

“MIDDAY CLOUDS FLOAT IN THE BLUE SKY ABOVE THE IIMU CAMPUS”



भारतीय प्रबंध संस्थान उदयपुर
Indian Institute of Management Udaipur

IIMU Newsletter
September 2022

Highlights

- IIM Udaipur only 2nd IIM to be in the prestigious FT Global MIM Rankings consecutively for 4 Years since 2019. Also, 3rd Ranked IIM from India in 2022
- Cringe legends: IIM-Udaipur explores why digital content creators embracing awkward, uncool

Activities

IIM Udaipur only 2nd IIM to be in the prestigious FT Global MIM Rankings consecutively for 4 Years since 2019

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The Indian Institute of Management Udaipur set an unparalleled benchmark in education by featuring in the prestigious FT Masters in Management 2022 Global Ranking at the 81st Rank for its two-year MBA program. The FT MIM ranking 2022 lists the top global colleges in management education, wherein in the top 100, only four IIMs were featured - IIM Bangalore (31st Rank), IIM Lucknow (64 Rank), IIM Udaipur (81 Rank), and IIM Indore (89 rank), respectively. Established in 2011, IIM Udaipur is the youngest of all IIMs that made it to the Top 100 Ranking. What makes IIM Udaipur even more unique and notable is that it is only the 2nd IIM along with IIM Bangalore to be in the prestigious Global Ranking consecutively for the 4th Year, i.e. since 2019. The FT Ranking MIM is based on 16 criteria from the following categories: Career Progression, Diversity Assessment, International Opportunities, Programme Assessment, and General. One of the most-highest weightage criteria considered was Career Progression, with career service rank as 13. Going from 13.2 lakhs to 17.8 lakhs, IIM Udaipur has witnessed a massive 35 percent jump in the average salary offered in 2022, highlighting the belief of the industry in the talent graduating from the young IIM. It is noteworthy that IIMU is also the youngest B-School featured in the Masters in Management (MIM) QS World University Rankings 2022 along with University of Sydney Business School. Similarly, based on research that has been published in prestigious international publications, the UT Dallas India Ranking has ranked IIMU as the 4th best business school in India.

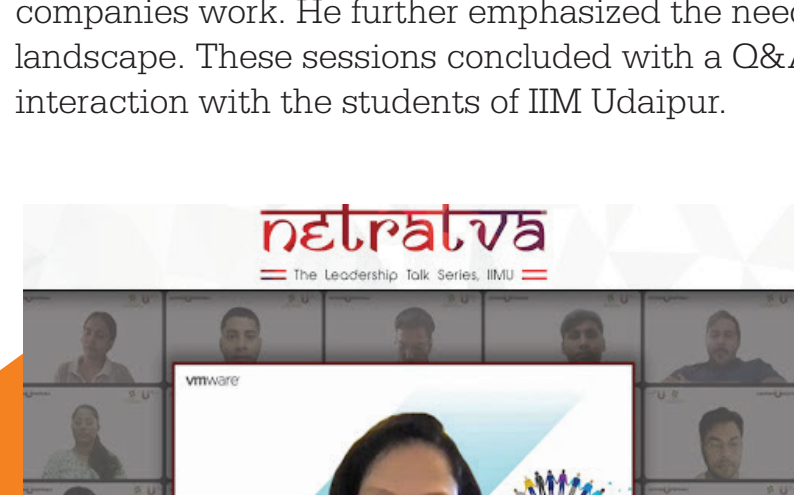
IIM Udaipur Invites Applications for Online Post-Graduate Diploma in Business Administration for Working Executive:

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The "explosion" in the volume of people deliberately posting self-humiliating content and amplifying their imperfections online has generated so much interest and curiosity that IIM Udaipur team has commissioned a study into "cringe content". From a young man in twenties who works at a parking lot and makes stunt videos for passion to a housewife who reviews different beauty products for her social media page, the IIM team is studying what makes small town digital influencers embrace it. The project titled "Digital Heartland of India" aims at understanding the space of content creation in tier 2 and 3 towns of the country, and exploring why the content creators aspire to be "cringe legends" and if, in future, brands will shed their inhibitions of being associated with these influencers. The study is being conducted at Mainpuri (Uttar Pradesh), Sangli (Maharashtra), Siliguri (West Bengal), Bhubaneswar (Odisha), Visakhapatnam (Andhra Pradesh), Lakhimpur (Assam) and Udaipur (Rajasthan). According to Tanvi Gupta, an Assistant Professor in Marketing and Co-Chair of Consumer Culture Lab at IIM Udaipur, content creation "is a fluid space which gamers admiration as well as generates ridicule." Read more about the project here.



E-Netratva Session:



Mr. Anshul Gupta
Industry Lead for Travel & Hospitality, Accenture
"The most important thing for any business is ability to be prepared for what's coming next."

In the next session of e-Netratva, The Leadership Talk Series, IIM Udaipur hosted Ms. Asha Subramanian, Chief Human Resources Officer, Subex, Ms. Sindhu Srinivas, Marketing Director, VMware and Mr. Anshul Gupta, Lead - Travel & Hospitality, Accenture Technology Center, India. Ms. Asha spoke about the influence of organizational climate on employee commitment and job satisfaction. She elucidated the three indicators of organizational health and defined a healthy organization as one, which is adaptive to change, has a clear and strong organizational strategy, has effective team leadership, and has a good alignment with people. She elaborated on the key organizational practices impacting employee commitment and emphasized how attrition in an organization is important, in order to maintain a good balance of focused and driven employees. Ms. Sindhu Srinivas, Marketing Director, VMware, shed

light on how the best marketers are high on emotional muscle and are also the best salespeople. In the latest session, Mr. Anshul Gupta, Lead - Travel & Hospitality, Accenture Technology Center, India, enlightened the community on the topic "Technology Vision 2022: Meet Me in the Metaverse". Mr. Gupta started his speech by urging the students to think and perform tasks differently. He provided a glimpse of Accenture's work and how the students could be part of the organization. He explained that the organization believes in the concept of 360-degree value and invests in the professional growth of its employees. The speaker noted that Accenture is leveraging its capabilities to solve the world's pressing problems. He explained the concept of "Compressed Transformation," which focuses on the rapid implementation of digital technology. He concluded the speech by explaining how digital technologies such as Metaverse will transform the way companies work. He further emphasized the need for agility in today's fast-paced business landscape. These sessions concluded with a Q&A round where the speakers had an insightful interaction with the students of IIM Udaipur.



Ms. Sindhu Srinivas
Marketing Director, VMware
"We, as marketers, have to capture moments that matter and be able to zero in on those moments to connect."



Ms. Asha Subramanian
Chief Human Resources Officer, Subex
"By connecting people with a sense of higher purpose, leaders can inspire employees to bring the energy and be creative at work."

Upcoming Events

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| 01 Onam
7 th October | 06 Solaris Pre-Event
15 th October |
| 02 Saksham Ignite
8 th October | 07 Solaris Pre-Event
15 th October |
| 03 Solaris Pre-Event B-Fiesta
9 th October | 08 Lakesiders Badminton and TT League
17 th October |
| 04 Utkrisht SCO/SIG War
10 th October | 09 Diwali
24 th October |
| 05 Rangat (Garba Nights)
15 th October | 10 Solaris
29 th and 30 th October |

