

IIMU Newsletter

March 2024



भारतीय प्रबंध संस्थान उदयपुर
Indian Institute of Management Udaipur



IIM UDAIPUR

inaugurates **ADHIGAM** - IIMU Learning Centre, a cutting-edge facility poised to redefine collaborative learning and research excellence.

Faculty Achievements

IIM Udaipur congratulates Professor Moumita Tiwari as her research paper was accepted for publication in the Journal of Economics Letters



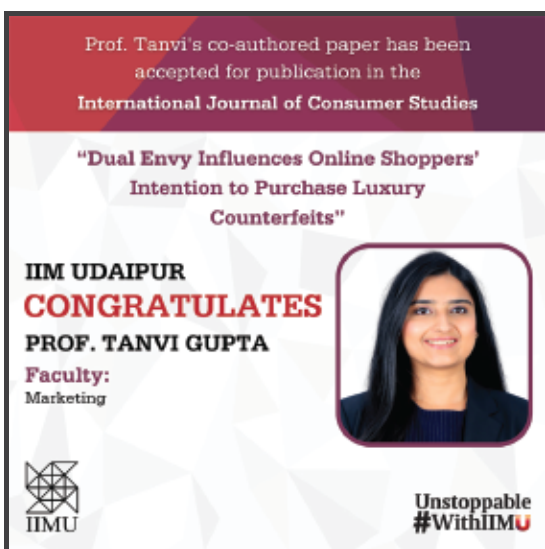
Title: Is more always better? Information acquisition and stock price crash risk

About Research Paper: We posit that high search intensity on a firm's SEC filings creates capital market pressure on managers to withhold bad news. Using the count of non-robot EDGAR downloads of SEC filings as a proxy for search intensity, we find that high search intensity is related to higher future crash risk. The result is cross-sectionally stronger for firms with higher transient institutional holdings, overconfident CEOs, and more intangibles. Our findings are robust to different measures of crash risk and bad news hoarding. Overall, we highlight one unintended capital market consequence associated with the high intensity of information acquisition.

CO Authors: Simon Yu Kit Fung, Ankit Jain

Journal: Journal of Economics Letters

IIM Udaipur congratulates Professor Tanvi Gupta as her research paper was accepted for publication in the International Journal of Consumer Studies



Title: Dual Envy Influences Online Shoppers' Intention to Purchase Luxury Counterfeits

About Research Paper: Envy plays a crucial role in driving both authentic and fake luxury consumption. This paper reports three experimental studies revealing that benign envy motivates people to buy genuine luxury items, while malicious envy encourages counterfeiting. Benign envy, triggered by feelings of deservingness and pride, leads to moral behavior, strengthening the belief in hard work and promoting the pursuit of authentic luxury. In contrast, malicious envy leads to moral disengagement, reducing ethical concerns associated with counterfeiting. It also prompts consumers to view luxury brands as immoral, fueling the inclination to punish the brand through purchasing counterfeit products. These findings have significant implications for luxury brands managing counterfeit demand.

CO Authors: Preeti Krishnan Lyndem

Journal: International Journal of Consumer Studies

IIM Udaipur congratulates Professor Gyanesh Raj as his research paper was accepted for publication in the European Journal of Operational Research



Title: Stochastic modeling of integrated order fulfillment processes with delivery time promise: Order picking, batching, and last-mile delivery

About Research Paper: Quick-commerce focuses on delivering products quickly and efficiently to customers; typically, within hours or minutes from the order placement. In this study, we develop an analytical model to evaluate the performance of the quick-commerce order fulfillment system. Our model estimates the mean and variance of order fulfillment time while considering stochasticity in order fulfillment processes, which is validated using real-world data. The study helps managers decide on the cost-optimal operational decisions to achieve the desired service quality. We also provide a tool for the manager to analyze the trade-off between the fulfillment cost, delivery time, and delivery reliability.

CO Author(s): Debjit Roy, Rene de Koster, and Vishal Bansal

Journal: European Journal of Operational Research

IIM Udaipur congratulates Professor Tanvi Gupta as his research paper was accepted for publication in the Journal of Business Ethics (FT-50)



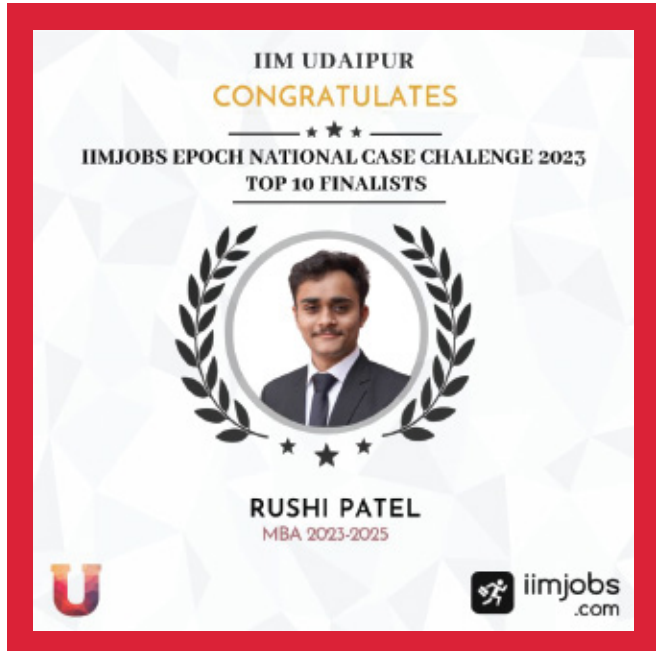
Title: Marketing to Bottom-of-the-Pyramid Consumers in an Emerging Market: The Responses of Mainstream Consumers

About Research Paper: This study explores the impact of communication on mainstream consumer perceptions of multinational companies introducing new products for BoP (Bottom of the Pyramid) consumers. Findings indicate that culturally distant consumers view a multinational company less favorably when marketing hedonic products to BoP consumers in emerging economies, compared to utilitarian products. However, this negativity diminishes among culturally close consumers. The confirmation or disconfirmation of expectations about BoP product launches mediates this effect. Additionally, culturally close consumers exhibit a more positive attitude toward hedonic products from domestic, for-profit companies. Disconfirmation of expectations similarly mediates the influence of product and company type on mainstream consumers' attitudes. Journal: Journal of Business Ethics (FT-50).

CO Authors: Reetika Gupta, Deepa Chandrasekaran, Sankar Sen

Journal: Journal of Business Ethics (FT-50)

Student Achievements

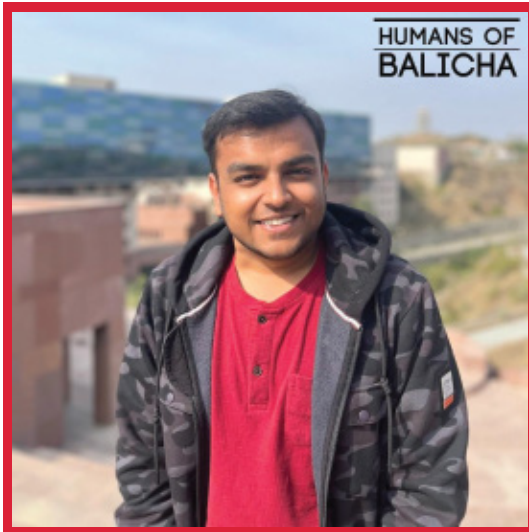


IIM Udaipur congratulates Rushi Patel on being selected as one of the 10 best entries for the EPOCH Case Challenge by IIMJobs.com, a prestigious competition that tests participants' ability to devise innovative solutions to real-world business challenges, highlighting his problem-solving skills, analytical prowess, and dedication to excellence.



IIM Udaipur proudly congratulates Shivam Tayal for achieving the title of National Finalist in the DCB Bank case competition as part of The Top Recruit Season X. His accomplishment underscores a commendable level of academic excellence.

Humans of Balicha



"Through vulnerability comes strength; through pain comes growth."

I'm from Karnal, Haryana, where fields stretch far and wide, where family and community warmth mean everything. I grew up in the embrace of a tightly-knit family until our unity unraveled upon my father's departure. The wound pierced through our hearts, leaving an ocean of grief that we struggled to navigate. It was a numbing blow, leaving me emotionally shuttered, my feelings barricaded.

During my childhood, my father, a cricket enthusiast, ignited my passion for sports. And now, in the void of his absence, I began finding solace in the soothing

echoes of a silent cricket pitch. Playing sports, once a shared joy, became a personal haven. But that could not persist for long. Anxiety became the undertone of my life, and I, once an avid sportsman, retreated into the shadows of my own emotional maze. I couldn't bypass this pain by putting on a tough front. It was a work in progress, a journey of healing and self-discovery.

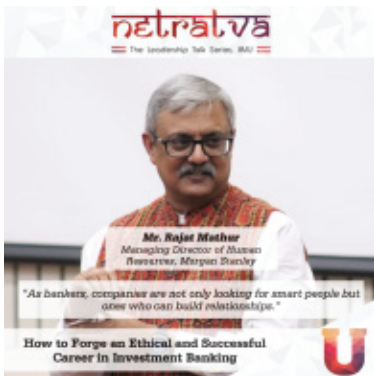
Yet, in vulnerability lies the opportunity for transformation. As technology bloomed, I delved into AI and machine learning and pursued a BTech in IT. Driven by a vision of leadership and a dream of steering an organization's direction propelled me toward an MBA.

That dream led me to the hallowed halls of IIM Udaipur. Amid the academic intensity, I rediscovered my love for sports. I joined the sports club and embraced the role of an organizer, sharing the joy of sports with my peers. The echo of laughter on the cricket pitch became not just a personal solace but a shared melody, resonating with the thrill of competition and the camaraderie forged on the field.

As I embark on new adventures, I carry with me the wisdom to cherish moments shared with others and to celebrate life with unabashed laughter, mostly at myself. For in that laughter and those shared moments, we find the antidote to the fragility of existence. Shedding my reserved demeanor, I evolved into an individual who celebrated self-expression, embracing the vibrant spectrum of life's experiences at IIM Udaipur, as life, fragile and fleeting, is meant to be lived wholeheartedly.

- Eeshan Garg

Netratva 2024



IIM Udaipur hosted Mr. Rajat Mathur, Managing Director of Human Resources at Morgan Stanley, for the latest session of Netratva - The Leadership Series, held on March 2nd, 2024. He shared his insights on 'How to Forge an Ethical and Successful Career in Investment Banking.'

Mr. Mathur started the session by emphasizing the importance of leadership in investment banking, stressing adaptability and continuous learning. He urged understanding global trends and their impact on our locus of control, advocating for effective communication of insights. He advocated for a growth mindset, affirming it as essential for ongoing advancement and success in the constantly changing financial realm.



IIM Udaipur hosted Ms. Ankita Shekhar, Global Audience Activation and Insights Director at Boston Consulting Group, for the latest session of Netratva - The Leadership Series, held on March 5th, 2024. She shared her insights on 'Consumer Centric Marketing.'

Ms. Shekhar underscored the role of aligning corporate strategies with the dynamic needs and behaviors of customers, prioritizing this approach over internal drivers. She discussed the significance of placing the customer at the epicenter of a company's marketing efforts, emphasizing a strategic shift from a sales-centric to a customer-centric approach. According to her, using customer behavior data to assess their needs and patterns is crucial for building valuable long-term relationships.



IIM Udaipur hosted Mr. Joy Chatterjee, Associate Vice President for Sales and Marketing at MANKIND PHARMA LTD, for the latest session of Netratva - The Leadership Series, held on March 6th, 2024. He shared his insights on 'Brand Management & Business Development.'

Mr. Chatterjee discussed the practical aspects of Brand Management from the Consumer Division's perspective, using examples of successful brands to illustrate critical points. Emphasizing the importance of seizing opportunities even in declining categories, he stressed the significance of effective segmentation and marketing strategies in achieving targets. He showcased how timely interventions can drive success despite unfavorable market conditions.



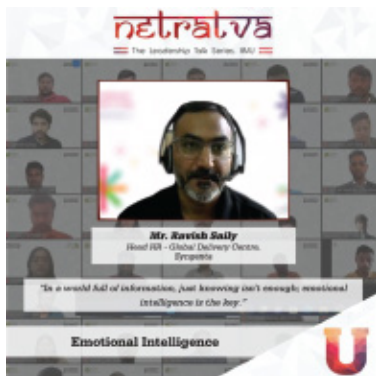
IIM Udaipur hosted Mr. Anjan Sen, Senior VP - Logistics, UltraTech Cement, for the latest session of Netratva - The Leadership Series, held on March 8th, 2024. He shared his insights on 'Navigating Digitalization's Impact on Industry and the Challenges, Solutions, and Sectoral Transformations in Supply Chains.'

Mr. Sen commenced his talk with a compelling case study, the Choluteca Bridge, eloquently illustrating the evolving nature of contemporary business. He underscored the focal shift towards adaptability over longevity, emphasizing that the future of industry hinges on sustainability. This strategic perspective, he argued, is fundamental in navigating the complexities of an ever-changing landscape.



IIM Udaipur hosted Mr. Prashant Jain, Managing Director, GE Power India Limited for the latest session of Netratva - The Leadership Series, held on March 8th, 2024. He shared his insights on 'Powering India Sustainably and Strategies for Solving the Energy Trilemma.'

Mr. Jain started by discussing the current state of the energy market, emphasising the significant disruption it is experiencing. He pointed out that competition is majorly due to the various forces in the industry, such as electricity and renewable alternatives. Additionally, he noted that countries' cautious approach to energy sourcing has led to the global energy market contracting into a more regional one. He also highlighted the increasing attractiveness of the energy market for smaller startups and businesses, as larger players find it increasingly challenging to navigate.



IIM Udaipur hosted Mr. Ravish Saily, Head HR - Global Delivery Centre, Syngenta, for the latest session of Netratva - The Leadership Series, held on March 11th, 2024. He shared his insights on the topic of 'Emotional Intelligence.'

Mr. Saily initiated his talk by providing a clear definition of emotional intelligence. He emphasized the idea that many events in life are beyond our control and should not diminish our ability to manage our emotions. To illustrate this point, he shared a compelling real-world example.



IIM Udaipur hosted Ms. Shirin Sehgal, Chief People Officer at PwC India, for the latest session of Netratva - The Leadership Series, held on 14th March 2024. She shared her insights on 'Embracing Digital Transformation: Strategies for Integrating AI and Automation in HR.'

Ms. Sehgal commenced the session by highlighting the growing importance of generative AI in shaping successful and sustainable careers. She explored the practical uses of deep learning tools by illustrating real-life examples. The speaker emphasized that AI tools can do what humans can't think of and realize aspirations that humans can only aspire for. She, however, stressed the necessity of preserving the human element in these advancements.



IIM Udaipur hosted Mr. Ashish PANDE, Senior Vice President - New Business Development at Olam Agri, for the latest session of Netratva - The Leadership Series, held on March 16th, 2024. He shared his insights on 'Business Strategy with Sustainability at the Core and Navigating One's Career in a Dynamic World.'

Mr. Pande highlighted the company's innovative partnerships with renowned seed research agencies like ICARDA, leading to the development of drought-resistant wheat varieties that remarkably increased yields by 70% in regions like Ethiopia – exemplifying Olam's commitment to sustainable agricultural solutions.

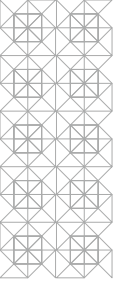


Photo Corner





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.



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