



Highlights

1. IIM Udaipur launched First-Ever Pre-MBA Summer Program in Management for MBA Aspirants
2. IIM Udaipur hosted D'Future: India Digital Conclave in Bangalore
3. IIM Udaipur commemorated National Voters on January 25, 2024
4. IIM Udaipur celebrated the 75th Republic Day of India

Activities

1

IIM Udaipur launched First-Ever Pre-MBA Summer Program in Management for MBA Aspirants

Aspiring MBAs, rejoice! IIM Udaipur launched its Summer Programme in Management, a two-week immersion into the world of business and management studies. This unique program, open to graduates and final-year students, offers a taste of IIM life, whether as a stepping stone to an MBA or a standalone learning experience.

From June 1, 2024, to June 14, 2024, participants delve into key management areas like business environment, innovation, digital transformation, and communication. Interactive sessions, led by renowned IIM Udaipur faculty and industry experts, utilise the renowned Case Method for in-depth learning. Successful completion earns a coveted "IIM Udaipur - Summer Program in Management" certificate.

Beyond academics, the program fosters networking with faculty, MBA students, and peers from across India. Participants can also explore the vibrant city of Udaipur, enriching their summer experience.



SUMMER PROGRAM IN MANAGEMENT

The only **Pre-MBA program** offered by an **IIM**

Students in a graduate program or graduates in any
discipline are eligible to apply



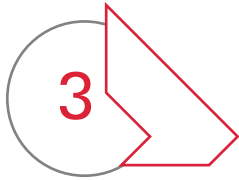
IIM Udaipur hosted D'Future: India Digital Conclave in Bangalore on January 19, 2024

Indian Institute of Management, Udaipur (IIMU) successfully conducted the first offline edition of D'Future: India Digital Conclave. The one-day event, conducted at the Lalit Ashok - Bangalore, marks a significant milestone as IIM Udaipur proudly presented an unparalleled platform for exploring the ever-evolving digital landscape. The conclave was filled with insightful talks delivered by visionary speakers, who also networked with delegates to delve into the nation's digital transformation.

The event commenced with an address by Prof. Ashok Banerjee, Director, IIM Udaipur. In his address, he highlighted three common themes across all programs offered by the institute: sustainability, entrepreneurship, and digital transformation.

Mr. Amitabh Kant, G20 Sherpa & Former CEO of NITI Aayog, delivered the keynote address. During his speech, Mr. Kant spoke about the rise of India's digital public infrastructure. He stated that through its unique nationwide technology adoption, such as the Aadhar network, mobile phone linkage to bank accounts, UPI, etc, India has transformed the lives of its citizens. In just over a decade, India has accomplished what would have usually otherwise taken nearly fifty years owing to investments in digital public infrastructure.



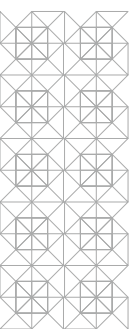


IIM Udaipur Commemorated National Voters Day with Enthusiasm and Civic Responsibility

IIM Udaipur celebrated National Voters Day on January 25, 2024, with a spirited event attended by the IIMU community. The occasion served as a platform to emphasise the significance of voting and promote civic responsibility among the staff, students and faculty.

The event witnessed active participation from the IIMU community, where attendees were encouraged to recognise the power of their vote in shaping the nation's future. An integral part of the celebration involved communicating the importance of voting and each citizen's role in contributing to the democratic process.

During the event, participants took a solemn oath to cast their votes honestly, pledging to be responsible and engaged citizens of India.



IIM Udaipur Community celebrated the 75th Republic Day of India on January 26, 2024. The ceremony commenced with the flag hoisting by the community members; the Students, Faculty, and Staff attended the event. Various performances by the students, staff, and community members followed the national flag hoisting.



Faculty Achievements

IIM Udaipur congratulates Professor Tanvi Gupta as her recent paper was accepted for publication in the Journal of Consumer Psychology (included in the FT-50 list)

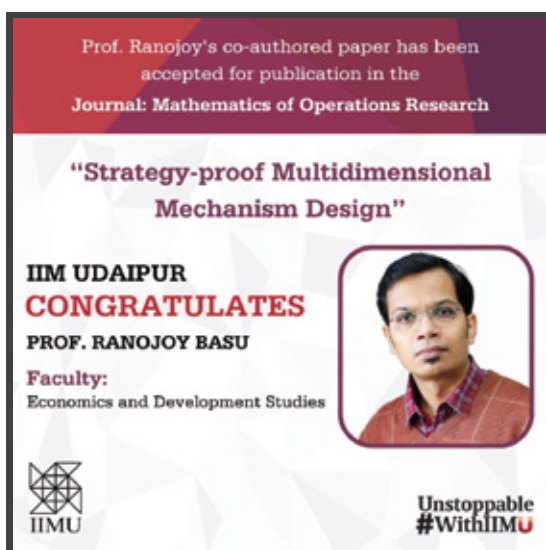


About Research Paper: This paper shows that brand names with plural-form words (e.g., Dunkin' Donuts) generate more favorable brand attitudes compared to names with singular-form words (e.g., Dunkin' Donut). Through six experiments, employing both real and fictional brands, this paper finds that plural brand names increase brand entitativity—a sense of collectiveness or teamwork associated with the brand, thereby fostering positive attitude towards the brand. However, this effect does not hold for premium or high-end brands. This paper's insights can assist companies in selecting more effective brand names, shedding light on an underexplored aspect of how grammatical structure in brand names influences perception.

CO Authors: Shirley (Shuo) Chen, Smaraki Mohanty

Journal: Journal of Consumer Psychology (included in the FT-50 list)

IIM Udaipur congratulates Professor Ranojoy Basu as his paper was accepted for publication in the Journal: Mathematics of Operations Research.

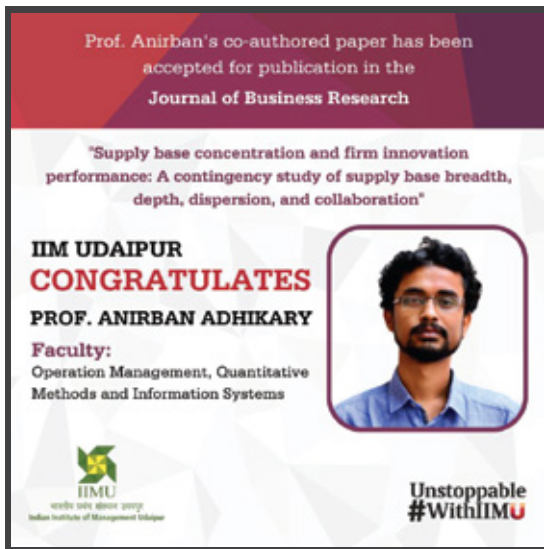


About Research Paper: We consider direct mechanisms to sell heterogeneous objects when buyers have private additive valuations and nonunit demand. We completely characterize the class of strategy-proof and agent sovereign mechanisms that satisfy a local side-flatness condition. Further, we introduce a notion of “continuity up to utility” and show that any such mechanism allocating all objects at all profiles is continuous and anonymous only if it is efficient. We find that the only mechanism satisfying these properties is equivalent to operating simultaneous second-price auctions for each object—as was done by the New Zealand government in allocating license rights to the use of radio spectrum in 1990. Finally, we present a complete characterization of simultaneous second-price auctions with object-specific reserve prices in terms of these properties and a weak nonbossiness restriction.

CO Authors: Conan Mukherjee

Journal: Mathematics of Operations Research

IIM Udaipur congratulates Professor Anirban Adhikary as his paper was accepted for publication in the Journal of Business Research



About Research Paper: We draw on the Knowledge-Based View (KBV) and the power asymmetry literature to propose that supply base concentration influences a firm's innovation performance non-linearly, and that structure of the supply base in terms of breadth, depth, and geographical dispersion, and nature of the supply base in terms of collaboration moderate this relationship. Using data from 185 firms spanning six years and eleven industry sectors and implementing a robust empirical procedure that accounts for endogeneity and unobserved firm-level heterogeneity, we find that supply base concentration has an inverted U-shaped relationship with innovation performance. Moreover, breadth positively and geographical dispersion negatively influence this relationship. The results also show that supply base collaboration strengthens the relationship between concentration and innovation performance.

CO Authors: Amalesh Sharma, Sourav Bikash Borah, Surya Pathak

Journal: Journal of Business Research

IIM Udaipur congratulates Professor Anirban Adhikary as his paper was accepted for publication in the Journal of the Academy of Marketing Science (FT-50 listed).

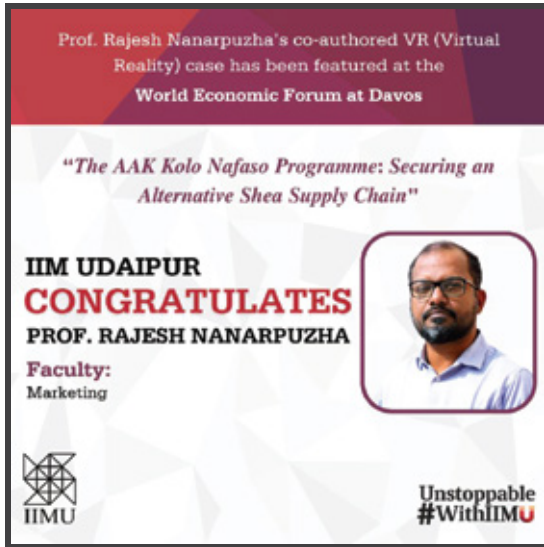


About Research Paper: While firms engage stakeholders in their sustainability practices to contribute to a better world resiliently and responsibly, little is known about what drives their ability to generate customer engagement (CE) and supplier engagement (SE) for sustainability purposes. This paper identifies, theorizes, and empirically validates the differential roles of board oversight and incentivization, along with contingencies (a chief marketing officer's (CMO) presence and governance disclosure), in driving CE and SE. Using data from 308 firms, the paper finds that while board oversight and incentivization positively affect CE, only incentivization positively affects SE. The paper also finds significant moderation effects of CMO presence and governance disclosure. Through multiple post hoc analyses, the paper explores how CE and SE influence firm performance. The paper provides a nuanced understanding of incentive types' effects and contributes to the literature on grand challenges connecting firms' strategies and sustainability objectives to customer and supplier engagement.

CO Authors: Amalesh Sharma, Sourav Bikash Borah, Tanjum Haque

Journal: Journal of the Academy of Marketing Science (FT-50 listed)

IIM Udaipur congratulates Prof. Rajesh Nanarpuzha, as his co-authored VR (Virtual Reality) case has been featured at the World Economic Forum at Davos, held from January 15-19.



Prof. Rajesh Nanarpuzha's co-authored VR (Virtual Reality) case has been featured at the World Economic Forum at Davos, held from January 15-19.

Led by Prof. Amitava Chattopadhyay of INSEAD, the immersive VR workshop at Davos focused on transforming supply chains in Ghana.

Published by INSEAD Publishing, the case study is co-authored by: Amitava Chattopadhyay, Pierre-Yann Dolbec, Rajesh Nanarpuzha, and Jean Wee.

IIM Udaipur congratulates Professor Elizabeth Rose on being selected as the recipient of the 2024 IM Division Outstanding Service to the Global Community Award!



Prof. Elizabeth Rose was recognised by the Academy of Management's International Management Division for Outstanding Service to the Global Community.

The said announcement was made by Prof. William Newbury.

The said award will be awarded to her during the AOM meeting in August this year.

Faculty Achievements



IIM Udaipur extends heartfelt congratulations to Divya Dan Lakra and Lana Louphul, exchange students at ESC Rennes School of Business, and Sameer Panda, exchange student at Skema School of Business.

Their remarkable success as semifinalists in the Accenture Real Life Challenge in Paris and runners-up in the Techstars Startup Weekend Social Innovation, Rennes, is commendable. They also secured an internship offer with Accenture France.



IIM Udaipur proudly congratulates ANSHUL JAIN and Shubhanshu Shekhar, exchange students at HHL Leipzig Graduate School of Management, Germany, on winning the prestigious DAAD Scholarship. Their achievement reflects excellence in academics and contributes to the global academic community.

The DAAD scholarships open doors for international students to excel in various disciplines while studying in Germany. IIM Udaipur expresses gratitude to the initiative's organizers and wishes the winners continued success in their academic pursuits.



IIM Udaipur extends heartfelt congratulations to Suryapratap Babar (MBA, 2nd Year) on the launch of his book, "Fortifying India's Transformation: Policies Building A Modern Nation State," co-authored with Ms. Divya Singh, esteemed Policy Advisor to the Government of India. The book examines the pivotal policy decisions of the Indian State over the past 15 years, illuminating India's remarkable trajectory as the fastest-growing major economy, all while upholding its culture and identity.

Two of the 1st Year MBA students, Abhishek Kumar and Shagufta Yasmin, also contributed to the book with an insightful chapter each.



IIM Udaipur congratulates Ravi Ranjan Singh on being named one of the 50 Most Promising Incoming MBAs by InsideIIM, highlighting his academic excellence and leadership potential.

Annual E-Summit 2024

IIM Udaipur hosted the Annual E-Summit 2024, organized by Saksham, the E-Cell of IIM Udaipur.



The first speaker at the E-Summit, Mr. Amit Kumar Agarwal, Founder and CEO, NoBroker.com, spoke about how he navigated his start-up through various challenges to success.

Mr. Agarwal commenced his talk by recounting his journey to the world of start-ups. He underscored how young minds have a supportive environment that encourages risk-taking, a trait that should be actively embraced.



The second speaker at the E-Summit, Mr. Sanjay Sharma, Co-founder, Aye Finance Pvt. Ltd, spoke about how a startup goes through different highs and lows, making up its life journey.

Mr. Sharma initiated his talk by highlighting the dichotomy in our country's development—a duality between thriving mass industries and struggling smaller-scale businesses.



The third speaker at the E-Summit, Mr. Pawan Gupta, Co-founder at Betterhalf, spoke about his start-up's evolution, highlighting its various phases.

Mr. Gupta began his talk by narrating the compelling story of the founding of Betterhalf. He explained to the audience how the first investors are always people close to you, individuals who trust your vision.



The fourth speaker at the E-Summit, Mr. Adarssh Mnpuria, Co-founder at FabHotels, TravelPlus, spoke about the entrepreneurship scenario in India and its future.

Mr. Mnpuria initiated his discourse by endorsing the concept of 'Build in India, for India.' Backed by compelling statistics, he engaged the audience in a discussion on why now is the best time for Indian entrepreneurs to actualize their start-up visions.



The speaker at the E-Summit, Mr. Vijetha Shastri, Associate Director, Standard Chartered Bank, guided the audience through his extensive learnings in the business world.

The speaker initiated his talk by engaging the audience with engrossing questions, fostering interaction. He then suggested essential practices of speed reading and deep work for continual growth in today's age.

TEDxIIMUdaipur 2023-24

IIM Udaipur hosted the TEDxIIMUdaipur 2023-24.



The first speaker of the day, Ms. Pooja Pradeep, Educator and Founder, LettersofLove, spoke about the importance of people's power movements and the uniqueness of several movements she started.

The speaker discussed the inception of "Letters of Love" during the Syrian War and Refugee Crisis. The initiative helped share over 60,000 letters, providing support through art and music while raising funds and awareness. It leveraged the idea of imparting knowledge amongst refugees through letters at the core of it. This helped nurture love, learning, and solidarity amongst the refugees.



The second speaker of the day, Retd. Maj Dinesh Sharma, Army Vet & Entrepreneur. He co-founded the Academy of Pastry & Culinary Arts and Delta 105. His journey embodies dedication to the nation and innovative leadership.

The speaker began his talk by sharing his first life lesson on the power of consistency, drawing parallels between his military background and entrepreneurial pursuits. His disciplined habits acquired in the army became the cornerstone of his success, emphasizing the importance of pushing one's boundaries and avoiding settling for mediocrity. The audience resonated with his message, recognizing the universal value of steadfast commitment.



The third speaker at TEDxIIMUdaipur was Mr. Ahlawat Gunjan, Author & Creative Head, Penguin Random House India. He is a self-taught painter and award-winning designer. He boasts accolades such as the Oxford Bookstore cover prize, showcasing his artistic and design excellence.

Mr. Gunjan initiated his talk by expressing concerns about the diminishing human ability to connect, emphasizing the nuanced distinction between 'looking' and 'seeing.' He provided a glimpse into his creative process, navigating through conflicting and iterative dialogues within his mind during the design journey.



The fourth speaker at TEDxIIMUdaipur was Mr. Adil E- Survivor of MNGIE & Advocate for Rare Diseases, who turned adversity into advocacy. Diagnosed with mitochondrial neurogastrointestinal encephalopathy (MNGIE), he emphasizes empathy and awareness, urging society to appreciate diverse paths and efforts.

Mr. Adil commenced his address by reflecting on the five key shapers of his life, beginning with his mother, whose unwavering support propelled him towards improvement. He candidly shared the challenges faced in social situations due to his conditions, highlighting the crucial role his mother played in his support.



The fifth speaker at TEDxIIMUdaipur was Mr. Hitesh Malhotra, a Triathlete and Ultra Cyclist. He transformed from overweight to a three-time IRONMAN Title Holder. Working at the National Stock Exchange, his journey inspires resilience and athletic achievement.

Mr. Malhotra found himself at a crossroads when he realized that the energetic and healthy lifestyle he once embraced was slipping away amidst the demands of his corporate job and settling personal life. He took a courageous step: he took a break from his career to revitalize himself through a commitment to a healthy lifestyle.



The Sixth speaker at TEDxIIMUdaipur was Mr. Rahul Ramugade, Captain of Mumbai Wheelchair Cricket Team who overcame polio's impact on both legs to become an Indian Wheelchair Cricketer. His childhood passion for cricket transformed into a story of determination and success.

Mr. Ramugade initiated his talk by recounting his para-swimming experience, where he relished the liberating sensation of boundless possibilities. Despite initial setbacks, he persevered through challenges, ultimately garnering recognition and achievements in the sport.



The Seventh speaker at TEDxIIMUdaipur was Mr. Maroof Umar, a Heritage Storyteller and Photographer. He explores historical places and captures their emotional significance. Owner of Culmen Creatives, he collaborates with prominent names and campaigns, enchanting audiences with his storytelling.

Mr. Umar delved into the evolution of storytelling, tracing its origins from ancient times to the digital era. He emphasized the transformative power of storytelling and its pivotal role in changing perspectives. Highlighting the three fundamental steps of storytelling – connect, educate, and transform – he underscored how childhood learning through storytelling persists into adulthood, enhancing relatability and recall.



The Eighth speaker at TEDxIIMUdaipur was Ms. Pallabi Ghosh, Anti-Trafficking Activist and Founder, Impact and Dialogue Foundation who actively combats societal injustices. With a Master's degree in Gender Studies, she has rescued over 10,000 individuals from human trafficking, child abuse, and labour exploitation.

Ms. Ghosh initiated her speech with a childhood experience recounting the search for a missing girl from her village. Later in life, she unveiled the heartbreaking reality of the girl being sold to an elderly man in Haryana. Addressing the grim future of such victims, she passionately delved into her ongoing efforts to bring about change.

Netratva

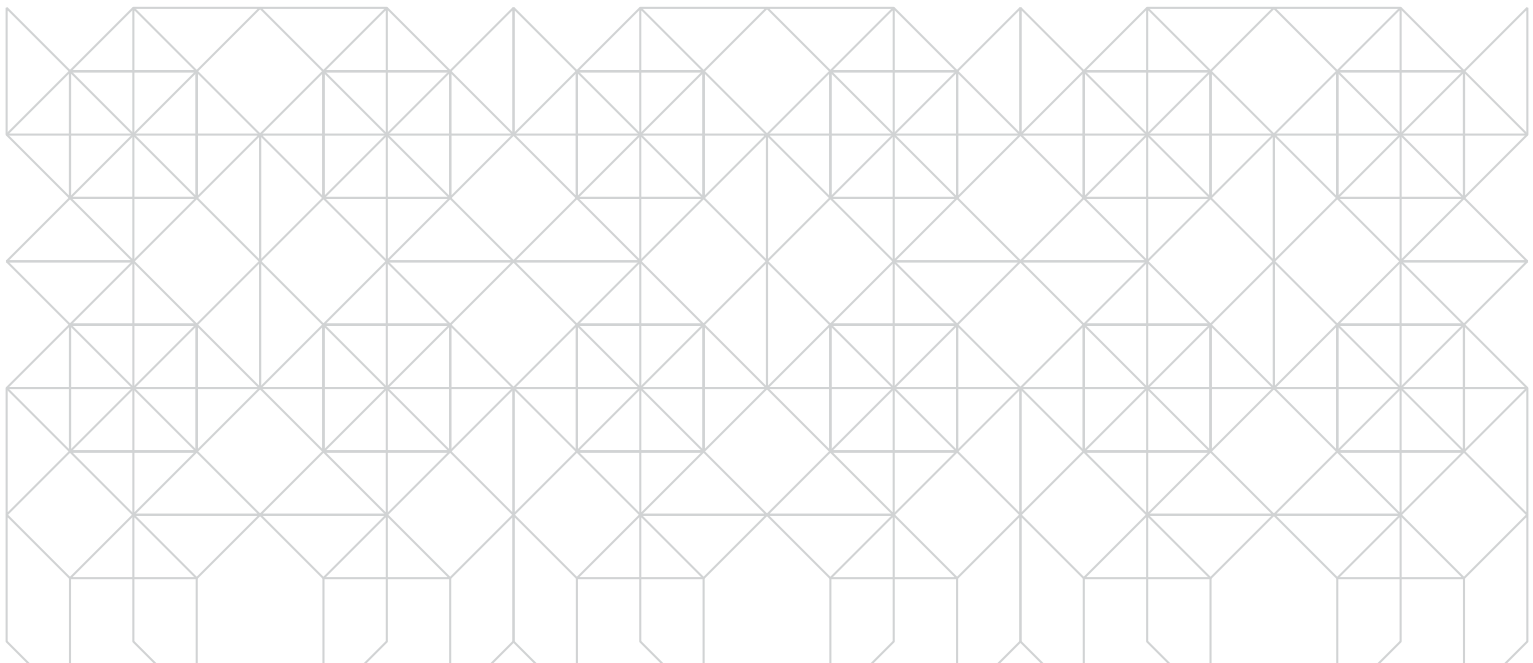
The Leadership Talk Series



IIM Udaipur hosted Ms. Divkiran Kathuria, Director, Global Talent Development and Talent Agility, Seagate Technology, for the latest session of Netratva - The Leadership Series, held on January 11th, 2024. She shared her insights on 'Future Mindset of a Leader.'

Ms. Kathuria stressed that leadership is vital across all professional realms. She discussed its evolution over the years, emphasizing the need for an adaptable mindset. According to her, nature and nurture shape individual qualities, and a growth mindset encourages continual development through quick learning from failures.

The speaker highlighted the importance of emotional intelligence, emphasizing empathy and social skills in the workplace. Ms. Kathuria noted the transient nature of businesses today, emphasizing the crucial need for resilience. She pointed out that execution sets ideas apart, especially in an era where adaptability and excellence are paramount for business survival.



Humans of Balicha



"Embrace challenges with a heart full of hope, for in every struggle, the seeds of resilience are planted."

My name is Tabassum. I embarked on a remarkable journey in 2017, from a humble housekeeper to a resilient supervisor. My journey reflects the power of the human spirit, weaving through challenges and victories.

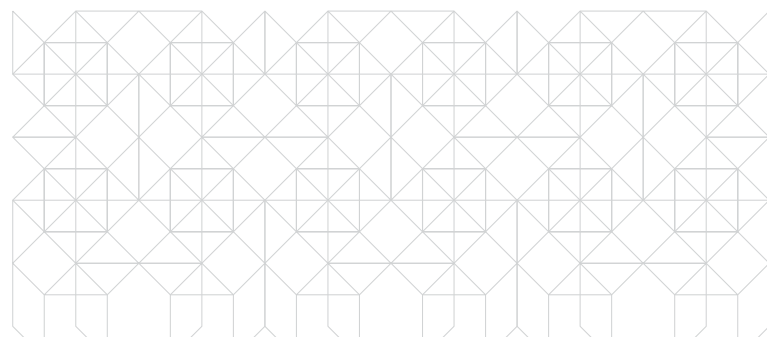
Once delighted by the simple joys of bird songs, eating mangoes, and playing with my brother, my world crumbled at 13 when I was forced into marriage. Unaware of the complexities of the adult world and still a child, my dreams were crushed by scolding in-laws and an angry husband drowning in alcohol.

Adapting to this new life proved challenging while navigating strict traditions. Within six months, I became pregnant with my daughter, adding to the growing list of constraints. Simple joys like choosing clothes and applying Mehendi at my brother's wedding became distant memories. Postpartum restrictions multiplied, yet for my child's sake, I persevered. I embraced the role of her teacher, imparting not just academic knowledge but vital life skills. When she started school, I used to stay a little longer and find solace in listening to the students singing morning prayers. In those few moments amidst life's chaos, a profound sense of peace enveloped me.

One day, an NGO brought a ray of light to my life, introducing me to the skill of tailoring. We were paid Rs. 40 for each kurta we made, a crucial support. However, misfortune hit when my mother-in-law sold our house, rendering us homeless. Driven by the need to provide for my family, I discreetly took on various small jobs, understanding that dignity had to be balanced with the necessity to survive.

Amid this adversity, I discovered Indian Institute of Management (IIM) as a chance to rebuild my life discreetly. Initially doing menial tasks on the construction site, facing judgment, I persisted. Today, I am proud to say that I have worked to become a supervisor and provide my children with the life they deserve. My eldest is thriving in college, and when I glimpse at the students here, I see my daughter's journey mirrored in theirs.

Tabassum



New Joinings

at IIM Udaipur:



Baskaran Nagappan

Head
Executive Education



Ramkesh Gurjar

Associate
Programs



Yashika Sareen

Associate
Admissions

Photo Corner





About IIM Udaipur

IIM Udaipur is well on its way to becoming a globally recognised B-School. It has broken new ground by focusing on world-class research and transforming students into tomorrow's managers and leaders. The Institute arrived on the global education stage by securing accreditation from 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, such as Harvard Business School, Wharton School at the University of Pennsylvania, and the MIT Sloan School.

IIM Udaipur is ranked 16th by the National Institutional Ranking Framework (NIRF) Rankings 2023 of the HRD Ministry. IIM Udaipur is the only IIM in the Top 100 of the prestigious FT Masters In Management World Rankings consecutively for 5 Years since 2019. Ranked #5 amongst IIMs in the list of 2023. Indian Institute of Management Udaipur featured in the prestigious Masters in Management (MIM) QS World University Rankings 2024 for the fifth consecutive year. IIMU is also currently ranked 4th in India, after ISB, IIM Ahmedabad and IIM Bangalore, for research in management according to the methodology used by UT Dallas, which tracks publications in the leading global journals.



For Media Queries, please contact

Manmohan Singh Rathore

+91 97998 90806

manmohan.rathore@iimu.ac.in

www.iimu.ac.in

