

Reflecting the
world within U



भारतीय प्रबंध संस्थान उदुपूर
Indian Institute of Management Udaipur

IIMU Newsletter January 2022

Highlights

- Placements**
IIM Udaipur records 100% placements for its One-Year Full-Time MBA Program in Digital Enterprise Management Batch 2021-22
- Entrepreneurship Summit**
IIMU's Entrepreneurship Cell Saksham conducts E-Summit '22
- First-ever Initiative**
IIM Udaipur Incubation Centre launches first-ever Startup Cohort towards Climate Change
- Admissions**
IIM Udaipur announces Ph.D. 2022 Admissions
- Research Paper Development Workshop**
Digitally Enabled Sharing Economy Models at the base of the pyramid (DESEM)
- U-Forum Session**
Reengineering Marketing using Behavioral Economics

Activities

01 IIM Udaipur records 100% placements for its One-Year Full-Time MBA Program in Digital Enterprise Management Batch 2021-22

Indian Institute of Management Udaipur concluded Campus Recruitment Program 2021-2022 for its One-Year Full-Time MBA in Digital Enterprise Management batch with 100% placement record for the second consecutive year. The Program was started in 2020 and is India's only One-Year Full-Time MBA in Digital Domain, and as such is a unique offering in the new digital world of business. A total of 128 roles were floated to the students and a total of 47 companies participated in the placement season. The Institute shared Topline findings wherein the highest CTC was Rs 32.21 lakh and the average CTC was Rs 21.30 lakh. IIM Udaipur is only the 4th IIM that is part of IPRS and will be sharing externally audited placement reports after completion of the audit.



02 IIMU's Entrepreneurship Cell Saksham conducts E-Summit '22

The third edition of E-Summit, the Entrepreneurship Summit of IIM Udaipur, was inaugurated on January 23rd, 2022. Like all the events on campus, the event was organized by the students of IIMU, and the theme for E-Summit '22 was 'Zilch to Zillion: Celebrating a Decade of Unicorns'. The summit witnessed the eminent presence of Yashish Dahiya, co-founder and CEO, Policy Bazaar, and Arjun Mohan, CEO, upGrad. It also saw the presence of Prashant Pitti, co-founder Groww, and Amit Kumar Agrawal, founder NoBroker. The summit was assisted by multiple prominent brands, including TIE, Udaipur (associate partner), Rajasthan Venture Capital Fund (RVCF) (startup grant partner), Business Insider India (insight partner), AWS (cloud partner), InACan (experience partner), Ugao (gifting partner), Pagalguy (online media partner) and Bombay Shaving Company (grooming partner).



03 IIM Udaipur Incubation Centre launches first-ever Startup Cohort towards Climate Change

The Indian Institute of Management Udaipur announced Climate Change Innovation Grant for eligible startups in association with Meity Startup Hub, Meity, Gov. of India, and corporate partner Transworld Group. The grant focuses on supporting early-stage climate tech ventures whose products or services are explicitly focused on reducing GHG emissions or addressing the impacts of global warming. The participating startups will receive the opportunity to brainstorm and validate solutions with corporate partner Transworld Group, get tailored training and support, learn and share in a community of like-minded founders in a collaborative environment, incubation, and co-working space at IIM Udaipur Incubation Centre, and also an opportunity to pitch for follow-on funding under other programs of the incubation center.



04 IIM Udaipur announces Ph.D. 2022 Admissions

IIM Udaipur announced admissions for its Ph.D. program in Management for the Batch of 2022. The program is designed for applicants with strong academic credentials who aim to undertake demanding original research. IIM Udaipur's world-class faculty deliver the program at the state-of-the-art campus situated in Balicha. The course is designed for students' holistic development and multidimensional transformation.



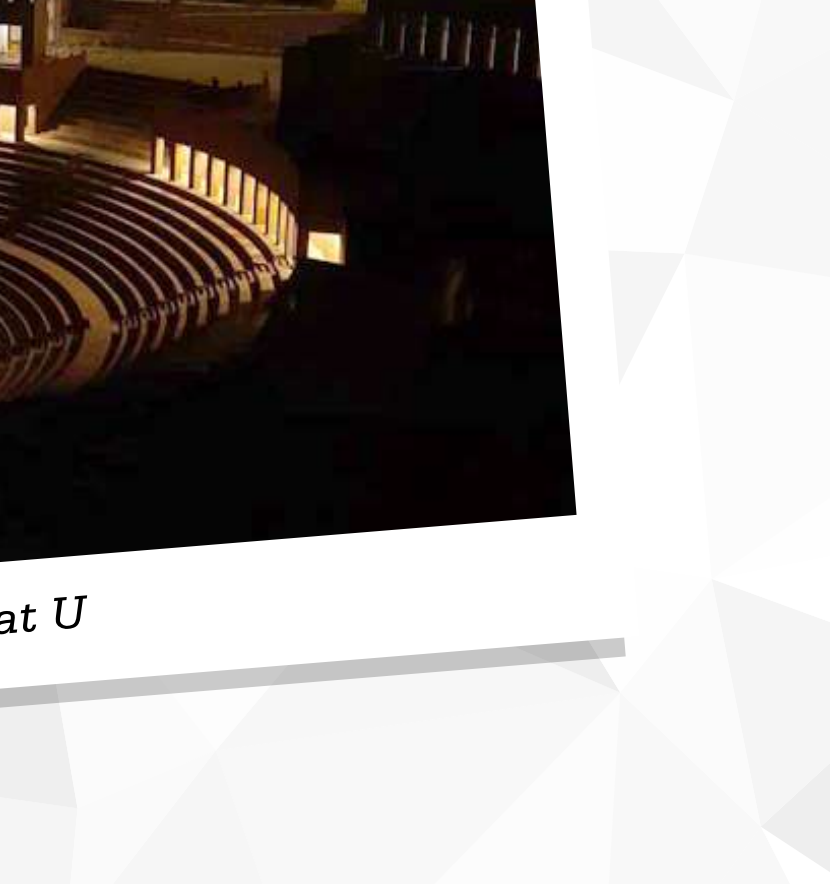
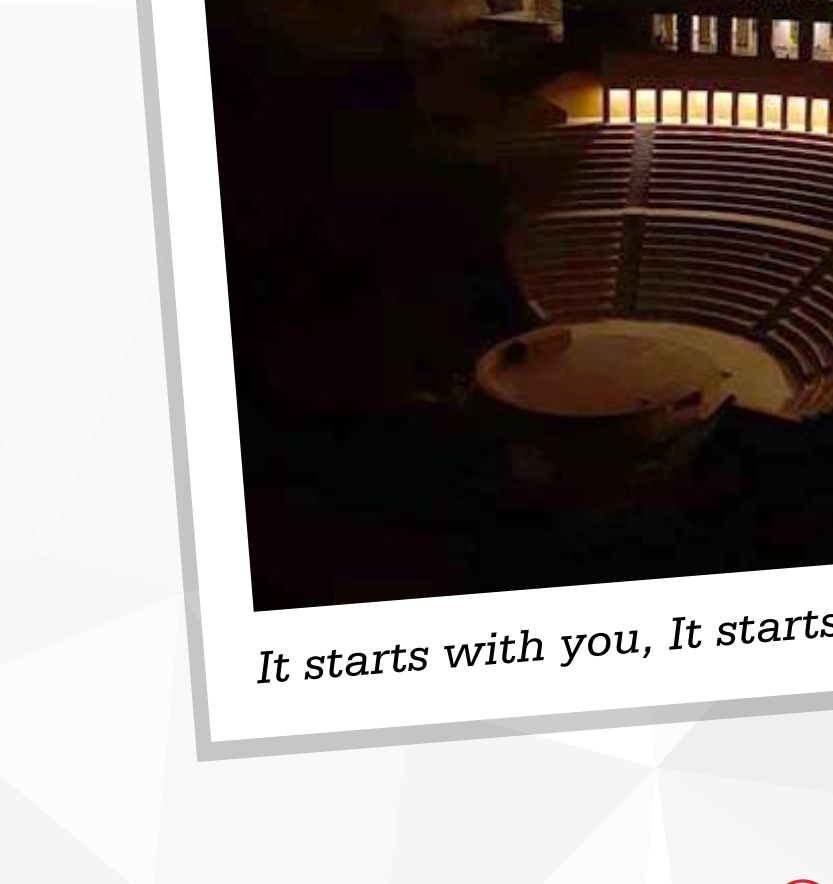
05 Research Paper Development Workshop: "Digitally Enabled Sharing Economy Models at the base of the pyramid (DESEM)"

IIM Udaipur will be presenting a paper development workshop on "Digitally Enabled Sharing Economy Models at the base of the pyramid (DESEM)". It is an excellent opportunity for everyone interested in research to tune their paper writing skills and gain great insights from the top researchers worldwide. The workshop would have insights on research in marginalized contexts by Chrisanthi Avgerou, Robert Davison, Shirley Gregor, K. D. Joshi, Dorothy Leidner, Shaila Miranda, Stacie Petter, and Sanoee Sarker. It also covers a special issue PDW mentoring by Anita Bhappu, Ravishanker M.N., M.S. Sandeep, Maha Shaikh, Jaime Windeler, and Amber Young. Babita Bhatt, Dharendra Mani Shukla, and Israr Qureshi would be the guest editors for the workshop. The workshop is scheduled for 9th and 10th March '22 in a hybrid model.



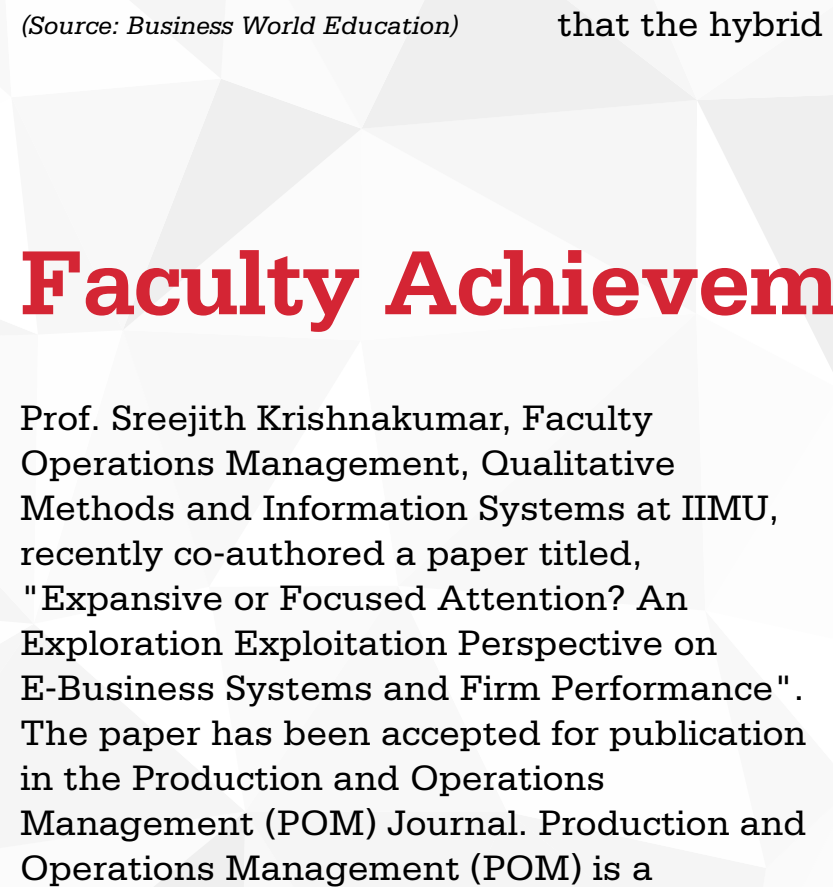
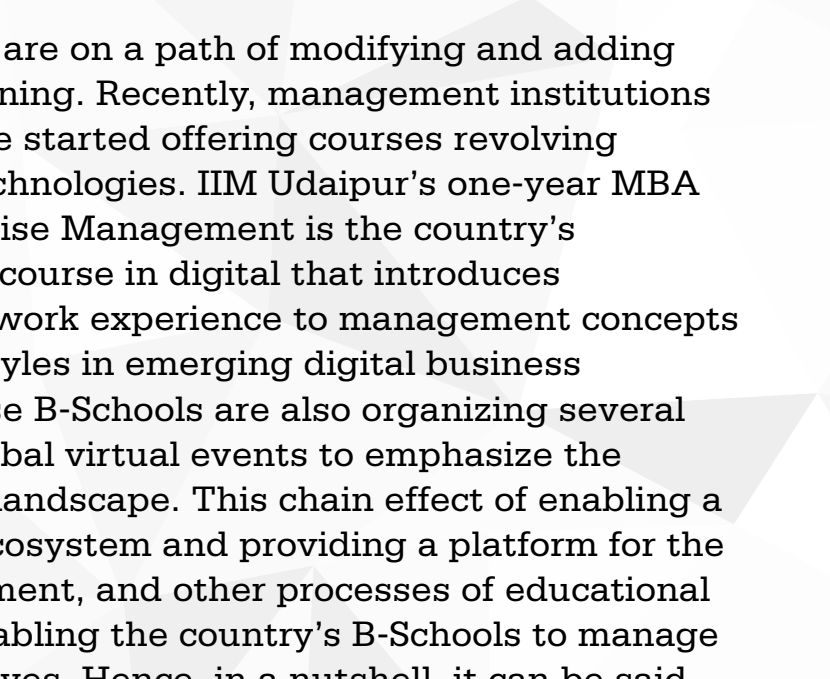
06 U-Forum Session: Reengineering Marketing using Behavioral Economics

In another interesting session of the UForum - IIMU's webinar series on, "Reengineering Marketing using Behavioral Economics", Prof. Raghunath Singh Rao, Associate Professor in Business affiliated with McCombs School of Business at the University of Texas, shared his insights on the restructuring of marketing as per the individual's decisions based on various factors. The session was moderated by IIMU's esteemed alumni, Mr. Chandan Sagar (PGP, Batch 2015-17), currently working as a Lead - Customer Success at Woxrogo. The session was scheduled for Sunday, January 16th, 2022.



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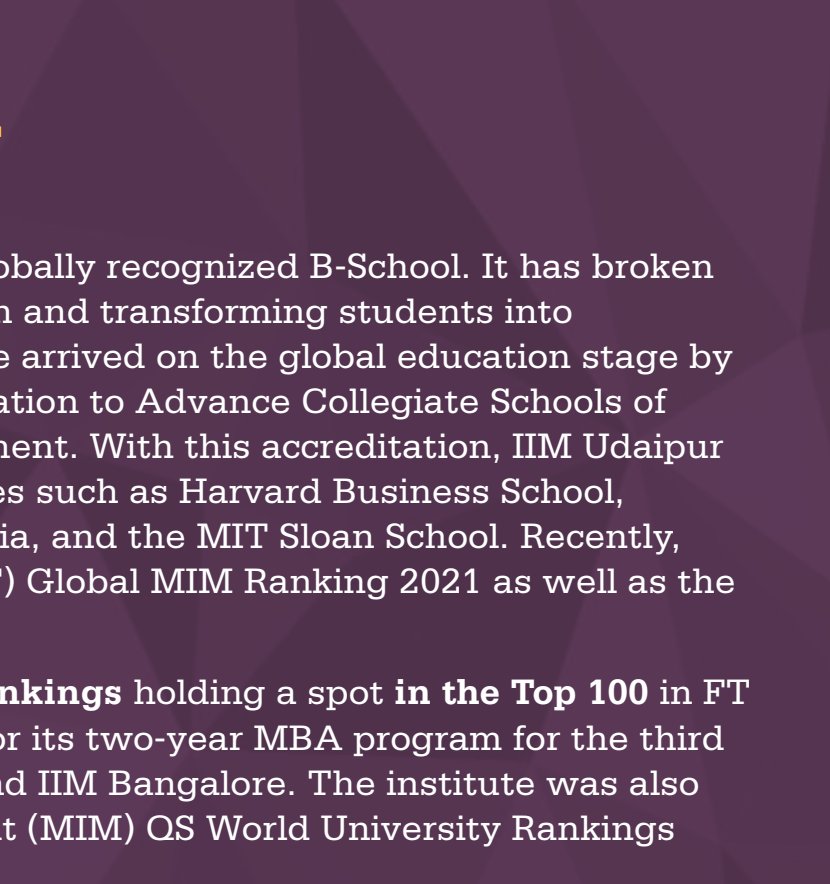
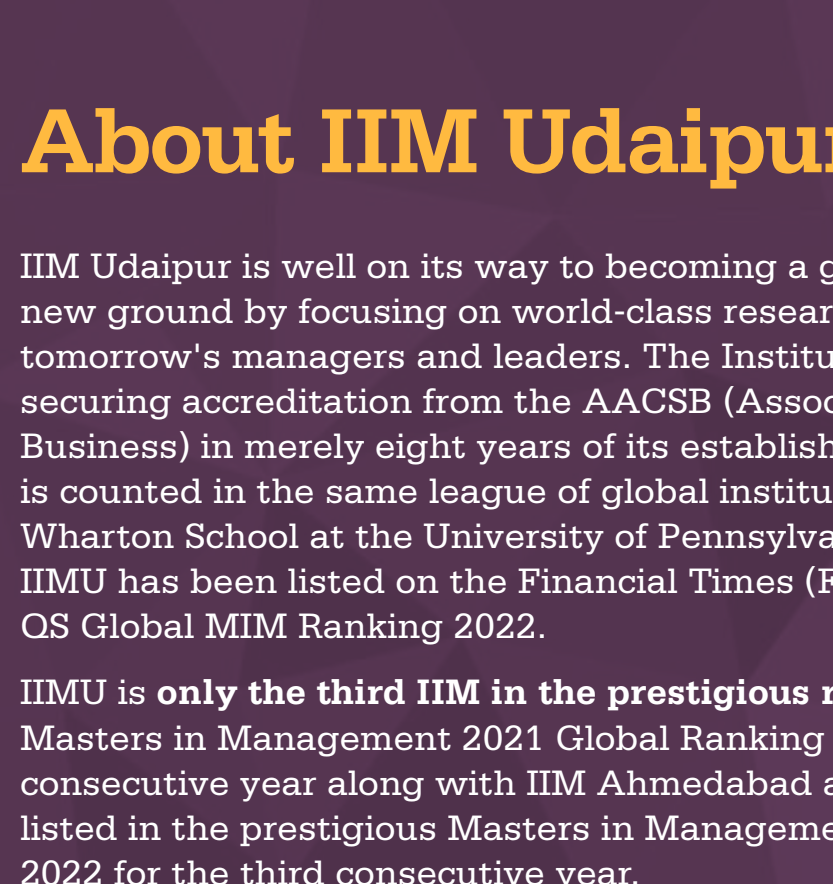
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Upcoming Events

- 01 Impact Investment Fund - Launch 2nd Feb '22
- 02 Finomina - Let's discuss Finance 2nd Feb '22
- 03 DigiLab - Session on India Tech Stack 2nd Feb '22
- 04 Library Committee - Grammarly Webinar 1st Feb '22
- 05 A4 - UForum 12th Feb '22
- 06 Marc Ace - MarClan 12th Feb '22
- 07 Utkrisht - Udaipur Run 13th Feb '22
- 08 Equity Monks - It's Simple, Stupid! 17th Feb '22
- 09 Skein - Ops Enigma 2.0 18th Feb '22
- 10 Utkrisht 19th Feb '22 & 20th Feb '22
- 11 Potpourri - Litfest 26th Feb '22
- 12 Maharishi Dayanand Saraswati Jayanti 26th Feb '22

Photo Corner

It starts with you, It starts at U

Faculty Speak

Prof. Sandhya Bhatia
Dean, Programs
Faculty - Finance & Accounting
(Source: Business World Education)

“India's B-Schools are on a path of modifying and adding new ways of learning. Recently, management institutions such as IIMs have started offering courses revolving around digital technologies. IIM Udaipur's one-year MBA in Digital Enterprise Management is the country's first-ever degree course in digital that introduces candidates with work experience to management concepts and leadership styles in emerging digital business enterprises. These B-Schools are also organizing several webinars and global virtual events to emphasize the changing digital landscape. This chain effect of enabling a digital-friendly ecosystem and providing a platform for the education, placement, and other processes of educational institutions is enabling the country's B-Schools to manage the pandemic waves. Hence, in a nutshell, it can be said that the hybrid times call for hybrid processes.”

Faculty Achievements

Prof. Sreejith Krishnakumar, Faculty Operations Management, Qualitative Methods and Information Systems at IIMU, recently co-authored a paper titled, "Expansive or Focused Attention? An Exploration Exploitation Perspective on E-Business Systems and Firm Performance". The paper has been accepted for publication in the Production and Operations Management (POM) Journal. Production and Operations Management (POM) is a prestigious management journal and is part of the following three prestigious management journal lists: Top 20 Journals by Business Week, Top 50 Journals by Financial Times, and Top 24 UT Dallas List. The paper studies the significant influence of the impact of customer-facing e-Business systems on firm performance. The study also highlights the need for dual attention processes on the part of senior executives to fully realize the benefits offered by these systems.

Read more...

Student Achievements

