

IIMU Newsletter June 2025



Highlights

- **IIM Udaipur Hosts Inaugural Ceremony for the Third Batch of its Unique Summer Program in Management**

Activities

IIM Udaipur Hosts Inaugural Ceremony for the Third Batch of its Unique Summer Program in Management



The Indian Institute of Management Udaipur (IIMU) marked a significant milestone with the launch of its third batch of the Summer Program in Management (SPM) on June 1, 2025. The SPM, a unique pre-MBA initiative, is designed to offer aspiring students a foundational understanding of management principles. The inaugural ceremony welcomed 153 participants, including 67 female students, emphasizing the program's increasing diversity and national reach.

This two-week residential program, running until June 14, 2025, offers a dynamic curriculum that covers key management areas such as finance, marketing, and strategy, while also exploring emerging topics like Innovation & Entrepreneurship, Digital Transformation, and Business Communication. Participants engage in case-based learning, group activities, and interactive sessions with IIM Udaipur's distinguished faculty, visiting industry experts, and peers from diverse backgrounds.

In his welcome address, Prof. Rajesh Agrawal, Chairperson of the Summer Program in Management, highlighted the transformative potential of the program, encouraging participants to immerse themselves in the world of business and management. Beyond academics, the program provides an opportunity to explore Udaipur's rich cultural heritage, creating lasting memories and valuable connections.

Upon successful completion, participants will receive the IIM Udaipur Summer Program in Management Certificate, marking their readiness for future academic and professional challenges.

Faculty Achievements

Prof. Vedha Ponnappan and Prof. Prakash Satyavageeswaran Research Paper titled "Fit to Persuade: The Role of Source–Appeal Congruence in Cancer Screening Decisions" has been accepted for publication in the academic journal: **Journal of Marketing**



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Congratulates



Prof. Vedha Ponnappan



Prof. Prakash Satyavageeswaran

their co-authored paper

"Fit to Persuade: The Role of Source–Appeal Congruence in Cancer Screening Decisions"

has been accepted for publication in the academic journal:

JOURNAL OF MARKETING

Title: Why Do HFTs Use the Futures Market

About Research Paper: Cervical cancer is preventable and treatable, yet it claimed 350,000 lives in 2024 due to low screening rates. In India, lack of awareness and cultural stigma are major barriers. Researchers tested different ways to encourage screening, using doctors and peers to deliver either informative or empowering messages. They found that while doctors are trusted and increase willingness to pay, peers sharing empowering messages led to the highest screening rates. This approach could help 21 million more women in India get screened. The study shows that using relatable messengers and culturally sensitive messages can make a difference in screening adoption.

Co-author: Anima Nivsarkar, University of Texas at Austin (former Research Assistant at IIM Udaipur) Sundar Bharadwaj, University of Georgia

Journal: Journal of Marketing

Prof. Ashok Banerjee Research Paper titled "Why Do HFTs Use the Futures Market" has been accepted for publication in the academic journal: The Journal of Futures Markets



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Prof. Ashok Banerjee

his co-authored paper

"Why Do HFTs Use the Futures Market"

has been accepted for publication in the academic journal:

THE JOURNAL OF FUTURES MARKETS

Title: Why Do HFTs Use the Futures Market

About Research Paper: This study attempts to investigate the economic motivation of high-frequency traders (HFTs) to use single-stock futures (SSFs) contracts. Using a novel intraday data set from the largest exchange of SSFs, with identifiers for algorithmic traders, we attempt to disentangle the hedging and information-based trading motivations of HFTs in using this market. We find that hedging is the primary motivation for HFTs to use the futures market. We also find that the regulatory change of upward revision of the minimum contract size in the derivative market made it more difficult for the HFTs to use the futures to hedge their spot market exposure effectively.

Co-author: Prof. Anirban Banerjee, Faculty at IIM Ahmedabad

Journal: The Journal of Futures Markets

Prof. Ujjwal Das's Research Paper titled "Subgroup Identification in Clustered Data Using Semiparametric Regression Tree" has been accepted for publication in the academic journal: Japanese Journal of Statistics and Data Science



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Prof. Ujjwal Das

his co-authored paper

"Subgroup Identification in Clustered Data Using Semiparametric Regression Tree"

has been accepted for publication in the academic Journal:

JAPANESE JOURNAL OF STATISTICS AND DATA SCIENCE

Title: Subgroup Identification in Clustered Data Using Semiparametric Regression Tree

About Research Paper: Recent advancement of medical science shows the necessity of customized treatment of complex diseases. Instead of using the same medicine for all patients, this approach recommends targeted therapy for individuals, commonly based on their various biomarkers like genomic profile, demographic information etc. This leads to the identification of the correct subgroup of patients. In this article, we introduce a subgroup identification technique for clustered data using model based partitioning. We develop a semiparametric model based partitioning approach called Quadratic Inference Function Tree (QUIFT).

We investigate the performance of this distribution-free method on synthetic data as well as data from a real-world experiment.

Co-author: Prof. Kalyan Das (Faculty, IIT Bombay)

Journal: Japanese Journal of Statistics and Data Science

Photo Corner



"The IIM Udaipur campus comes alive in vibrant monsoon hues, offering a striking blend of nature and modern architecture"



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. IIMU has been listed on the Financial Times (FT) Global MIM Ranking 2024 for the 6th consecutive year, making it the only IIM to have achieved this feat. In the QS Global MIM Ranking 2025, IIM Udaipur stands as the 6th highest-ranked IIM and continues to maintain its listing for the 6th year in a row, reinforcing its global standing. Notably, it is also the youngest B-School in the world to be featured in both rankings. Additionally, IIM Udaipur ranks 4th in India for research in management, according to the UT Dallas methodology, which tracks publications in leading global journals, showcasing its excellence in academic research.



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