

IIMU Newsletter April 2025



Activities

IIM Udaipur's 13th Convocation: 452 Graduates Embark on a New Journey



IIM Udaipur hosted its 13th Annual Convocation for its Two-Year MBA (Batch 2023-25) and One-Year full-time MBAs in Global Supply Chain Management and Digital Enterprise Management (Batch 2024-25). One student was awarded the Doctor of Philosophy (PhD) Degree

Mr. Amitabh Chaudhry, Managing Director & CEO of Axis Bank, graced the ceremony as the Chief Guest.

The Indian Institute of Management Udaipur hosted its 13th Annual Convocation for its Two-Year MBA (Batch of 2023-25), One-Year full-time MBAs in Global Supply Chain Management and Digital Enterprise Management (Batches of 2024-25) and PhD, on Wednesday, April 02, 2025, at its pristine 300-acre campus at Balicha, Udaipur. Mr. Pankaj Patel, Chairman of the Board of Governors of IIM Udaipur, presided over the Convocation. The Convocation Address was delivered by Mr. Amitabh Chaudhry, Managing Director & CEO of Axis Bank, who was the Chief Guest of the Convocation and the concluding address by Prof Ashok Banerjee, Director, IIM Udaipur. The convocation was graced by the faculty & staff of IIM Udaipur, besides parents and relatives of the students of graduating batches.

IIM Udaipur welcomes new batch of One-Year MBA Program participants in Digital Enterprise Management and Global Supply Chain Management

Welcome Batch of 2025-26!
One-Year MBA
in DEM & GSCM



The Indian Institute of Management Udaipur is pleased to welcome the participants of the One-Year MBA programs in Digital Enterprise Management (DEM) and Global Supply Chain Management (GSCM) for the academic year 2025-26.

The thirteenth batch of the GSCM program and the sixth batch of the DEM program comprise experienced professionals from diverse industry and technology backgrounds. These unique, full-time residential programs are designed to cultivate domain experts equipped to lead in a rapidly evolving global business environment.

The inaugural ceremony was graced by Ms. Paroma Chatterjee, CEO – Revolut India, who encouraged students to embrace innovation, think differently, and lead with clarity and confidence.

Faculty Achievements

Professor Rajesh Nanarpuzha's Research Paper titled "From Social Feeds to Market Fields: How Influencer Stories Drive Market Innovation" has been accepted for publication in the International Journal of Research in Marketing



Title: From Social Feeds to Market Fields: How Influencer Stories Drive Market Innovation

About Research Paper: Social media influencers are transforming markets, shaping consumer opinions and engagement across industries. Traditionally seen as brand intermediaries, their broader role in reshaping markets is often overlooked. This study explores how influencer-driven narratives fuel market innovation—introducing new ideas, practices, and technologies. Using an ethnographic approach, this study examines Indian farmers turned influencers, documenting how their stories reshape market behaviors and

systems. Study findings highlight influencers' role in market innovation, and urges managers and policymakers to go beyond viewing them as mere brand amplifiers and instead leverage their transformative potential in shaping markets.

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Journal: International Journal of Research in Marketing

Photo Corner



"IIM Udaipur's 13th Convocation | 452 Graduates | A Milestone Achieved, A Future Unfolding"



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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