

Sāmvaya

IIML Newsletter

Indian Institute of Management Lucknow



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Publication Profile

Research Publications

Papers

Mitra, Arup, **Sharma, Chandan** & Véganzonès-Varoudakis, Marie-Ange, 'Trade liberalization, technology transfer, and firms' productive performance: The case of Indian manufacturing', *Journal of Asian Economics*, Elsevier, 33, 2014: pp. 115

India's economic liberalization in the 1990s provides scope for research on the effects of policy reforms on economic performance. This paper examines some of these policy changes and their impact on firms' productivity and efficiency. We assess, specifically, the role of export and import (total, intermediate, and capital goods) as an outcome of trade liberalization, R&D, technology transfer, and infrastructure endowment over the period 1994-2008. Although our analysis may involve certain biases in capturing the causal relationships, results suggest that infrastructure is a crucial determinant of manufacturing performance in India. This is true for a wide range of variables, such as transport, energy, and information and communication technology (ICT). This finding has important policy implications in the Indian context, as several parts of the country are constrained by severe infrastructure shortages. Other empirical results concern knowledge transfers, which seem to materialize more through exports than imports. Our findings also suggest that R&D is not a productivity-enhancing activity in India and that firms rely more on purchase of foreign technology. This outcome does not come as a surprise because Indian firms are known for low in-house research and limited innovation-oriented activities.

JEL classification: L60; H54; D24; O53; O3; F43

Dash, Sarojee, Vasudevan, Vinod & **Singh S. K.**, 'Disaggregate Model for Vehicle Ownership Behavior of Indian Households', *Transportation Research Record (Journal of Transportation Research Board)*, 2394, 2013: pp. 55-62.

For a highly populated developing country, such as India, that imports a significant share of its petroleum, it is necessary to understand the private vehicle ownership behavior of the country's households to design policies fostering sustainable development of the country's transportation sector. The study addresses this concern by developing an all-India disaggregate model for private vehicle ownership behavior with the use of data of the Consumer Expenditure Survey conducted by the National Sample Survey Office of the government of India from July 2009 to June 2010. An appropriate proxy variable for economic standard has been designed as an explanatory variable in the vehicle ownership model. The study evaluates the effect of various socioeconomic factors on the private vehicle ownership behavior of Indian households after testing the relevance of each of the factors. It also confirms that economic standard and household size are two important determinants of private vehicle ownership behavior.

Publication Profile

Conference & Seminar Papers

Singh, S.K. & Raghav, Shalini, 'Road Traffic Accidents in India: Issues and Challenges'. Paper presented in a National Conference on Sustainable Development of India: Challenges and Remedies organized by the School of Commerce, H.N.B. Garhwal University in its Badshahi Thaul Campus, Tehri Garhwal, Uttarakhand, March 22-23, 2014

Fatalities and injuries resulting from road traffic accidents are a major and growing public health problem in India. Every week nearly 2,500 people get killed and 9,000 get injured due to traffic accidents. Traffic accidents have now earned India a dubious distinction; with nearly 130,000 deaths annually, the country has overtaken China to top the world in road fatalities. While in many developed and developing countries including China, the situation is generally improving, India faces a worsening situation. Road traffic collisions on the nation's roads claim five times more lives now than they did three decades ago. 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 2025. There is thus an urgent need to recognize the worsening situation in road deaths and injuries and to take appropriate action. Certain interventions such as enforcement of legislation to control vehicle speed and alcohol consumption, mandating the use of seat-belts and helmets, and safer design and use of roads and vehicles have huge potential to reduce the incidence and impact of road traffic accidents. The time has come for the central, state, and local governments to act now. Acting now will save thousands of lives

Other Publications

Books & Book Chapters

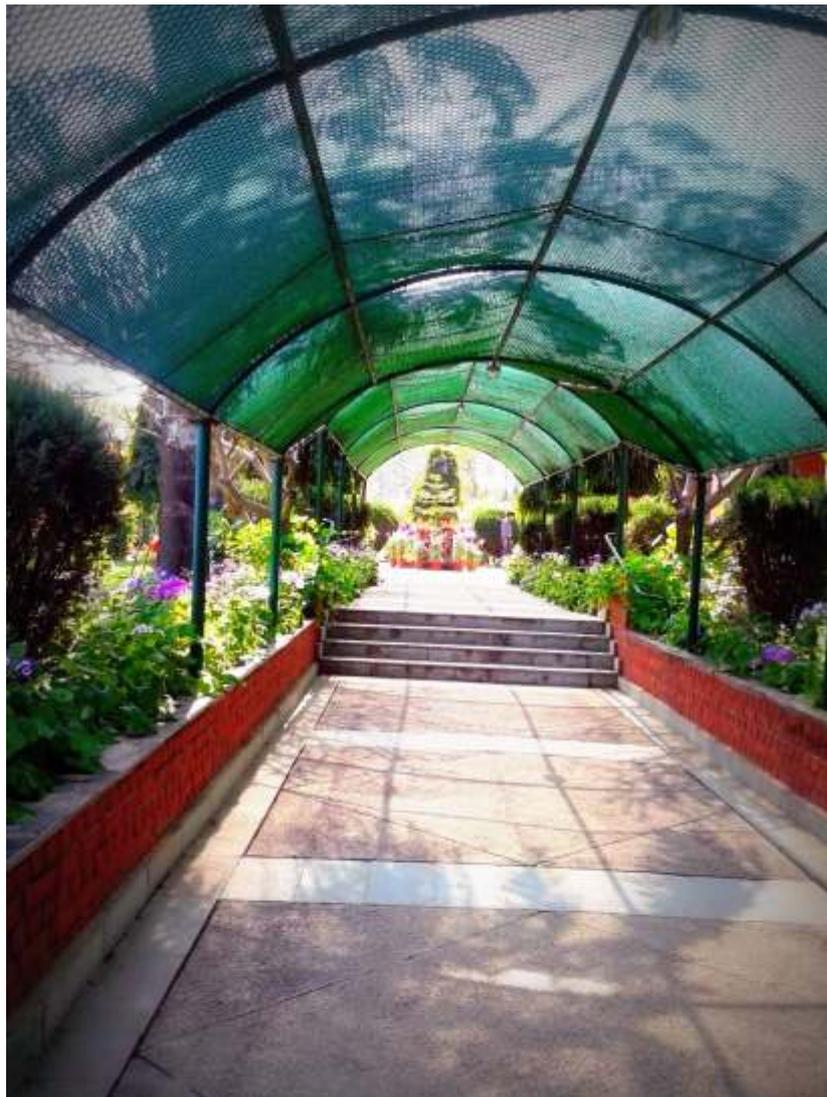
Raja, M. U., Facets of ICT Implementation in Library and Information Systems and Services. In Sada Bihari Sahu (Ed.), Facets of Modern Librarianship (ISBN 978-93-8315-830-0), New Delhi: S K Book Agency (2014) pp 180-189

With the introduction of variety of Information Communication Technology (ICT), tools, products & services, like the Computers; Communication; Networking & Internet; Reprographics & Micrographics; and Printing & Publishing. By using ICT in libraries, new and innovative services are provided to their clients.

Other Assignments

Prof. Roshan L. Raina, Quality & Globally Recognized Management Education: Challenges & Opportunities. Inaugural address delivered in the launch ceremony of the BIMS' PGDM [Strategic Management and Leadership] and DBM [Management], organized by Bora Group of Educational Institutions [BGEI], in collaboration with the Times of India, on April 20, 2014 at NBRI, Lucknow.

Prof. Roshan L. Raina, Wake-up Call for LIS Professionals: Better Late than Never. Valedictory address delivered in the National Conference on "Libraries Towards Digital Paradigm" (NCLTDP 2014), organized by the Department of Library and Information Science, CSJMU, Kanpur, U.P. in collaboration with University Placement Cell & Central Library of CSJM University, Kanpur and Society for Library Professionals (SLP), New Delhi, on Sunday, April 20, 2014 at CSJMUAuditorium, Kanpur



EVENTS

Workshop on Leveraging Power of Qualitative Marketing Research for Achieving Marketing Excellence

IIM Lucknow's Centre for Marketing in Emerging Economies (CMEE) organized the Workshop on Leveraging Power of Qualitative Marketing Research for Achieving Marketing Excellence in its Noida Campus on April 21 & 22, 2014.

The Workshop was conducted with the objective of advancing the understanding of usage and application of Qualitative marketing research in emerging markets and facilitates collaboration among leading emerging markets research professionals, academicians and industry practitioners. The workshop familiarized senior marketing professionals/ consumer insight heads and marketing research practitioners/Academicians on contemporary advances in qualitative marketing research methodology, its usages and applications for achieving marketing excellence.

The two-day workshop featured several experts from the area including Prof. Jerry Olson (Founding Partner, Olson Zaltman Associates & Professor Emeritus (Marketing) Penn State University), Ms. Priya Tandan, Consultant - PQR Mumbai & Former Head - IMRB Delhi & PQR, Mr. Holger E. Metzger, Managing Director - TMRC Impact, Ms. Dina Mehta, Co-Founder - Convo (Mumbai) Indi, Ms. Anjali Puri, Head, Centre of Excellence - TNS Qualitative, Mr. Raghu Kolli, Vice President & Head of Innovation Labs - IMRB International (Bangalore), Mr. Sandeep Dutta, Senior Vice President - TNS India, Ms. Sabrina Schoeder, Managing Director - Happy Thinking People India, Mr. Soumick Nag, Strategist - The Alternate Room, PQR Delhi, Ms. Richie Chourasia, Senior Research Manager - Happy Thinking People India, Ms. Shubhangi Athalye, Consultant - Convo India. Topics ranged from usage and applications of metaphor analysis to use of social media in qualitative research to behavioral economics in qualitative research as well as innovative qualitative tools and methodology to understand consumers.

Participant representation included marketing researchers from Unilever, Philips India, Wipro, Hero MotoCorp, Milward Brown, Tetrapak, Raymond, Amway India, OMRC Consulting, Digital Radio Broadcasting Limited and academicians from IIM Kashipur, Udaipur, Kozhikode and Presidency College, Odisha



From the Press

Name of the Publication : Hindustan
Edition : Lucknow
Date : 03/04/14

आईआईएम को थ्री स्टार प्लेटिनम ग्रेडिंग अवार्ड

लखनऊ। इंडियन इंस्टीट्यूट ऑफ मैनेजमेंट आईआईएम के पोस्ट ग्रेजुएट प्रोग्राम इन मैनेजमेंट को टॉप ग्रेडिंग एजेंसी इंडिया रेटिंग ने प्लेटिनम थ्री स्टार ग्रेड से नवाजा है। यह ग्रेड आईआईएम लखनऊ के एकेडमिक रिकॉर्ड, रिसर्च वर्क, प्लेसमेंट और छात्रों को दी जाने वाली सुविधाओं के आधार पर दिया गया है। देश के सभी आईआईएम में यह ग्रेड सिर्फ लखनऊ को दिया गया है। आईआईएम के निदेशक प्रो. देवी सिंह ने बताया कि इंडिया रेटिंग ने पोस्ट ग्रेजुएट प्रोग्राम इन मैनेजमेंट को थ्री स्टार ग्रेडिंग दी है। इससे आईआईएम का काफी उत्साहवर्धन होगा। इंडिया रेटिंग के अनुसार, इस तरह के प्रोग्राम के जरिए जॉब मार्केट में क्वालिटी एजुकेशन समझने में मदद करेगी। वहीं, प्रो. देवी सिंह को इंटरनेशनल एकरोडेशन एडवाइजरी बोर्ड और एसोसिएशन ऑफ एमबीए का मेम्बर नियुक्त किया गया है।

Name of the Publication : Pioneer
Edition : Lucknow
Date : 03/04/14

पीजीपी मैनेजमेंट कोर्स के लिए आईआईएमएल को मिले बेस्ट ग्रेड

इंडिया रेटिंग एण्ड रिसर्च ने दिया प्लेटिनम थ्री स्टार

लखनऊ। भारतीय प्रबंध संस्थान, लखनऊ के पोस्ट ग्रेजुएट प्रोग्राम इन मैनेजमेंट को इंडिया रेटिंग एंड रिसर्च ने सर्वश्रेष्ठ प्लेटिनम थ्री स्टार देकर संस्थान की ग्रेडिंग बढ़ा दी है। देश में इकलौता ऐसा आईआईएम है जिसे यह ग्रेडिंग हासिल हुई है। आईआईएम लखनऊ ने अपने बेहतर कोर्स कॅरिकुलम व कोर्स कंटेंट, एसोसिएटेड लर्निंग प्रॉसेस, फैकल्टी, अच्छे इंफ्रस्ट्रक्चर और 100 प्रतिशत प्लेसमेंट के दम पर यह मुकाम हासिल कर सका है। इसके साथ ही संस्थान के निदेशक प्रो. देवी सिंह को एसोसिएशन ऑफ एमबीए के एडवाइजरी बोर्ड का सदस्य बनाया गया है। ग्रेडिंग मिलने के बाद इसमें पढ़ने वाले स्टूडेंट की न सिर्फ जॉब मार्केट में अच्छी वैल्यू होगी बल्कि इस प्रोग्राम में दाखिले के लिए भी अब होड़ मचेगी। आईआईएम के निदेशक प्रो. देवी सिंह का कहना है कि इस सर्वश्रेष्ठ ग्रेडिंग के हासिल होने से यह साबित हो गया है कि हमने कोर्स को बेहतर ढंग से चलाने के लिए जो टूल्स प्रयोग किए वह पूरी तरह कारगर हैं।

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From the Press

Name of the Publication : Hindustan Times
Edition : Lucknow
Date : 03/04/14

IIM team studies business reality of the virtual world

CRACKING THE CODE Roaring success of trade on social networking sites inspires IIM Lucknow professors to develop technology acceptance model

ET Coverage when

[The success of the virtual world](#)

ET NEWS What started off as an experiment to create a buzz in the virtual world is proving to be a great business success in the real world.

As evidence to social networking sites grows, there is a breed of social app developers busy experimenting ways to connect with users, identify collectors and to turn passive consumers.

To study complexities of trade on the digital platform, a team of IIM Lucknow professors has developed a research model based on Technology Acceptance Model (TAM).

"It's a different world. The economics may be same but ways to achieve success are different. Our model is aimed at exploring the intricacies of the new kind business world," says Shantanu Bhaskar, professor at the Indian Institute of Management, Lucknow.

The research found that social apps such as Farmville and Words With Friends have unprecedented success stories.

Farmville has crossed 50 million users with its parent company Zynga. With such a

'TOP RATING' FOR IIM-L's POST-GRADUATE PROGRAMME

1,000 IIMs believe that a lot of IIMs are good, but IIM Lucknow is the best. It has been ranked 'Top 10' by the 'Forbes' magazine. The magazine has ranked IIM Lucknow as the highest performing IIM in the world.

This is the first time that the magazine has ranked IIMs. It is a great achievement for IIM Lucknow.

The magazine has ranked IIM Lucknow as the highest performing IIM in the world. It is a great achievement for IIM Lucknow.



... providing it to the user. It is a great achievement for IIM Lucknow. The magazine has ranked IIM Lucknow as the highest performing IIM in the world.

big network is because social platforms to promote the sale of products and services," says Bhaskar.

"This can pull in an Indian advertising," says another IIM professor Pradeep Kumar.

"Apart from sale of virtual and digital goods, the world of social publicity about such social apps is extremely important. It helps social app providers increase their

FARMVILLE HAS SURROUNDED 50 MILLION USERS WITH ITS PARENT COMPANY ZYNGA. WITH SUCH A BIG NETWORK IT BECOMES A IDEAL PLATFORM TO PROMOTE THE SALE OF PRODUCTS AND SERVICES

By ET Bureau

user base and influence the purchase decision for their goods," he says while noting that research in this area is growing.

"With limited studies exploring the business potential, it is time to identify the influencing factors for the dissemination," he adds while introducing a review essay.

"We are seeing Microsoft technologies being provide user-problem-solving solutions and robust solutions for corporations. As our business environment has a growing rapidly across India, we have realised the benefits of using Microsoft Office, as it has

improved efficiency while reducing communication and travel expenses," says Kumar. Kumar, director, IIM Lucknow and IIMs, Co-Editor, ET.

The company is one of the many tech-startups (SMEs) that have been reaping the benefits of the job creation.

In fact, a recent research commissioned by Microsoft Corp. and independently conducted by The Boston Consulting Group (BCG), shows that SMEs that adopted IT created more new jobs and drove more revenue growth over the past three years compared to SMEs using little technology.

LOHIYA ACADEMY
International based with
9th, 10th, 11th, 12th
Approved by CBSE & ICSE, Govt. of India
Established in 1984

From the Press

Name of the Publication : Pioneer
 Edition : Lucknow
 Date : 03/04/14

Ind-Ra assigns first grading to IIM-L programme

Lucknow (PNS): India Ratings and Research has assigned Indian Institute of Management (IIM), Lucknow's post-graduate programme in management an 'Ind-Ra Platinum 3 Star(Nat)' grade. This is the first grading assigned by Ind-Ra in the educational space and is the first grading assigned to any educational programme of IIM in India. As per Ind-Ra, the grading assigned to IIM-L's PG programme in management reflects strong course content, curriculum, faculty, the associated learning process and infrastructure as well as its fairly robust governing structure and an excellent placement record. A strong financial profile has also helped IIM-L to invest in infrastructure and faculty.

According to India Ratings, this grading will aid stakeholders to take informed decisions and also help students assess educational quality and identify the importance of programmes in job market. IIM-L director Devi Singh said that after receiving international accreditation, the grading reaffirmed that their processes and systems were robust and they were able to deliver high-impact programmes. Singh has recently been appointed in AMBA's (Association of MBAs) International Accreditation Advisory Board (IAAB).

From the Press

Story : Ind-Ra assigns first grading to IIM-Lucknow programme

<http://www.thehindubusinessline.com/industry-and-economy/education/indra-assigns-first-grading-to-iimlucknow->

[Http://www.inooz.in/article/view/2800210/ind-ra-assigns-first-grading-to-iim-lucknow-programme/042014](http://www.inooz.in/article/view/2800210/ind-ra-assigns-first-grading-to-iim-lucknow-programme/042014)

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