



Highlights

1. IIM Udaipur Commemorates Independence Week 2024 with a Series of Celebratory Events
2. Adhyay City Chapter Meet Mumbai 2024

Activities

IIM Udaipur Commemorates Independence Week 2024 with a Series of Celebratory Events



Har Ghar Tiranga Rally: IIM Udaipur kicked off the 'Har Ghar Tiranga' campaign with a lively Tiranga Rally. Students and Staff proudly marched across the campus, waving the Indian flag and spreading the message of patriotism and unity.

Partition Horrors Remembrance Day: In a solemn observance, the IIM Udaipur community commemorated Partition Horrors Remembrance Day. The event paid tribute to the lives affected by the Partition, with a moment of reflection and respect for this significant chapter of India's history.

Independence Day Celebration: The campus came alive with grand celebrations of Independence Day. The event featured cultural performances, flag hoisting, and heartfelt speeches, embracing the nation's journey and celebrating its independence.

Adhyay City Chapter Meet Mumbai 2024.



The Adhyay City Chapter Meet was held in Mumbai on August 31, 2024, with over 50 alumni in attendance. The event was distinguished by the participation of Prof. Ashish Galande, Faculty of Marketing, R. Chandrasekhar, Head of the Centre for Supply Chain Management, and a student representative from the Alumni and Allies Association (A4) cohort at IIM Udaipur. The meeting provided an excellent opportunity for Alumni to engage in insightful discussions with faculty, A4 members, and peers, thereby strengthening the alumni network and offering updates on the latest developments at the Institute.

Faculty Achievements

IIM Udaipur congratulates Professor Jayant Nasa, Prof. Prakash Satyavageswaran, and Prof. Rajesh Nanarpuzha for their recent paper accepted for publication in the Journal of Business Research



Title: Advertising Stigmatized Products: Leverage Social Norms or Break the Stigma?

About Research Paper:

Products such as tampons, adult diapers, and plus-sized clothes are considered stigmatized because of their association with certain stigmatized phenomena (e.g., menstruation, incontinence, obesity). Brands often struggle to figure out the most appropriate advertising approach to promote such products. This research shows that consumers respond

unfavorably to brands that leverage the prevalent social norms around these products by positioning their product as a solution to the problem of public revelation of the consumer's stigmatized attribute. In contrast, brands that actively try to disrupt the prevalent stigma around these products and brands that do not explicitly discuss the stigma in their advertising elicit more favorable/persuasive responses from consumers.

Faculty Achievements

IIM Udaipur congratulates Professor Jayant Nasa, for his recent paper accepted for publication in the Journal of the Association for Consumer Research.



Title: The Moral Compass of Identity: Ethical Predispositions Predict the Importance Consumers Ascribe to Their Group and Individual Identities

About Research Paper: This research explores the interplay between people's ethical orientations and the types of identities (group vs. individual) they consider more central to their sense of self. Specifically, it shows that formalism (making moral decisions based on a set of standard rules/principles) is

associated with greater importance of group identity affiliations (e.g., nationality, gender group, religion) while utilitarianism (arriving at right-wrong judgments based on the overall well-being/harm outcomes arising from any action) is linked to caring more about individual identity attributes (e.g., intelligence, creativity, environmentalism). We further show how these associations play out in consumer contexts, such as charitable giving and responses to identity-offending advertisements.

Co-authors: Jeffrey D. Rotman, Kathryn R. Mercurio, Mark G. Staton, and Andrea Vocino

Netratva

The Leadership Talk Series



IIM Udaipur hosted Ms. Nupur Kohli, Director of People & Culture at Grant Thornton Bharat LLP, for a Netratva Leadership Talk on August 26, 2024. Ms. Kohli shared insights from her leadership journey, stressing the importance of self-awareness and alignment in one's role within the first year. She encouraged active participation in high-impact initiatives and emphasized the need to build a unique skill set. Ms. Kohli also discussed Grant Thornton's vision for "shaping a Vibrant

Bharat" and highlighted the firm's progressive work culture, including initiatives like unlimited leaves, aiming to create a positive impact in India.



IIM Udaipur hosted Ms. Asha Subramanian, Global CHRO at Subex, for a Netratva Leadership Talk on August 19, 2024. In her talk, "Diversity & Inclusion: Beyond Buzzword," Ms. Subramanian emphasized that true inclusivity remains a challenge despite the focus on diversity. She introduced the "D&I Onion," highlighting the layers of DEI from policies to mindsets. Sharing global and Indian perspectives, she stressed the need for inclusive cultures, equitable reward systems, and overcoming

unconscious bias. She also discussed Subex's DEI initiatives, concluding that inclusive leadership and continuous learning are vital for long-term success in diversity efforts.

Netratva

The Leadership Talk Series



IIM Udaipur hosted Mr. Santhanam B, CEO of Saint-Gobain, for a Netratva Leadership Talk on August 17, 2024. Speaking on "Leadership Traits for All Ages," Mr. Santhanam emphasized India's potential for sustainable growth through frugal innovation and education, with the economy poised for a steady 7% CAGR. He introduced the STAY framework—staying immersed, organized, relevant, and connected—as key to developing expertise and achieving mastery. Sharing personal experiences, he highlighted

the value of curiosity, networking, and combining specialized skills with a broad knowledge base. He concluded by urging future leaders to embrace agility and deep focus to seize emerging opportunities.

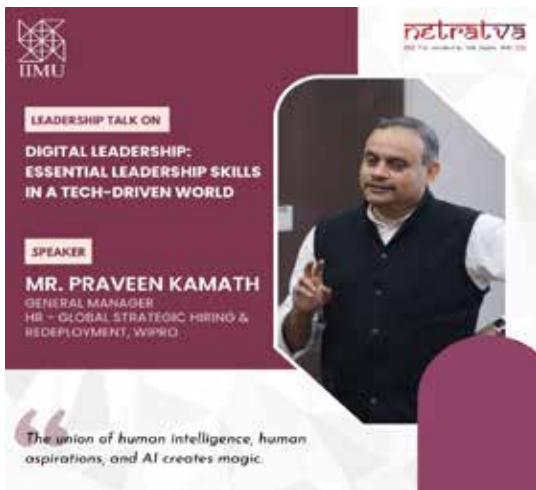


IIM Udaipur hosted Mrs. Priyanka Shakyavanshi, Regional HR Director - India at Gestamp, for a Netratva Leadership Talk on August 17, 2024. Her talk, "Diversity and Inclusion at the Workplace: Creating a Culture of Belonging at Gestamp," emphasized the importance of Diversity, Equity, Inclusion, and Belonging (DEIB) in today's globalized workplace. She highlighted Gestamp's DEI framework, which addresses gender, age, culture, and disability. Mrs. Shakyavanshi stressed the

difference between equality and equity, underscored LGBTQ+ inclusion, and emphasized that true diversity fosters belonging. She also noted that empathetic leadership is crucial for motivating teams, especially post-COVID-19.



IIM Udaipur hosted Mr. Ashok Suvarna, Chief Distribution Officer at Aditya Birla Capital, for a Netratva Leadership Talk on August 9, 2024, joined by Ms. Karishma Khurana and Ms. Neha Parekh. Mr. Suvarna emphasized Aditya Birla Group's values and trust-driven purpose, supported by over 200,000 channel partners across India. He highlighted Aditya Birla Capital's role in offering financial services, growing its customer base from 1.2 million to 39 million in 15 years. He stressed innovation in product development and the company's commitment to employee growth and customer outreach beyond metro markets, aiming to enrich lives and create value for all stakeholders.



IIM Udaipur hosted Mr. Praveen Kamath Kumbla, General Manager HR at Wipro, for a Netratva Leadership Talk on August 4, 2024. Speaking on "Digital Leadership: Essential Skills in a Tech-Driven World," he shared insights from two decades of corporate experience. Mr. Kamath emphasized the value of introspection, adaptability, and innovation in today's competitive landscape. He highlighted the importance of data analytics, foreign language skills, and the impact of AI on future job roles, urging students to stay relevant in a rapidly evolving world.



IIM Udaipur hosted Ms. Manisha Yadav, Program Lead at Samagra | Transforming Governance, for a Netratva Leadership Talk on August 4, 2024. In her "Governance Masterclass," she introduced Samagra's model, dedicated to improving citizens' quality of life through effective governance. Ms. Yadav highlighted Samagra's focus on end-to-end implementation and meaningful work, supported by a strong professional framework. She discussed successful projects like "Mission Prerna" in Uttar Pradesh, emphasizing the role of technology and Samagra's governance frameworks, including the "Governance Matrix" and "Panchsutras for Governance Transformation."

Photo Corner



"Black-and-white image beautifully reflects a rain-soaked tree between campus buildings, capturing a serene blend of nature and architecture at IIM Udaipur."



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 22nd by the National Institutional Ranking Framework (NIRF) Rankings 2024 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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