News

December 2014 | Vol. 8 (4)



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



▲ Pan-IIM World Management Conference (WMC), the biggest celebration of ideas in Management, collectively organized by Indian Institutes of Management (IIMs) was held in IIMK Campus during November 5-8, 2014.

ALUMNI INTERVIEWS



The Committee celebrated the early success of a bright alumnus of the college, Mr. Ashwin Bhaskaran, as he became the undersecretary at the Indian Foreign Services department. Media Cell published an interview of the alumnus on a popular social media site.

Mr. Bhaskaran spoke about his experience in IIMK, his 3 year stint in a leading FMCG company and his decision to transition to the Civil Services. As he stated, “For people with an MBA background, the Civil Services is a great option where you can apply your knowledge to set policies for the country. The knowledge gained during the UPSC preparation can even help you at your current organizations.”

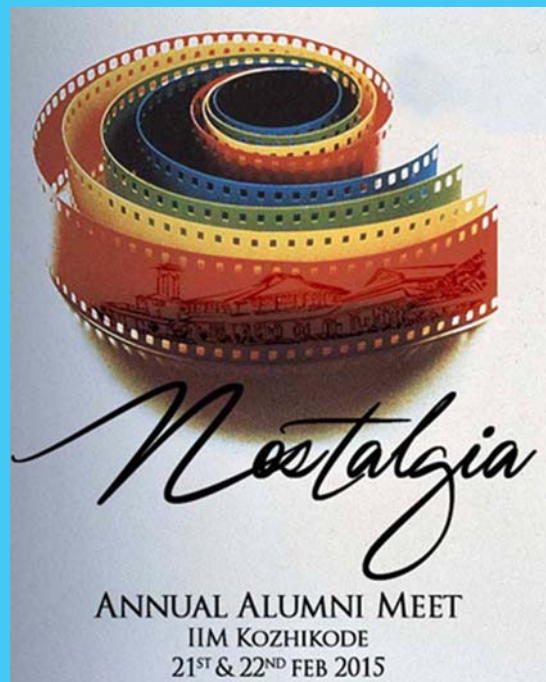
He encouraged other MBA grads with similar aspirations, saying, “...preparation can be started right from the 2nd year onwards. Management can be taken as one of the optional subjects and the other can be of the candidate’s interest.... wouldn’t recommend taking a year off for UPSC preparation. I believe that exposure to the corporate world as an MBA grad gives a great learning experience which can even be applied eventually in the IAS/IFS/IPS etc.”

MENTORSHIP SERIES

Alumni Committee also kickstarted the “Mentorship Series” during this quarter. The idea was to provide a platform for the current students to interact with the alumni and get guided for their career and beyond in each of the verticals like Finance, Consulting, Marketing etc. The interaction was through a Google group created for this purpose which saw many registrations. Students interacted with the Alumni and poured questions related to each of these verticals for which the alumni gave prompt replies. This group also includes the “Interest Groups” (IGs) which help the Alumni Committee with related verticals. These replies were also collated and sent to the batch to help their preparation for interviews.

NOSTALGIA

The Committee and the Alumni began their journey on the event of the year – the Annual Alumni Meet, Nostalgia, to be held this year on the 21st and 22nd of February. The event, in which the alumni get together and reconnect with each other and the faculty, rediscover the beauty of the campus and build bonds with the current students will coincide with the cultural festival, Echoes. A series of interactive talks, performances and events has been planned for the two days, leading to an enthusiastic response amongst the Alumni and registrations have started pouring in. Apart from the alumni, a wave of anticipation is felt amongst the current students as well as faculty, as the campus gears up to welcome the homecoming Alumni. The coming month will see some exciting lead-up events for the current students as well.



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SECOND
PAN - IIM
WORLD
MANAGEMENT
CONFERENCE
November 05-08, 2014
IIM Kozhikode, Kerala

Conference Theme
Globalizing Indian Thought





Ms. Smriti Zubin Irani

Inaugural address delivered by Honorable Minister of HRD at the Inaugural Session of 2nd PAN IIM World Management Conference

Good evening.

Distinguished Key-note Speaker Mr. Guillaume Sicard, Director In-charge of IIM Kozhikode Prof. Kulbhushan Balooni, Conference Co-Chairs, Directors of IIMs, Invited Guests, Members of the Media, Delegates, Ladies and Gentlemen.

It is indeed a pleasure and a great honour to deliver this inaugural address at the 2nd PAN IIM World Management Conference.

First of all, let me congratulate all IIMs who have organized this conference jointly and IIM Kozhikode in particular to host this event at their beautiful campus where, I am told, over 200 delegates have gathered to share their research on management. Though, I had agreed to be among you in person, due to some unforeseen developments, I am unable to be physically present at IIM Kozhikode.

The theme of the conference is appropriately chosen as 'Globalizing Indian Thought'. Interestingly, Kozhikode or Calicut holds historical significance in connecting India to the world, so far as trade and business is concerned, as Vasco-da-Gama discovered the sea route to India for the west. The theme holds even greater relevance today as India is drawing global attention in several ways attempting to bring back the lost glory it enjoyed in early times. Recent achievements such as Mars Orbiter Mission and award of Nobel Peace Prize are only confirmations of growing influence of India in the world. From information technology to space technology, India is now in the top League of Nations across the world.

In fact, for centuries, India's potential to influence the world is very well known. India has rich tradition in philosophical thinking dating back to the composition of the Upanisads in the later Vedic period. Apart from the traditional wisdom in Ayurveda, Yoga or Vastushastra, modern sciences such as mathematics, astronomy and physiology have roots in India. From the city-planner of Harappa to the professors of ancient Nalanda University deliberating on discourses of Nâgârjuna to the navigators of the Chola Navy, Indian

thinking had evolved to be rational and objective, no less than their Western counterparts. The foundation of the West's scientific progress in the last five centuries rests on an element of Indian thought: Zero and decimal system. Before the arrival of this system to Europe in the thirteenth century, Europe's scientific progress was inferior to most cultures of then contemporary world. Even in eighteenth century, many aspects of Indian science (astronomy) and technology (agricultural, iron works, inoculation etc.) were admitted by Europeans as superior compared to their Western counterparts. However, invasions of foreign power diminished the progress in thinking and slowed down the development. This impacted India's progress in post-independence era too. However, India's potential to contribute to the world thinking cannot be disputed.

Even today, India enjoys an envious position. It is the largest democracy and second most populous country in the world. In some years, it is expected to leave behind China and if one human being is considered as the unit of currency than a dollar or rupee, India will find itself the richest nation of the world by virtue of its human potential. Today's India can be called a country of young people. According to the United Nations, 57% of our population is under the age of 30. India's average age is expected to remain below the average ages in the US and China till at least 2060 and 2100 respectively. Higher number of young people means more workers in our workforce. This is the much talked about demographic dividend. The working age population in India is expected to grow by 31% during 2010-2030 while that of China is expected to shrink during the same period. India has a large talent pool and a large English speaking workforce which has made us a favoured destination for the outsourcing and services industries in which we were early movers. It is estimated that 4.4 million graduates and postgraduates join the workforce annually. This will ensure that there will not be any shortage of skilled workforce for sectors that need educated workers.

This puts India in a very strategic position with regard to business and economy. Today, as you all know, Indian

economy has gathered momentum. This can be seen in GDP growth rate in last two quarters, which is the highest in last three years.

Our forex reserves have crossed a comfortable \$300 billion once again the highest in last three years. Current account deficit is below 2% of GDP, the lowest in last three years. The exchange rate has finally stabilized after a long time. Inflation has come down after many years of stubbornly high rates. These drastic improvements in the economy's fundamentals have been recognized by global rating agencies such as Standard & Poors who have recently upgraded India to the stable investment category.

Roll out of recent initiatives of the government such as Make In India, Digital India, Prime Minister's Jan Dhan Yojana and others are likely to fuel the country's growth reviving its economy and businesses. The Make In India Program has the potential to bring a manufacturing revolution in the country by freeing up the sector from the shackles of bureaucratic procedures and red tape opening up several industries to new entrepreneurs with a helping hand instead of hindrances from the government. Manufacturing is a key employment-generating sector and fast tracking its development will deliver truly inclusive growth to the country and not just high GDP.

To harness the potential of the demographic advantage, as you are aware, Prime Minister has set up a national skill development agency. This is working towards the Skill Development to transform informal economy to formal economy and ensure India's competitiveness in the dynamic global market.

Ministry of HRD is consciously developing new policies, programs and initiatives. Since citizens of India are its most valuable resource, our 1.2 billion-strong nation needs the nurture and care in the form of basic education to achieve a better quality of life. To contribute to the country's growth and meet the needs of global manpower requirements, it is incumbent upon India to channelize its energy to develop skills, talent and knowledge. The Department of Higher Education at the Ministry of HRD takes care of what is one of the largest Higher Education systems of the world, just after the United States and China. In order to bring world-class opportunities of higher education and research to the country, the department of higher education, under my direction, has chalked out concrete plans. Apart from enhancing quality improvement in technical programs, new IITs and IIMs are being established to develop high quality technical and managerial talent.

Indian Institutes of Management are the vanguard of management thinking. Members of faculty at these institutes have been contributing to the global knowledge

in management. However, there is a lot that these institutes can do. Focus on generating original knowledge in order to contribute to management science requires more coordinated, organized and well-planned efforts to dovetail with the national and international priorities instead of individual excellence. In a recent conclave with the Chairmen and the Directors of all 13 IIMs, we have been able to set 13 point agenda to channelize their efforts to create mechanisms that can help deal with the challenges lying in front of the nation's economy and industries. During this conclave, I specifically urged IIMs to scale up research - especially the socially relevant research as also to have greater impact on national policy implementation. I have also directed them to create a knowledge consortium by bringing together various institutions. It is beyond any doubt that if individual efforts of each IIM in building knowledge are brought together; it can really offer substantial insights to the world. Pan-IIM World Management Conference certainly can be one such platform that can bring together the sharpest minds to discuss world management problems and practices.

Indian businesses, today, need to evolve and develop management practices that help them compete globally and contribute to the world economy. At the same time, global businesses would need to understand Indian consumers and work culture to succeed in India. While Indian businesses have already made footprints in many parts of the world, a few of them such as Tata, Reliance, Mahindra have made significant forays in International markets and global industries. On the other hand, organizations like Arvind Eye Hospital and Dabbawalas of Mumbai have blended efficiency with value in a way that is unmatched in the world. Practices such as Jugaad, langar system and frugal engineering are helping in unique ways to serve the needs of our society. Such contemporary and grassroot level practices need to be formulated and presented to the large businesses worldwide.

I am sure, at this second Pan-IIM conference, several interesting questions would be debated and discussed in line with the theme of the conference. What is Indian Thought? How is contemporary management thinking different to traditional Indian philosophy? How is it aligned to it? How can it be strengthened and leveraged? What are the global influences on Indian thinking? How does the world see Indian business practices and underlying philosophy? And how can the world learn management from India are some of the questions that need to be explored.

I wish you all a wonderful conference and congratulate IIM Kozhikode once again for hosting it.

Thank you. Jai Hind.

PAN IIM WORLD MANAGEMENT CONFERENCE



Pan-IIM World Management Conference (WMC), the biggest celebration of ideas in Management, collectively organized by Indian Institutes of Management (IIMs) was held in IIMK Campus during November 5-8, 2014. Supported by Ministry of Human Resource Development, Government of India, the WMC was successful in bringing together global scholars to one of the fastest growing economies of the world to deliberate on issues that would impact global management thought and practice in the years to come.

Globalizing Indian Thought, IIMK's mission was the theme of the Pan IIM WMC this year. The theme encompasses the influencing of international perspectives through insights found in Indian realities as well as enhancing Indian thought leadership through engagement with international best practices.

Apart from the highly engaging plenary sessions involving invites speakers, research papers and posters were presented by a large number of scholars from IIMs, other Indian institutions, and foreign universities. The conference

received wide coverage in the media and has helped rejuvenate management research in India especially among the community of scholars across IIMs.

According to Prof. Kulbhusan Balooni, Director-in-Charge, IIM Kozhikode, "IIMs have different functional and sectoral expertise, region specific industry access and clout and understanding of local practices. Collectively IIMs can emerge as a formidable force in exploring newer frontiers of management science. The West is increasingly interested today in decoding the phenomena in the emerging markets." (Business Line dated October 20, 2014)



2nd PAN IIM World Management Conference: A Report

Invited Speakers



Ms. Smriti Zubin Irani
 Hon'ble Minister, MHRD,
 Government of India



Prof. John Wilson
 Director, Newcastle University
 Business School, UK



Mr. Guillaume SICARD
 President, Nissan India Operations,
 Nissan Motor India Pvt. Ltd.



Mr. Ravi Kant
 Former Vice Chairman and MD
 of Tata Motors



Prof. Kulbhushan Balooni
 Director, IIM Kozhikode



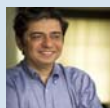
Prof. Frederique Alexandre-
 Bailly
 Past Dean of Faculty, ESCP
 Europe, Paris, France



Prof. Rishikesh T. Krishnan
 Director, IIM Indore



Prof. Debashis Chatterjee
 Professor, IIM Lucknow



Mr. Santosh Desai
 MD and CEO, Future Brands Ltd,
 Mumbai



Prof. Peter Cappelli,
 George W Taylor Professor,
 Wharton Business School, USA



Prof. Andrew William Mullineux
 Deputy Dean (Research),
 Bournemouth University, UK



Professor Kathryn Haynes
 Deputy Director, Newcastle
 University Business School, UK



Prof. Ashish Nanda
 Director, IIM Ahmedabad



Abhishek Bachchan
 Actor & Sports Entrepreneur

Statistics

Participation	Nos
IIM Directora	9
IIM Faculty (Non IIMK)	49
IIM Faculty	35
FPM Students (Non IIMK)	33
FPM Students (IIMK)	16
Non Foreign Presenters	8
Other Participants	118
Total Delegates	268
Manuscripts Received	460
Parallel Technical Tracks	31
Papers Presented	138
Posters	23

Academic Workshops

Prof. Will Mitchell (Duke University and co-editor of the strategic Management Journal)

- Publishing in top International journals

Prof. Ramadhar Singh (distinguished Professor, IIMB)

- Sloppy Research Vs Disinterest in Indian Data as a Difficulty Factor in Indian research Publications

Prof. D. Karthik (Assistant Professor, IIMA)

- Visualising Data for Research

Prof. Anandakuttan b Unnithan (Associate Professor, IIMK)

- Developing and Validating Multi-item Instruments for Research





Best paper awards

Research paper category

Manuscript Title : Learning about learning routines: Insights from the Indian social enterprise sector

Authors: Ankita Tandon & Unnikrishnan K Nair

Award: Best Research Paper Award

Manuscript Title: Impact of Technology on the Seasonality of Currency in Circulation: Evidence from the USA and India

Authors: Kaushik Bhattacharya & Sunny K Singh

Award: Highly Commendable Research Paper Award

Manuscript Title: Why do Firms Locate across Multiple Clusters? Cluster Density, Capabilities and Ethnic Ties

Authors: Karthik Dhandapani, Rajesh Upadhyayula & Amit Karna

Award: Highly Commendable Research Paper Award



Best paper awards

Doctoral student paper category

Manuscript Title: Bandit Algorithms for Contextual Advertising: An Evaluation of SOFTMIX algorithm over the benchmark Yahoo! FrontPage Today Dataset

Authors: Bobby Chaitanya Villari & Mohammed Shahid Abdulla

Award: Best Doctoral Student Paper Award

Manuscript Title: Do mutual fund managers outperform random portfolios? Evidence from India

Authors: Prateek Sharma & Samit Paul



Award: Highly Commendable Doctoral Student Award

Manuscript Title: Employee Brand Building Behavior: Scale Development & Validation In B2b Services Context

Authors: Hemang Jauhari, Manish Kumar & Shailendra Singh

Award: Highly Commendable Doctoral Student Award

Best Poster Awards

Manuscript Title: Developing an E-Government Adoption Model Determinants of Citizen Adoption in the Indian Context

Authors: Rajesh Sharma & Shubhamoy Dey

Award: Best Poster Award

Manuscript Title: Mapping Information Flow Patterns for Developing a Multi-level Framework for Organizational Learning: Case of a Service Provider

Authors: Nobin Thomas & Neharika Vohra

Award: Best Poster Award

Highlights

- Selected papers being published in Journal of Indian Business Research, Society & Management Review and an edited volume (Emerald)
- Conference website dynamically updated with live updates and information on schedule, travel, FAQs, photo, videos
- Delegates gave real time feedback using twitter hashtag #iimwmc2014
- Anchored by 3-member RCP office with Pan-IIM support in review process (180 reviewers) and PanIIMK involvement in organization
- All plenary sessions and academic workshops webcast live on website

Media Coverage

Articles	Nos
English newspapers	17
Regional dailies	15
Wires	1
Online	23

Sample headlines:

- Hindu Business Line, India ranks 7th in world list for peer citations in research, 07/11/2014
- Deccan Chronicle, IIM Global meet on management philosophies, 05/11/2014
- The Times of India, Present Indian Practices to the world, 06/11/2014
- New Indian Express, IIMs should scale up socially relevant research: Minister, 06/11/2014
- Hindu Business Line, Globalising Indian management thought, 11/11/2014
- The Hindu, Coffee with Junior B, and then a selfie, 08/11/2014

- Business Standard, Irani urges IIMs to create 'original knowledge', 08/11/2014

Post-conference feedback

"Good food, amazing cultural events - very good hospitality overall."

"The office people were extremely supportive. The best ever seen"

"All the staff were very courteous, exceptionally well in their behavior and responsive."

"Excellent cooperation from support staff Extremely knowledgeable speakers."

"A good opportunity to network with colleagues of other IIMs, beautiful campus."

"Being a Doctoral student the event helped me to explore new dimensions in research design and methodology. The Workshops helped me to think before jumping to any conclusion."

"On rare occasions, we see current and exdirectors of prestigious institutes acting as session chairs. Their presence was encouraging and inputs were enriching for participants."

"Excellent-theme; well organized; scope for learning, relaxation and networking."

"A smooth experience with exceptional hospitality. The sessions were conducted timely without any hic cups. A very well organized event with hard work put in by the entire team. The stay arrangements were very good and the food was exceptionally good. Hearty congrats to the entire organizing team."

"Papers presented and posters displayed were of good quality."

"Webcasts of plenary sessions was a nice feature and ensured that I didn't miss any of those talks."

"I specially liked the plenary sessions. the quality of most of the papers selected for the conference were really good. Hospitality of the organizer was outstanding."

"It was one of the best IIM conference attended in years, as I have earlier presented papers at A,B,C, Shillong"

"Very systematic and professional yet friendly and helpful organization"

K-STARS



Anupama Prakash



Surbhi Sharma



Akanksha Kirti

Anupama Prakash, Surbhi Sharma and Akanksha Kirti emerged winners in the prestigious **CRISIL Young Thought Leader (CYTL) 2014** competition. Participants had to submit original dissertations on topical business issues, from which winners were chosen for every individual topic category. The competition was open to post-graduate students from campuses across India, Argentina, China, and Poland.

Two other students of IIM Kozhikode, **Usha Bhakuni and Abhinav Tandon**, were selected as runners-up in their respective categories.

IIM Kozhikde also won the **R. Ravimohan Award** instituted by CRISIL, for maximum number of dissertations submitted and for maximum number of winners across topics.

SANGRAM 2014 – INTER-IIM SPORTS MEET

The annual inter-IIM sports meet, “Sangram”, happened between 14th and 16th November 2014. The event is a tripartite tournament between IIM Kozhikode, IIM Bangalore and IIM Trichy. IIM Bangalore hosted “Sangram” this year, and it was a closely fought tournament with all three campuses fighting their way to success and glory.

While IIM Bangalore emerged winners of Sangram 2014, IIM Kozhikode and IIM Trichy captured the second and third spot respectively. The final medals tally is as under:

	GOLD	SILVER	BRONZE
IIM Bangalore	16	5	2
IIM Kozhikode	4	14	5
IIM Trichy	3	4	13

The IIM Kozhikode Sangram squad was well supported by the student community, PGP and administrative department as a whole. The Sports Committee of the college had publicized the event very well, which helped it to capture the mindshare of the campus students.



The contingent of IIM-K grabbed top honors in many events and the girls were specially lauded for their impeccable performance record. “Sangram 2014” rekindled the sporting passion in every student and helped him or her think beyond mundane academic schedules.

Sports is the best way to learn teamwork, self-discipline and the power of perseverance. Sangram 2014 enabled students of IIM-K to experience such concocted emotions, pushing them to perform even better at Sangram 2015 and lift the prestigious trophy.

INTERNATIONAL DAY 2014



Konquest Committee hosted the International Day this year in order to foster a strong bond between the Indian students and foreign exchange students of the campus. The event was celebrated with much gusto in the form of a food festival and cultural night.

The food festival was indeed a worldly feast with cuisines from diverse countries like Norway, France and Italy, to name a few. The fest helped forex students showcase their culinary skills and share their cuisine and culture with the Indian community.

The food fest was followed by a cultural night in the evening in which the international students rendered entertaining dance and music performances. The forex students also prepared comic stand-up acts that were very well received by the audience. The event closed with an enthusiastic crowd cheering for the international students as they sportingly danced to Indian tunes.

The International Day 2014 truly brought the Indian students closer to their global counterparts.

WOMENOPRENEURS



Womenopreneurs was designed as a platform for women, entrepreneurship and empowerment. It was organized jointly by Times of Indian group and IIM Kozhikode as part of the branding exercise for IIMK and it's the satellite campus at Kochi. The one day workshop was designed for women entrepreneurs who want to take their business to the next level. It was a platform for bringing together women entrepreneurs who had set up businesses that were at different stages of the entrepreneurship life cycle. Prof Anubha and Prof Priya held an innovative and interactive workshop on the opportunities and challenges women entrepreneurs faced at different points in time in their life as an entrepreneur. They opened the workshop with a custom-made case and conducted an activity around the case to bring out the various challenges women entrepreneurs faced. This was followed by intra-group and later inter-group discussions. These discussions generated many counterintuitive propositions which could be worked upon to generate a full- fledged academic program for

women entrepreneurs. Many participants expressed the need for such a program and expressed their interest in joining, if it was launched.

“The workshop taught me the practical side of business management. More importantly it taught me what not to do to be successful” said Bindu Bijimon CEO of a travel company, a participant in the program. The event was covered by various print media including a full page coverage by The Times of India.

The workshop was held on the 13th of December 2014 at Hotel Dream at Kochi. The workshop was attended by over 100 women entrepreneurs representing various sectors as diverse as IT Health care, travel hospitality, fashion and retail. The workshop was inaugurated by R Nishanthini IPS deputy commissioner of Police Kochi. K P Padmakumar, Executive Director Muthoot Finance and Nimmy Chacko, Chairperson KCCI gave their felicitations.

SPECIAL GUEST TALK – MS. K AJITHA



IIM Kozhikode had the honour of hosting Ms. K Ajitha for a guest lecture on 17th October. With a life that reads like an adventure thriller, Ms. Ajitha's tale had many lessons for all of us, and women in particular. Her autobiography, **Ormakkurippukal or Memoirs of a Young Revolutionary**, also makes for a very interesting read.

The only child of two Professors who were also leaders of the Naxalite movement, Ms. Ajitha became disillusioned with society along with hundreds of her contemporaries in Kerala in the 1960s and dropped out of PU College to become a full time Naxalite and activist. After an attack on a police station, she was imprisoned for life while still in her teens. However, after the Emergency, when Moraji Desai and the Janata Party came to power, the political climate in India promoted the release of political prisoners, including her. After her release, she married an ex-Naxal, Yakoob and gave birth to two children. Her father encouraged her to continue her involvement with social causes, but she became increasingly disillusioned with the leadership and prevailing attitudes within the Naxal movement.

In the 80s, she became increasingly associated with the feminist movement in Kerala, having been moved by the plight of women in Kerala, especially sex workers, during her time in prison. She was involved with founding Bodhana, an organization which campaigned against issues like dowry death. She then created Anweshi in 1993, an organization which counsels women affected by domestic

and sexual abuse. Anweshi today takes up over 1300 cases a year, providing victims with counselling and legal aid and even temporary accommodation for those in violent family situations. Anweshi has not shied away from taking on even powerful and influential politicians involved in sex scandals, such as in the Kozhikode Ice Cream parlour scandal.

As management students and professionals in an IIM, looking for life lessons from a radical, ex-Naxalite human rights activist might seem paradoxical. Nevertheless, Ms. Ajitha's outlook on life, her courage and her calm in the face of troubles should be an inspiration for everyone. While few can aspire to the kind of journey she followed, stories like hers can stimulate people to stand up for ideals they believe in, never stop questioning the status quo and fight to achieve goals with staunch determination. If not, the "Road not Taken" is something that may haunt everyone in our twilight years



BACKWATERS 2014

The National Annual Management Festival of IIM Kozhikode – “Backwaters” brought together students from the leading business schools of India, engineering students, corporates and academicians collaborating and participating in events ranging from case studies, simulation games to quizzes spanning all verticals of management. The fest was organised from 31st October to 2nd November on the campus.

‘Backwaters’ is an effort to bring together students under one highly competitive umbrella, testing them fiercely in real-life business problems developed in collaboration with its partnering organizations.

Backwaters 2014 was proud to associate itself with some of the biggest names in industry and academia, bringing to its participants authentic business problems while giving its partners a channel for innovative solutions to these problems. Event partners included Chennai Super Kings, L&T, Cognizant, Aava Waters, Sun Bazaar and NABARD, amongst others.

The flagship events of Backwaters like Avatar (the search for the ultimate



CEO), White Knight (business plan competition), ‘Roar for CSK’ (strategy shaping for CSK) and ‘Prove Your Mettle’ (case based strategy event) were competitively fought and attracted huge audiences from a multitude of colleges. The vertical-specific events, online events and spot events also saw a good turnout.

Model United Nations (MUN) was hosted for the first time in Backwaters 2014. It was a novel effort by team Backwaters as well as the Economics, Political and Social Science (EPS)

Interest Group. The MUN had students representing two committees, United Nations Security Council and World Trade Organisation, deliberating on issues like Iraq in the wake of ISIS and Syrian civil war and trade development in small African economies.

The fest concluded successfully and saw huge participation from various parts of the country. The participants had a whale of a time engaging themselves in various events, which gave them an opportunity to venture into different aspects of management.



FACULTY PUBLICATION

Articles in Journals

Mateen, A., & Chatterjee, A. K. (Forthcoming). Vendor managed inventory for single-vendor multi-retailer supply chains. *Decision Support Systems*.

Mateen, A., Chatterjee, A. K. & **Mitra, S.** (Forthcoming). VMI for single-vendor multi-retailer supply chains under stochastic demand. *Computers and Industrial Engineering*

Conference/Session Chair

Kuntluru, S. (2014). Chaired a session on “Financial Markets-2,” 4th India Finance Conference 2014 held at IIM Bangalore, Decemebr 17-19.

Kuntluru, S. (2014). Chaired a session on “Corporate Finance-3,” 4th India Finance Conference 2014 held at IIM Bangalore, Decemebr 17-19.

Papers Presented in Conferences/Published in Conference Proceedings

Chatterjee, A.K., & **Mateen, A.** (2014). *Exploring the impact of service fee in vendor managed inventory systems with price dependent demand*. Decision Sciences Institute Annual Meeting, Tampa, USA, November 22-25.

Kuntluru, S., & Parupati, S.K. (2014). *A two-stage DEA model to evaluate the financial performance of manufacturing companies*. 4th India Finance Conference jointly organized by IIMA, IIMB and IIMC at IIM Bangalore during December 17-19, 2014.

Mahato, K., Pratap, S., Gupta, A., & **Mateen, A.** (2014). *Role of socio-cultural factors in project based services: Learnings from a failed service offering*. Marcon 2014: International Marketing Conference, IIM Calcutta, Kolkata, India, December 18-20.

S, Deepa. (2014). *Executive Perceptions of Top Ten Soft Skills at Work: Developing these through SAIF*. Second Pan IIM World Management Conference, Indian Institute of Management, Kozhikode, Kerala, India, November 5-8.

Consultancy

Prof. Krishnan, Omkumar & Prof. Unnithan, Anandkuttan Completed a Consultancy Study titled, "Consumer Perception, Preferences and Patronage of Milma & Competitive Channel Dynamics – TRCMPU".



Submitted the final report to Milma Head Office, Thiruvanthapuram.

Faculty/Student Awards & Recognitions

The paper titled: “Learning about learning routines: Insights from the Indian social enterprise sector,” authored by Ankita Tandon and Unnikrishnan K Nair won the Best Paper Award and a Cash Award of GBP 500/- from Emerald Publishing at the 2nd Pan IIM World Management Conference November 5-8, 2014.

Sahasranamam, S. Research proposal selected for the Strategic Management Society (SMS) Strategic Research Foundation dissertation research program 2015-16.

Sahasranamam, S. Research proposal selected amongst Top 15 from around to world to attend the Oikos Young Scholars Entrepreneurship Academy 2015 to be held at Switzerland.

Student Publications in Journals/Magazines

Chatterjee, D., & Sahasranamam, S. (2014). Trends in innovation management research in India – an analysis of publications for the period 1991–2013. *Current Science*, Vol. 107, No. 11, December 10.

Sahasranamam, S. (2014). “Social enterprise incubators” in *Emerging Kerala* published by DC media October 2014 issue.

Sahasranamam, S. (2014). “Legal structures of social enterprises” in *Emerging Kerala* published by DC media November 2014 issue.

Sahasranamam, S. (2014). How can social enterprises grow? in Emerging Kerala published by DC media December 2014 issue

Student Conference Paper Presentations & Publications

Gopalakrishnan, N., Moser, R., & Sutter, Y. (2014). *Bottleneck identification in Indian healthcare value chain – A Delphi study.* 2nd ISB – POMS Workshop-Socially Responsible Operations and Supply Chains, ISB, Hyderabad, Telangana, India, December 22-23.

Gopalakrishnan, N., & Anand, G. (2014). *Process selection for implementing lean thinking: An AHP application.* NITIE-POMS International Conference, NITIE, Mumbai, Maharashtra, India, December 18-21.

Gopalakrishnan, N., & Anand, G. (2014). *Hospital leanness index – A fuzzy assessment method for hospitals implementing lean thinking.* XVIII Annual International Conference of the Society of Operations Management, Department of Management Studies, IIT Roorkee, Uttarakhand, India, December 12-14.

Gopalakrishnan, N., & Anand, G. (2014). *Qualitative Leanness Assessment in Services – A Critical Review.* Second PAN-IIM World Management Conference, IIM Kozhikode, Kerala, India, November 5-8.

Padalkar, M., Gopalakrishnan, N., & Gopinath, S. (2014). *Recent Trends in Operations Management: A Meta-Analytic Study.* NITIE-POMS International Conference, NITIE, Mumbai, Maharashtra, India, December 18-21.

Sahasranamam, S., & Nandakumar, M. K. (Forthcoming). *Moderating effect of formal institutions on individual resource commitment towards social enterprise entry.* Accepted for presentation at USASBE annual conference 2015 Florida, USA.

Sahasranamam, S., & Nandakumar, M. K. (Forthcoming). *Contingent effect of uncertainty avoidance and masculinity culture on micro-level drivers of social entrepreneurship entry.* Accepted for presentation at Strategic Management Society Special Conference 2015, Santiago, Chile.

Sahasranamam, S., & Chatterjee, D. (2014). *Trends in innovation management research in four Asian countries - An analysis of publications for the period 1991-2013.* Second PAN-IIM World Management Conference, IIM Kozhikode, Kerala, India, November 5-8.

Sahasranamam, S., Bhawe, M., & Sinha, A.S. (2014).

Closed loop model for sustainable corporate social responsibility. Second PAN-IIM World Management Conference, IIM Kozhikode, Kerala, India, November 5-8.

Sahasranamam S., Padalkar, M., & Sinha, A.S. (2014). *YatraNaryastuPujyante? Domestic violence against women in India – A panel study.* Second PAN-IIM World Management Conference, IIM Kozhikode, Kerala, India, November 5-8.

Sahasranamam S., Padalkar, M., & Hota, P.K. (2014). *Factors influencing student choice for elective course – An institution based study.* Second PAN-IIM World Management Conference, IIM Kozhikode, Kerala, India, November 5-8.

Sahasranamam S., Isaac, R. (2014). *Tele-consulting through rural health centres for tribal community – A case study from Wayanad.* IEEE Global Humanitarian Technology Conference, California, USA and subsequently indexed in IEEE Xplore.

Supriya, K. K., & Gopalakrishnan, N. (2014). *Organization Vision – Experimentation on its Effective Communication.* The Conference on Digital Experimentation, 10-11 October, MIT Sloan, Cambridge, Massachusetts, USA (Research study was reviewed and accepted for presentation and due to our inability to attend the conference in short notice, organizing committee agreed to display our poster in the conference venue).

Case Studies

Moser, R., **Gopalakrishnan, N.,** & Callarman, T. (2014). *The Successful Market Entry of Belcolor Ltd Flooring into China.* University of St Gallen (2014) Case Study Series, Case Reference no. 314-330-1 and Teaching note Reference no. 314-330-8 (Available in ECCH Case Centre).

Moser, R., & **Gopalakrishnan, N.** (2014). *Switzerland Global Enterprise: Developing Market Entry Strategies for the Indian Luxury & Lifestyle Retail Sector.* University of St Gallen (2014) Case Study Series, Case Reference no. 314-364-1 and Teaching note Reference no. 314-364-8 (Available in ECCH Case Centre).

Invited Panel Discussion:

Gopalakrishnan, N. (2014). Invited panelist in “Lean in Education” panel discussion facilitated by Prof. Jose Ferro in *Lean Summit 2014-Sustained Lean Transformation*, a joint initiative of Lean Management Institute of India and All India Management Association, JN Tata Auditorium, IISC Campus, Bangalore, India, November 5-6.

ABHISHEK BACHCHAN VISITS IIM KOZHIKODE



Mr. Abhishek Bachchan interacted with students of IIM Kozhikode at the Pan IIM World Management Conference for his role as a sports entrepreneur.

Fielding first a range of questions on Bollywood, Western and Indian films, the business end of the conversation focused on his role as the owner of kabaddi and football teams.

In response to whether he would teach a class at IIM K, the actor said he would rather attend as a student, and “I could learn how best to plan a film,” said Bachchan with a grin.

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