

IIMU Newsletter

March 2025



Activities

Introducing the Executive PhD Program at IIM Udaipur



The Indian Institute of Management Udaipur (IIM Udaipur) is proud to announce the launch of its **Executive PhD (EPHD)** program—a cutting-edge doctoral program crafted for senior executives, industry leaders, and experienced professionals aiming to deepen their expertise through advanced business research.

This three-year program is uniquely structured to combine **academic rigor with executive flexibility**, enabling participants

to engage in high-impact research while continuing their careers. With a strong focus on applied research and strategic decision-making, the EPhD equips professionals to address complex business challenges using evidence-based insights.

A major highlight of the program is a **nine-day international immersion** at the Fox School of Business, Temple University (USA), offering exposure to global business trends and innovative research practices. Travel, accommodation, and immersion fees are covered for participants.

Ranked **4th in India for research quality (UTD rankings)**, IIM Udaipur brings world-class mentorship and academic excellence to the table. Participants will learn from globally published faculty and develop deep expertise across specialisations like Finance, Marketing, Operations, and OB-HRM.

Faculty Achievements:

Professor Elizabeth Rose's Research Paper titled "Strategic Search and Absorptive Capacity" has been accepted for publication in the Journal: Research-Technology Management



Title: Strategic Search and Absorptive Capacity

About Research Paper: Absorptive capacity affects innovation. However, little is known about interorganizational factors that shape absorptive capacity, especially in low- and medium- tech firms. We offer new insights into how various types of external collaborations affect different dimensions of absorptive capacity. Considering the antecedents and consequences of absorptive capacity, we shed light on how low- and medium-tech firms can bolster their ability to absorb external knowledge and harness it to advance product innovation.

Examining 171 firms within Iran's automotive sector suggests that the scope of novel knowledge, more than the firm's place in the knowledge hierarchy, influences potential absorptive capacity, and that realized absorptive capacity is linked to product innovation.

Co-author: Conan Mukherjee

Journal: Research-Technology Management

Prof. Ashish S. Galande, Prof. Rajesh Nanarpuzha and Prof. Prakash Satyavageeswaran's Research Paper titled "Are Ad Sequels Effective? Field and Experimental Evidence on Effectiveness and Mechanisms" has been accepted for publication in the European Journal of Marketing.



Title: Are Ad Sequels Effective? Field and Experimental Evidence on Effectiveness and Mechanisms

About Research Paper: Sequel advertisements, while used often in practice, are not well-studied in literature. We define sequel advertisements, investigate their effectiveness on customer attitudes towards the ads/brands, and identify key elements leading to their effectiveness. Using field data from Facebook and three experimental studies, we find that sequel advertisements are more effective on consumer recall and brand attitudes as

compared to new or repeat advertisements, with the message format of the first advertisement moderating the effectiveness of the sequel. Consumers' recognition of the prior-sequel connection mediates the effectiveness of the sequel advertisement. Plot extension with character retention is the most effective sequel advertising strategy. Our findings suggest that managers can profitably adopt a strategy of narrative ad followed by a sequel that extends the plot while retaining the characters.

Co-author: Patrali Chakraborty, Independent Researcher, India Frank Mathmann, Associate Professor, Faculty of Business & Law, School of Advertising, Marketing & PR, Queensland University of Technology, Australia.

Journal: European Journal of Marketing

Netratva - The Leadership Talk Series



IIM Udaipur was elated to host Mr. Praveen Rawal, Vice President- APAC at Haworth Inc. for the latest session of Netratva, The Leadership Talk Series on "Social Connections". The speaker shared key insights on his leadership journey, taking on life with excitement and self-awareness and the importance of spaces.

Mr. Rawal explained how Haworth deals with space which is the body language of an organisation. He spoke about how private spaces/pods in offices signify and respect respite and refresh amongst employees and members. With a plethora of companies setting

up offices in India, the office set-up needs to pay for the commute. Mr. Rawal highlighted how colour, warmth, exposure to natural habitat, and tactile touch decide your mood and this becomes an enabler to work towards a cohesive work environment with designers.

Mr. Rawal urged the students to practice pluralism in all that they do and take on life with excitement and exuberance. He stressed the need to be flexible and fungible in all that we do. The speaker accentuated the need for debate over disagreements and making decisions with integrity and not with biases. He encouraged students to prioritize themselves and stay outside their comfort zone which will help them grow to be the best version of themselves.

The speaker spoke about the power of networking and cultivating relationships with generosity. He emphasized the need to develop a magnetic personal brand and an infinite mindset. Mr. Rawal concluded by sharing books like The Village Effect and Never Eat Alone which are must-reads for personal development.

Photo Corner



"IIM Udaipur commemorates International Women's Day 2025, celebrating the strength, leadership, and accomplishments of women."



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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