Samavaya

IIML Newsletter

Indian Institute of Management Lucknow

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Featured members

Prof. Amit Agrahari - Information Technology & Systems Area

Prof. Amita Mital - Strategic Management Area

Prof. Devashish Das Gupta - Marketing Area

Prof. Payal Mehra- Communications Area

Prof. S.M. Satish - Marketing Area

Prof. Samir K. Srivastava- Operation Management Area

Prof. Sanjay K. Singh- Business Environment Area

Prof. S. Venkataramanaiah- Operation Management Area

Publication Profile

Research Publications

Book & Book Chapters

Payal Mehra, Business Communication for Managers 2e N Delhi. Pearson. Imprint, Pearson Education Binding Paperback

Papers

Mishra, Anubhav & **Satish S. M.**, 'eWOM: Extant Research Review and Future Research Avenues', *Vikalpa* 41(3) ; pp. 112 (http://vik.sagepub.com/content/early/2016/06/21/0256090916650952.full.pdf+html)

Word-of-mouth (WOM) communication is widely accepted as a critical factor in building marketing strategies and communications. Invention of the Internet and proliferation of social media have added a new electronic dimension to traditional WOM, thereby converting it into electronicWOM (eWOM). The extant literature has focused on various aspects of eWOM such as its effect on consumer's purchase decision process, utilization of eWOM to build brand strength and consumer loyalty, information diffusion, and creating buzz among potential consumers

Singh S. K., 'Measuring quality of life for public policy: a case study of Lucknow City', *International Journal of Society Systems Science*, 7(3),2015: pp.238-254

The main aim of this study is to measure the quality of life and find out the key factors affecting the same using a case study of Lucknow City. The study is based on a survey of objective as well as subjective questions that are seen as indicators of quality of life. The people of Lucknow were asked to put their opinion on different measures of quality of life. The collected sample of over 300 responses on a questionnaire is subjected to principal component analysis, a statistical technique for dimensionality reduction of the dataset, and descriptive analysis. Principal component analysis revealed seven underlyingfactors/components as the key determinants of the quality of life in Lucknow. Out of these seven components, personal, social and economic well-being is found to be the most important one followed by the ambient environment, transport infrastructure and police services, housing facilities, social infrastructure, utility services, and social environment.

Chandra, Saurabh, Ghosh, Debabrata & **Srivastava, Samir K.,** 'Outbound Logistics Management Practices in the Automotive Industry, An Emerging Economy Perspective', *Decision* (Special Issue on Supply Chain Management in Emerging Economies), 43(2), 2016: pp.145-165

Conference & Seminar Presentations

Venkataramanaiah, Saddikuti & Sundar Balakrishnan, 'Impact of IT enabled services on the State Gross Domestic Product (GDP): A case of Andhra Pradesh- India', presented at 27th Annual Conference, POMS USA, Orlando, May 6-9, 2016.

Venkataramanaiah Saddikuti & Ajai Singh, 'Model for Manpower Planning at an Emergency Department in a Public Medical University Hospital in India', presented in the 27th Annual Conference, POMS USA, Orlando, May 6-9, 2016

Publication Profile

Research Publications

Payal Mehra, 'Expertise or empathy? Validation of the healthcare communication satisfaction questionnaire (HCSQ) to measure outpatients' experience with physicians in a medically under-served country', paper presented in International Journal of Arts & Sciences (IJAS) multidisciplinary conference held in Ryerson University, Toronto from 31 May - 3 June 2016

Healthcare is a high credence service and the communicative interaction between physicians and their patients is crucial to health care delivery. This is more important to understand in medically under-served countries such as India, where the patientprovider ratio is abysmally low. Because of issues arising out of poor healthcare infrastructure and inadequate government support, the quality of communication between the patient and the physician is severely compromised leading to decreased satisfaction and word of mouth recommendation. This paper reports on a new self-report instrument designed to assess the relationship between communication skills of the physician and effects on patient satisfaction. Data was collected from 626 respondents who experienced the healthcare service at outpatient clinics in three major cities of India-Lucknow, Kanpur and New Delhi. This was with the help of a questionnaire drafted in conjunction with a focus group discussion and a thorough literature review. A quantitative validation phase was followed to verify the hypothesised dimensionality of selected items and to measure reliability. A 56 item questionnaire emerged comprising three major constructs in the healthcare satisfaction domain: Communication skills, expertise and infrastructure. Psychometric tests were conducted and deemed promising as regards factorial validity (exploratory factor analysis), confirmatory factor analysis using the Smart PLS 3.0 Software, and scale reliability. It is concluded that the developed Healthcare Communication Satisfaction Survey is a self-administered measure with reliable psychometric properties. Scale reliabilities are robust and it can be reliably used to measure the effects of patient physician interactions on satisfaction in outpatient clinics.

Keywords: Health Communication, Validity, EFA, CFA, Smart PLS 3.0

Dhirendra Mani Shukla & **Amita Mital**, 'How does network configuration affect the relationship between interorganizational learning orientation and firm performance? Evidence from India', conference presentation at the 2016 China India Insights Conference held at London Business School during July 21-23, 2016.

The paper examines the network-level contingencies that affect the relationship between inter-organizational learning orientation and firm performance. It considers tie-diversity and tie-strength important network-level contingency variables, and suggests that tie-diversity moderates the inverted-U shaped relationship between exploratory learning orientation and firm performance in such a way that both slopes of the inverted-U shaped relationship will be accentuated at a high level of tie-diversity. It also suggests that tie-strength moderates the relationship between exploratory learning orientation and firm performance in such a way that both slopes of the inverted-U shaped relationship will be accentuated at a high level of tie-strength. An empirical investigation on a sample of 83 technology-intensive, publicly-listed Indian firms provides mixed support for the hypotheses, and findings of the study indicate how the performance implications of a firm's learning orientation are contingent on certain configurable network-level factors.

Publication Profile

Research Publications

Singh S. K. (2016). 'Road Traffic Accidents in India: Issues and Challenges', Paper presented in World Conference on Transport Research - WCTR 2016 held at Tongji University, Shanghai, China during July 10-15, 2016.

The main aim of this paper is to analyze the road accidents in India at national, state, and metropolitan city level. Analysis shows that the distribution of road accidental deaths and injuries in India varies according to age, gender, month and time. Age group 30-59 years is the most vulnerable population group, though males face higher level of fatalities and injuries than their female counterparts. Moreover, road accidents are relatively higher in extreme weather and during working hours. Analysis of road accident scenario at state and city level shows that there is a huge variation in fatality risk across states and cities. Fatality risk in 16 out of 35 states and union territories is higher than the all India average. Although, burden of road accidents in India is marginally lower in its metropolitan cities, almost 50% of the cities face higher fatality risk than their moffusil counterparts. In general, while in many developed and developing countries including China, road safety situation is generally improving, India faces a worsening situation. Without increased efforts and new initiatives, the total number of road traffic deaths in India is likely to cross the mark of 250,000 by the year 2025. There is thus an urgent need to recognize the worsening situation in road deaths and injuries and to take appropriate action.

A. Verma, S. Velmurugan, **S. K. Singh,** A. Gurtoo, T. V. Ramanayya, & R. Kambhampati (2016), 'Indian auto-mobility 2020: A Perceptive picture', Paper presented in World Conference on Transport Research - WCTR 2016 held at Tongji University, Shanghai, China during July 10-15, 2016.

India is in a phase of economic transition as well as transport infrastructure development. Mobility in the country is becoming crucial for economic development but at the same time difficult with the rise in average income of Indians. Future shape of mobility needs to be predicted to help aide transportation planning and policy. In this paper the concept of delphi-method is applied to project the relative impact of various influencing factors on the future (2020) of mobility in India. The results of the projection are plotted as perception charts for visual comprehension of mobility indicators and are compared with statistical predictions. As perceived, the three mobility indicators passenger kilometre travelled/capita, vehicle kilometre travelled/capita and motor vehicles/1000 population are found to be very sensitive to fuel costs. Further factors like government policy are found to have a healthy influence over these indicators.

Others

An article of IPMX student was published in 'Oneyearmba.co.in'. Oneyearmba.co.in is a dedicated website for one year MBA across the world.
Http://www.oneyearmba.co.in/ipmxed-iim-lucknow-noida-campus-wmp-efpm-study-material-bonding-in-diversity-professional-leadership-talk-series-session-guest-lecture-alumini-meet-fun-personal-family-life-exams-learning/

An article "Are logistics in India adequate to support Make in India"of Alok Raj (FPM) was published in the Diplomatist magazine.
http://www.diplomatist.com/printissue/index.html (on page no. 50)

Publication Profile

Other Assignments

Prof Devashish Das Gupta was invited to address in the "Workshop on Capacity Building for Principals of Govt. Degree Colleges" organised by Dept of Higher Education, Govt of UP on June 7, 2016 at Ram ManoharLohia National Law College, Lucknow. Topic of the Address was "How to Achieve Academic Leadership".

Prof. Samir K Srivastava, Invited Paper: Procurement Big Data for Policy and Decision-making (Co-author: **Prof. Amit Agrahari)**, Global Procurement Summit 2016, organized by AIMA at India Habitat Centre, New Delhi, April 21-22, 2016.

Prof. Samir K Srivastava, served as a Panelist in the Global Procurement Summit 2016, organized by AIMA at India Habitat Centre, New Delhi, April 21-22, 2016.

Management Development Programme

MDPs held during May-July 2016

S.No.	Programme Title	Programme Director(s)	Dates	Venue
	Indian Institute of Management Lucknow			
	MDPs conducted during May - July 2016			
1	One-year Part-time Certificate Programme in General Management for Executives with 240 hours of teaching in four on-campus modules of 9 days each(CPGME 13) 2nd on-campus module	Prof. D Tripati Rao & Prof. Madhumita Chakraborty	May 21-29, 2016	Lucknow
2	Forest Research Methodology for IFS Officers	Prof. Jabir Ali & Prof. Sourindra Bhattacharjee	May 23-27, 2016	Lucknow
3	Business Leadership Programme for the executives of JK Group	Prof. Archana Shukla & Prof. Seshadev Sahoo	May 23 - June 3, 2016	Lucknow
4	Change Management Programme (CHAMP) for BEL Executives	Prof. Neerja Pande & Prof. Ajay Singh	May 23-28, 2016	Noida
5	Understanding Self for Managerial Excellence for MP State Administrative Service Officers	Prof. Pankaj Kumar & Prof. Nishant Uppal	May 30 - June 3, 2016	Lucknow
6	Managing Procurement of Agriculture Products	Prof. Sanjeev Kapoor	June 1-3, 2016	Lucknow
7	One year part-time Certificate Programme in Business Analytics for Executives (CPBAE 6) - 1st module	Prof. Kaushik Bhattacharya & Prof. Gaurav Garg	June 1-5, 2016	Lucknow
8	Emerging Leaders Programme for the Executives of JK Group	Prof. Pushpendra Priyadarshi & Prof. Prem P Dewani	June 6-10, 2016	Lucknow
9	General Management Programme for Coal India Ltd.	Prof. Shailendra Singh & Prof. Ashutosh K Sinha	June 6-17, 2016	Lucknow
10	Emerging Leaders Programme for the Executives of JK Group	Prof. Madhumita Chakraborty & Prof. Prem P Dewani	June 13-17, 2016	Lucknow
11	Emerging Leaders Programme for the Executives of JK Group	Prof. Devashish Das Gupta & Prof. Nishant Uppal	June 20-24, 2016	Lucknow
12	Ethics, Values for IIML officers	Prof. Sushil Kumar (CBS)	June 24-25, 2016	Lucknow
13	Emerging Leaders Programme for the Executives of JK Group	Prof. Madhumita Chakraborty & Prof. Pushpendra Priyadarshi	June 27 - July 1, 2016	Lucknow
14	Leadership Development	Prof. Pushpendra Priyadarshi	June 30 - July 2, 2016	Lucknow
15	General Management Programme for Coal India ltd.	Prof. Vikas Srivastava & Prof. Satish S M	July 11-22, 2016	Lucknow
16	Mid-Career Training Programme for IRS (IT) Officers	Prof. Sushil Kumar (CBS) & Prof. Seshadev Sahoo	July 11 - August 5, 2016	Lucknow
17	One year Part-time Certificate Programme in Business Analytics for Executives (CPBAE V) - 4th on-campus module	Prof. Amit Agrahari & Prof. Samir K Srivastava	July 13-17, 2016	Lucknow
18	Change Management Programme (CHAMP) for BEL Executives	Prof. Ajay Singh & Prof. Shamama Afreen	July 18-23, 2016	Noida
19	GMP for HAL Executives	Prof. Pankaj Kumar & Prof. Neeraj Dwivedi	July 18 - August 6, 2016	Lucknow
20	Understanding Self for Managerial Excellence for MP State Administrative Service Officers	Prof. Pushpendra Priyadarshi & Prof. Nishant Uppal	July 29 - August 2, 2016	Lucknow

Management Development Programme

MDP Calendar

Indian Institute of Management Lucknow

Confirm MDP calendar for the year 2016-17 (April 2016 to March 2017)

S.No.	Programme Title	Programme Director(s)	Dates	Venue
1	General Management Programme for Coal India ltd.	Prof. Madhumita Chakraborty & Prof. Prem P Dewani	August 1-12, 2016	Lucknow
2	One-year Part-time Certificate Programme in General Management for Executives with 240 hours of teaching in four on-campus modules of 9 days each (CPGME12) - 4th module	Prof. Sushil Kumar (CBS) & Prof. K C Balodi	August 6-14, 2016	Lucknow
3	Supply Chain Analytics	Prof. S Venkataramanaiah	August 8-10, 2016	Noida
4	Effective Communication for Managerial Success	Prof. Neerja Pande	August 8-10, 2016	Noida
5	Setting up Profesional Goal Oriented Targets and Performance Evaluation for DPE/SLPEs	Prof. Shailendra Singh & Prof. Ajay K Garg	August 8-12, 2016	Lucknow
6	Mid-Career Training Programme for IRS (IT) Officers	Prof. A K Mishra & Prof. Payal Mehra	August 8 - September 2, 2016	Lucknow
7	Mid-Career Training Programme for IRS (IT) Officers	Prof. Rajesh Aithal & Prof. Vikas Srivastava	August 8-26, 2016 (DLC) & August 29 - September 2, 2016 (OLC)	Lucknow & Europe
8	Understanding Self for Managerial Excellence	Prof. Pankaj Kumar	August 22-24, 2016	Lucknow
9	Middle Management Programme for Oil India Ltd.		August 22 - September 1, 2016	Lucknow
10	Certificate Programme in Business Analytics for Executives (CPBAE 6) - 2nd module	Prof. Kaushik Bhattacharya & Prof. Gaurav Garg	August 31-September 4, 2016	Lucknow

Events

FPM Induction Programme 2016

A get together of FPM scholars with faculty members and the Director was held on July 09 2016 at Chanakya Dining Hall to formally welcome the 17th batch of FPM Scholars. 14 scholars have joined the programme this year. 13 scholars have been admitted in the first year and one scholar has been admitted in the second year. The Programme started with a formal welcome by the Chairman (FPM) followed by a welcome address by the Director. The scholars were also addressed by Dean (Programs), Dean (Faculty) and other faculty members. The 17th batch students also formally introduced themselves. It was followed by informal interactions and dinner. Overall, it turned out to be a memorable event.

Events

EFPM Induction Programme 2016

The induction programme of the 4th batch of Executive Fellow Programme in Management (EFPM) was held on July 23, 2016 at Noida Campus. There are 31 students in the new batch with an average work experience of 17 years and 5 months.

Events

PGP & PGP ABM Induction Programme 2016

462 students have been inducted in the batch of 2016 - 2018 at IIM Lucknow. 413 students in the 32nd batch of Post Graduate Programme in Management (PGP) and 49 students in 13thbatch of Post Graduate Programme in Agribusiness Management (PGP ABM). The induction Programme was held on June 15 - 16, 2016.

PGP SM Induction Programme 2016

The Induction Programme of the second batch of Post Graduate Programme in Sustainable Management - PGP SM was held on July 04, 2016. PGP SM is a two year full time residential programme. There are 19 students in the second batch of this niche programme with an average work experience of 3 years and 5 months.

Events

PGP SM Induction Programme 2016

Events

International Yoga Day- June 21st , 2016

International Yoga day was celebrated under the aegis of Students Council.Prof.NeerajDwivedi, Chairman Students Affairs delivered the welcome note. Mr.Ramkishore from YogamratanSewaSansthan, Lucknow conducted the yoga session organized at IIM Lucknow.

As part of student initiative, a one hour yoga session was also organized at IIM Lucknow, Noida Campus on the occasion of International Yoga Day. Prof. S. C. Bansal and Ms.Aditi Shukla coordinated the event.

Events

Shubharambh- 14th May, 2016

Class of 2016 officially handed over the baton to the current batch (IPMX09) at a dazzling event, Shubharambh on 14th of May in IIM Lucknow Noida Campus. The event started with lighting of the auspicious lamp by a student from the first batch of IPMX along with Dr.Ajit Prasad, Director of IIM-Lucknow, Professor Amit Mookerjee, Dean IIM-Lucknow Noida Campus and Professor Anita Goyal, Chairperson IPMX. The event was graced with the presence of Alumni from all the eight previous IPMX batches. The evening was made thoroughly entertaining by a series of excellent performances by students and family members of the current IPMX batch.

Blood Donation Camp- 9th July, 2016

The Events committee at IIM Lucknow-Noida Campus in collaboration with Rotary Noida Blood Bank (a initiative of Rotary club of Noida), conducted a Blood donation camp at the campus on 9th July, 2016, Saturday. Event received an enthusiastic response from all the community members.

Events

Pravaah- 23-24 July, 2016

Sports Committee of IIM Lucknow Noida Campus, organized the Annual Inter Corporate Football Tournament 'PRAVAAH' on July 23-24, 2016. This sport event, a combined effort of all the academic programs running in the campus, was organized with a goal to promote Sports among corporate athletes, fitness, bonding and entertainment. Prof. Akbar literally "kick" started the event much to the delight of the attendees. As the players descended on the manicured 25 yards at the IIM Lucknow, Noida Campus, the overcast followed by a light drizzle promised the perfect ambience for the excitement to unfold. The event witnessed a healthy footfall with faculty, corporate, students, turning up to cheer on the teams. One Event, 2 Days, 14 Teams, 18 Matches, 60 Goals!! Priceless memories all culminated into Pravaah. The finals was a nail-biting and exhilarating forty minutes of sweat, shoulder pushes, lightning fast passes, dribbles and power play between QA Infotech and IBM, with the former emerging as the winner by 1-0.

End of Part 1