



भारतीय प्रबंधन संस्थान उदयपुर
Indian Institute of Management Udaipur

IIMU Newsletter February 2021

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- ▶ **Netratva - The Leadership Talk Series**
Sessions on Changes in consumer behaviour post-COVID and Role of HR in Change Management



Activities



01

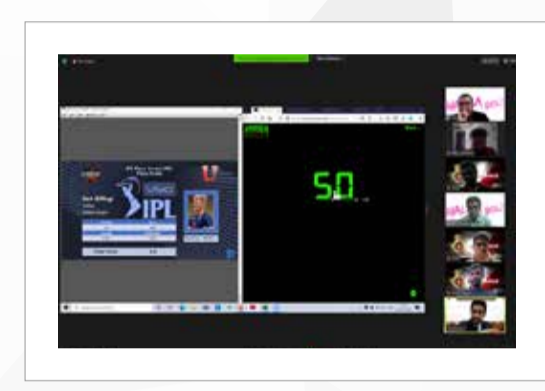
IIM Udaipur's Research Communication Masterclass Series

Indian Institute of Management Udaipur (IIMU) announced a virtual Research Communication Masterclass Series in collaboration with S.P. Jain Institute of Management and Research (SPJIMR). This series will enhance the ability of doctoral students and young researchers to make **high-quality research presentations**.

The Masterclass shall help students improve their ability to frame questions, link questions to appropriate methodology and tell a story. The ultimate aim is to **deliver an effective presentation and communication efficacy**.

02

IIM Udaipur's annual sports fest Utkrisht'21 draws to a memorable finale

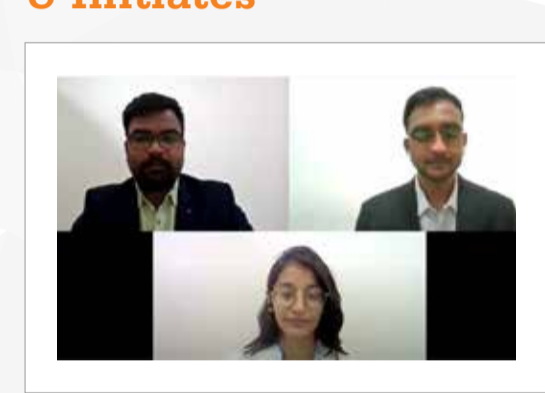


IIM Udaipur organized its annual sports fest 'Utkrisht' from 27th to 28th February 2021. The event was conducted online for the first time while overcoming the restraints caused by the pandemic and had a footfall of 1100+ people.

Utkrisht'21 saw enthusiastic participation from various local and national colleges. Utkrisht'21 was the third edition of IIM Udaipur's annual sports fest, which aims to help the IIMU community develop and inculcate a sporting culture and foster a team spirit.

03

U Initiates



In view of honing students' confidence and experience, IIM Udaipur ran a series of **B-School Interview Experience**, bringing in past experience from various fields and backgrounds such as Market Research, Product Operations & Management, Economics etc. The experience taught how one can lead their interview towards their strong points, which can be anything from hobbies to work experience.

You can watch the interview series at <https://www.youtube.com/watch?v=BB0sHITRB4k&t=14s>

04

Global Whitepaper



Dr. Tanvi Gupta, Assistant Professor of Marketing, IIM Udaipur, co-authored a paper for **Journal of Consumer Research (JCR)**, a leading Marketing journal globally. The title of her paper is "**Safe Together, Vulnerable Apart: How Interstitial Space in Text Logos Impact Brand Attitudes in Tight versus Loose Cultures**".

For the full paper, visit: <https://academic.oup.com/.../doi/10.1093/jcr/ucab006/6143648>

05

Netratva - The Leadership Talk Series



Changes in consumer behaviour post-COVID and the response to the challenges presented by the COVID pandemic

Speaker: Harkawal Singh
Company: Dabur India Limited
Designation: Marketing Head, Oral Care
Date: 21st February, 2021



Role of HR in Change Management

Speaker: Mr. P T George
Company: V Guard
Designation: Vice President HR and Admin
Date: 26th February, 2021

Upcoming Events



01

Audacity'21 (13th- 14th March, 2021)

Audacity is the Annual Cultural Festival of IIM Udaipur held every year to provide an outlet to the creative side of the students and a platform to showcase their diverse talents. Last year, the fest witnessed a footfall of more than 5000 people with a huge number of participants coming from Gujarat, Delhi and other cities from Rajasthan.

02

E-Summit 2021 (20th March, 2021)

With renown industry leaders such as Ms. Mythily Ramesh, CEO and Co-Founder at NextWealth; Mr. Murali Sivaraman, Chairman at Huhtamaki India; Ms. Prachi Mohapatra, Marketing Head, OTC, Emerging Markets at Dr. Reddy's Laboratories, IIMU will host E-Summit 2021 on the theme "Tales of Transition" to meet, greet, and get inspired by the stories of those who have done it.

03

Prarambh (21st March, 2021)

The flagship event of Saksham, Prarambh 2021, is a platform for startups with a minimum viable product to get mentorship of five weeks and pitch in front of investors on the final day. Ten teams out of 335 were shortlisted for pitch in front of eminent panellists.

04

SKEIN Summit (28th March, 2021)

SKEIN is the Operations and Supply Chain Management Club of IIM Udaipur. It holds SCM Summit every year to bring industry stalwarts in the field of Supply Chain & Management in front of students. This year, would be the 8th Edition of SCM Summit.

05

Women Entrepreneurship Program (1st April, 2021)

Women Entrepreneurship Program "InspireHER" by IIMU's Incubation Center is an initiative to enable women entrepreneurs to accelerate their business ventures.

About IIM Udaipur

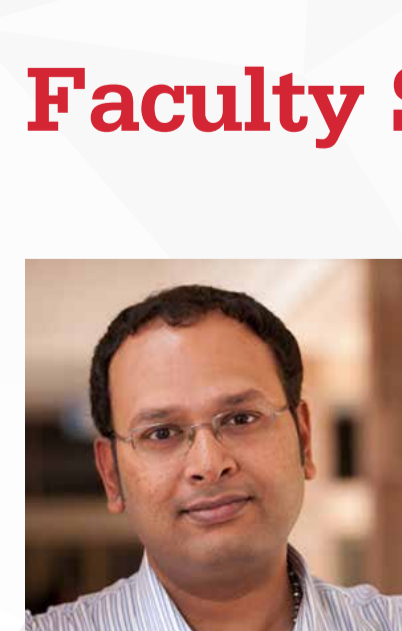


IIM Udaipur is one of India's fastest-growing management schools. It has broken new ground by focusing on world-class research and transforming students learning into tomorrow's managers and leaders. The AACSB (Association to Advance Collegiate Schools of Business) in merely eight years of its establishment. With this accreditation, IIM Udaipur is counted in the same league of global institutes like Harvard Business School, Wharton School at the University of Pennsylvania, and the MIT Sloan School. IIMU has been listed on the QS 2021 Masters in Management, (IIM) Rankings and the Financial Times (FT) Global MIM Ranking 2020.

Only the 4 IIM, along with IIMs Ahmedabad, Calcutta, and Bangalore, to be on both these prestigious rankings. According to the National Institutional Ranking Framework (NIRF) 2020, IIM Udaipur is ranked 17th amongst all B-Schools. IIMU is currently ranked 4th in India for research in management according to the methodology used by UT Dallas, which tracks publications in the leading journals.



Faculty Speak



“The increased focus on research and knowledge creation brings data-backed findings to classrooms contributing to students' development. It is interesting to see research-focused environments in several management institutions have ensured offering incentives and grants to support and encourage publication by the faculties in top reputed journals.”

Prof. Prakash Satyavageswaran
Faculty, IIM Udaipur

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