



Indian Institute of Management, Lucknow

Events

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From the Press

Inauguration of Incubation Centre

Abhiyan, the incubation centre of IIM Lucknow, was inaugurated on 20th February, 2012. The Incubation Centre aims to foster innovation driven entrepreneurship in India through incubation, investment, research and training. The incubation center team will comprise of faculty members, alumni and students of IIM Lucknow along with the mentors and service providers from the industry who span a variety of functional areas, sectorial domains and geographies. These members are passionately committed to helping disruptive innovations and aspiring entrepreneurs succeed commercially.

The Incubation Centre was setup in the Institute to meet objectives such as mentoring on key aspects of business development, including market research, finance and R&D commercialization. It will also help in facilitating funding for the ventures through internal and external sources. It will focus on providing a networked community of entrepreneurs, setup necessary infrastructure for incubation and synergize with IIM Lucknow's focus on entrepreneurship.

The Incubation Centre will have its own seed funding and this fund will be utilized for funding new ventures.



Business Analytics program with Kelly School

IPMX Students visited Macedonia, Europe, to attend the certification program in Business Analytics delivered by Kelly School of Business' faculty from Indiana University, USA. It was done by IIM Lucknow with its partner, Kelly School, meeting halfway around the world to deliver the international module for IPMX students. The program was delivered by the senior faculty of Kelly School of Business, culminating with an interesting lecture from Dean, Daniel Smith, of Kelly. The program ended with student groups' presentations on the usage on analytics in various industries, presented to IIM Lucknow Director, Dr. Devi Singh and Kelly Dean, Daniel C Smith



Academic Activities

Featured members



Prof. Rajiv K. Srivastava
(Operations Management)



Prof. Sushil Kumar
(Operations Management)



Prof. Samir K. Srivastava
(Operations Management)



Prof. Amita Mital
(Strategic Management)



Prof. D. Tripathi Rao
(Business Environment)



Prof. Saji K.B. Nair
(Marketing)



Prof. Satyabhushan Dash
(Marketing)



Prof. Moutusy Maity
(Marketing)



Prof. Archana Shukla
(Human Resource Management)



Prof. Sanjay K. Singh
(Business Environment)



Prof. Payal Mehra
(Communications)



Prof. Jabir Ali
(Agriculture Management)



Prof. Gauarv Garg
(Decision Sciences)

Publication Profile

Research Publications

Books & Book Chapters

Payal Mehra (2012), *Business Communication for Managers*, Pearson Education India, 440 PP, ISBN 9788131758656

This student-friendly, practical and example-driven book gives students a thorough knowledge of business communication, covering all the major communication topics included in MBA syllabi across the country. The book teaches students how to communicate effectively and efficiently with the help of a chapters on communication theories, numerous exhibits, anecdotes, extensive role plays, hundreds of end-of-chapter questions, etc. The lucid language and the easy-to-follow structure of the book make this an invaluable resource for the MBA student.

John A Pearce II, Richard B Robinson & Amita Mital, *Strategic Management - Formulation, Implementation and Control*, 12th edition, Mc Graw Hill, ISBN 13: 978-1-25-900164-2

Contemporary research in strategic management, with an emphasis on conceptual tools and skills created by scholars and practitioners in the field are evident throughout this book. The text continues to have strong support from longtime adopters and growing support in schools with a desire to provide straightforward treatment of strategic management with a practical, systematic approach. The authors continue to use a unique pedagogical model they created to provide logic and structure to its treatment of strategic management which in turn makes the material more easily organized by the instructor and learned by the student

Papers

Maity, Moutusy, Maxwell Hsu and Lou Pelton (2012), "Consumers' Online Information Search: Gen Yers' Finding Needles in the Internet Haystack," *Journal of Marketing Channels*, 19(1), 49-76.

There exists a paucity of research attention afforded to understanding consumer information search behavior on the Internet, vis-a-vis existing information search models such as an interactive, consumer experience in the offline realm. Thus, the present study investigates whether the factors inculcated within traditional cognitive processing models remain significant in the online information setting. Grounded in the contributions of Punj and Staelin (1983) and Srinivasan and Ratchford (1991) in the context of offline information search, this study proffers an empirical model of consumer online information. The empirical findings reveal that Perceived Risk and Perceived Cost do not significantly contribute to the consumer online information Search Effort. Rather, both of these conventional antecedents and Enjoyment significantly impact the satisfaction of young consumers' online information search endeavors. We recommend further studies to examine consumer information search behavior in other contexts (e.g., mobile phones) across countries

Gaurav Garg & Shalabh, "Simultaneous predictions under exact restrictions in ultrastructural model", *Journal of Statistical Research*, 45(2) 2011, pp: 139-154

Present article discusses the problem of simultaneous prediction of actual and average values of study variable in an ultrastructural measurement error model. Some prior information is also available on regression coefficients of the model in terms of exact linear restrictions. Some predictors are obtained and their properties are analyzed. The effect of departure from normality of the distributions of measurement errors is also studied.

Chaurasia, S. & Shukla, A., "Diversity and its Effect on Firm Performance: A Critical Review", *International Journal of Strategic Human Resource Management*, 1(1) 2012,

This article seeks to review the literature on 'diversity and its effect on firm performance'. Based on the extant literature of diversity, we present a framework which analyzes the effect of diversity in attributes, values, skills and knowledge and cohort membership on firm performance through group processes and its consequences. The consequences of Group processes involve decision quality, decision commitment, strategic consensus and knowledge management. We measure firm performance by financial, customer, internal processes and growth perspective.

Keywords : Diversity in attributes, values, skills, knowledge and cohort membership, Firm performance

Joshi Kedar & Kumar, Sushil, "Matchmaking using Fuzzy Analytical Hierarchy Process, Compatibility Measure and Stable Matching for Online Matrimony in India", *Journal of Multi-Criteria. Decision. Analysis*, 19,2012, pp:57-66

Use of online matrimony for matchmaking is rapidly growing in India. One of the major difficulties faced by the users of such websites is the long time taken to realize the matches. We propose an integrated approach to matchmaking in e-matrimony environment using fuzzy analytical hierarchy process considering multiple criteria involved in the process. The objective of the study is to enable users to search their partners effectively and efficiently and narrow down to the desired matches so that the chances of matchmaking through online portal are maximized. A compatibility index, that is match metric, is developed that enhances the probability of matchmaking with reduction in lead time. Furthermore, Gale-Shapley stable matching algorithm is used to help customers obtain the desired shortlist of profiles with a suggested stable match. An illustrated hypothetical example of matchmaking using an Indian matrimony portal is presented, and the use of the proposed methodology is demonstrated.

Conference/Seminar Publications

Saji K.B., Rastogi, D.J., Mishra, S.S., and S., Uma Nair. 2012. "Antecedents and Consequences of CRM Implementation: An Exploratory Study". Paper presented and published in the refereed proceedings of the First International Conference in Marketing held (on the theme 'Shaping the Future of Research in Marketing in Emerging Economies: Looking Ahead') at IIM Lucknow, Noida Campus during January 13-14, 2012.

Over the past decade and a half, companies across the globe have increasingly adopted customer relationship management (CRM) mechanisms to manage their customer relationships better and effectively determine the contribution of these relationships to their overall performance. However, companies need to think smarter about their customer relationships and CRM strategies as unprecedented sums are spent on CRM only to have found that it failed to deliver the desired results. Many recent validations have revealed that nearly 70 per cent of the CRM projects failed worldwide. The inability of CRM projects to live up to the expectations of the top management is often not the fault of technology, but the result of a lack of clear business strategy, executive sponsorship, poor technology fit or some unique combination of these. It has been observed that, the extant literature on CRM is yet to bring out a comprehensive model for CRM implementation with an institutional perspective that could well explain the notion of IT payoff in the emerging economies context. The present study, which is exploratory in nature, attempts to address this critical research gap. The paper is successful to the extent of reporting the possible antecedents and consequences to the CRM implementation process. The theoretical framework evolved through the study needs to be further validated through an empirical research, which we plan to implement with specific reference to the Indian business context.

Malhotra, N.K., Mukhopadhyay S, Liu, X, Dash, S.B (2012). One versus Many or a Few: Single versus Multi-item Scales and Long Form versus the Short Form of Multi-item Scales. Paper presented in the international conference in marketing on "shaping the future in research in marketing emerging economy", January 13-14, IIM Lucknow(Noida campus), Noida India. (This paper received the best paper award in the conference)

The importance of scaling and measurement is well known in any field of basic and applied research. Based on the traditional psychometric approach, Churchill (1979) proposed a detailed procedure for the development of better multi-item measures. Recently, however, many scholars have challenged this dominant paradigm. They argue that in many marketing contexts where the target construct has a precise and concrete definition, long multi-item measures can be substituted by shorter measures with fewer items. In fact, for constructs that are narrowly defined, recent evidence suggests that single-item measures may suffice. Some researchers have also advocated an intermediate position arguing for short forms of the original (long) multi-item scales. This has not only resulted in the controversy about the relative superiority of single versus multi-item scales, but has also led to confusion about which type of scales should be used under what circumstances. We review the extant literature to summarize various arguments in favor of (or against) multi-item and single-item measures, respectively. We focus on various fundamental issues that are universally applicable to any form of scale development. These include reliability and validity, the nature of the measured construct, information content of measurement form, quality of response, data collection and processing costs. This is followed by a discussion on various conditions under which one particular form should be given preference over the others. Finally, we propose a procedural framework for reducing long multi-item scales to shorter multi-item measures or to single-item measures. The many significant contributions of this paper to the literature are identified.

Sanjay Dhir, Amita Mital and Samir K Srivastava, Dynamics of Value Creation in Indian Bilateral Cross-Border Joint Ventures: A Systems Approach, presented and paper published in the proceedings of the International Simulation Conference of India, Indian Institute of Technology, Mumbai, February 2-4, 2012

This paper proposes a system dynamics model for 'Value Creation' in Indian bilateral cross border joint ventures by focusing on dynamics of partner's asymmetric motives coupled with partner selection criteria, partner's characteristics and institutional arrangements. It presents a closed loop feedback perspective of value creation in joint ventures which is often neglected in extant research. The dynamics of asymmetric motives and its determinants has also been ignored in previous studies. The paper fills the above gaps, develops a conceptual model and thereafter proposes an integrated modeling framework, using system dynamics. We borrow from existing literature, secondary data source and industry practices for the same. The proposed framework is first of its kind to combine descriptive modeling with proposed optimization technique and statistical analysis. It also provides detailed analysis of causal-effect relation for dynamics of 'Value Creation' in a JV.

Keywords : Alliance Dynamics, Asymmetric Motives, Cross Border Joint venture, Indian Joint Venture, Partner Characteristics, Partner Selection, System Dynamics, Value Creation

Chaurasia S, & Shukla, A, A review and re-conceptualizing employee engagement.paper presented at the 2nd Biennial Indian Academy of Management (IAM) conference (December 18-20, 2011) at IIM Bangalore

Employee engagement has become a popular term nowadays because engaged human resources are the key to success in this competitive era. This term has started a long way back from practitioners but academically admitted first time by Kahn in 1990. Researchers have defined engagement in different ways but still a holistic picture is missing in literature and remains a paucity of critical academic literature on the subject, and relatively little is known about how business outcomes can be influenced by types of employee engagement. This paper has tried to reduce the gap between academic and practitioner view of engagement by putting the different engagement levels and outcomes together through Engagement Triangle. We have proposed a model of engagement which connects personal engagement, job engagement and organizational engagement factors and moderating variables and outcomes of engagement. The review also identifies gaps and issues that have not so far been investigated, making clear the focus of where further enquiry should be. It is apparent that there is a lack of research around the types of engagement and whether personal resources, job resources and organizational resources could help to increase engagement

Jabir Ali and Chandra Mohan Misra, Structural changes in agricultural sector in Uttar Pradesh. Presented at Two-Day National Seminar on Exploring Growth Opportunities with Social Justice in the Economically Marginalized State of Uttar Pradesh, during 30-31 January, 2012, Department of Economics, University of Lucknow, Lucknow, Uttar Pradesh

Rapid structural changes within the ambit of agriculture being the dominant economic activity has been the hallmark of the states economy, although the rate of growth of the state economy as a whole and the agriculture in particular do not stand in harmony. The paper aims to analyze the structural changes in agricultural output in the state of Uttar Pradesh during last two decades based on value of output data from the National Accounts Statistics, Central Statistical Organisation, Ministry of Statistics and Programme Implementation, Government of India. Structural changes in various sub-sectors of agriculture have been analysed by calculating percentage change and annual compound temporal growth. The Herfindahl Index is used to measure the degree of diversification and concentration across the sub-sectors. Findings clearly indicate that agriculture sector in the state has structurally moved towards high value agriculture such as fruits, vegetables, milk, meat and eggs showing tremendous potential though it may not get reflected in overall agricultural growth in the state. The study provides practical insights for producers, consumers, food processors and policy makers for reaping the benefits and facing the emerging challenges due to arising structural changes in the agriculture sector which has abundant potential

Jabir Ali and Chandra Mohan Misra. Can agriculture be an engine of economic growth in Uttar Pradesh? An Empirical Analysis. Presented at Two-Day National Seminar on Exploring Growth Opportunities with Social Justice in the Economically Marginalized State of Uttar Pradesh, during 30-31 January, 2012, Department of Economics, University of Lucknow, Lucknow, Uttar Pradesh

The economy of Uttar Pradesh has been predominantly an agri-based economy. Although the national economy witnessed steady structural changes the state's performance has not been commensurate. However, the state has witnessed rapid structural changes within the agricultural sector which clearly puts up a valid question that can Agri-Sector be an engine of economic growth in Uttar Pradesh? This paper aims to analyse the relationships between state gross domestic products and value of agricultural output through Johansen's cointegration analysis and Granger Causality Tests. Time-series data on state gross domestic products and value of output have been collected from the National Accounts Statistics, Central Statistical Organisation, Ministry of Statistics and Programme Implementation, Government of India. The analysis supports the conclusion that agricultural value added is the causal variable for overall economic growth in the state.

Chandra Mohan Misra, Dynamics of Oilseeds and Edible Oil Industry in India, with Particular reference to Uttar Pradesh. Presented in Two-day national seminar on 'Exploring Growth Opportunities with Social Justice in the Economically Marginalized State of Uttar Pradesh' at Department of Economics, Lucknow University during 30-31 January 2012.

Oil seeds and edible oils are important essential commodities in India. Ranking next only to Sugar, Vanaspati and edible oils constitute a major group within the food processing industry in India. It is noteworthy that the performance of edible oil sector depends on the oilseeds production for the source of raw material. Though the performance of Agricultural sector as a whole has been commendable over the last decade, the production of pulses, inferior cereals and the oilseeds, edible oilseeds in particular show irregularity and declining trends as well. The instability and shortfalls in domestic production of edible oilseeds get reflected in the rising prices and increasing imports. The paper attempts to examine the status of edible oil industry, production of edible oilseeds in India and Uttar Pradesh to assess the gaps therein.

It also dwells upon the potential and suggests a suitable approach to examine the various bottlenecks at different stages, from production to consumption to ensure a relevant study mechanism in order to arrive at corrective measures for the true realization of the potential of edible oil sector in India and Uttar Pradesh.

The paper encompasses preliminary analysis and findings based on secondary and primary data and proposes a value chain model highlighting the various segments along the chain which are major concern for researchers and policy makers

Vijaya Dixit, Joshin John & Rajiv K. Srivastava, Technological Innovations & Best Practices in Shipbuilding: Competitively Positioning Indian Shipyards in the Global Context, presented at the International Conference in Ship & Offshore Technology (ICSOT 2011) organised by The Royal Institution of Naval Architects (RINA), UK hosted at IIT Kharagpur, December 8-9, 2011. It has been included in the proceedings (pp: 163-171)

The present upsurge in global shipbuilding provides small players like India an opportunity to capture a larger market share. Indian coastline stretches about 7500 km on mainland with a number of natural harbours. This along with low labour cost makes India an attractive destination for shipbuilders. Over the years, many authors have done productivity and market share comparisons of Indian and foreign shipyards, but their scope has been mostly restricted to productivity figures and broad strategic level factors. In this work, we dig deeper into the operational aspects by visiting and closely observing the shop floor operational practices and principles followed at three Indian shipyards and a leading Korean shipyard. Based on these observations, we compare operational practices in the two countries, mainly on the aspects of product mix, process design, planning & scheduling and supply chain management. We conclude the study with improvement recommendations at operational, firm and industry level

Joshin John, Vijaya Dixit and Rajiv K Srivastava, Indian Shipbuilding in the Global Context: An Empirical Study on Current State of Industry and Exploring Scope for Improvement, presented at the national Seminar COMARSEM 2011, organised by Institute of Marine Engineers (India), Kochi, November 18-19, 2011. It has been included in the proceedings (pp: 77-88)

This paper is about the current state of shipbuilding industry in India, the major problems in domestic shipyards and exploring methods to improve the situation. The paper starts with the importance of shipbuilding as an industry, its close association with manufacturing and development of other ancillary industry and its need especially in the Indian context. We then discuss the policy issues such as taxes, duties and subsidies and how it impacts Indian shipbuilding. Further we study the growth and competition within the domestic shipbuilding sector with Porter's Five Forces framework and assess the strength and weaknesses of shipyards operating in different market segments. The paper then delves into the operational aspects such as planning & scheduling, design, production, supply chain management, shipyard layout, construction method etc. In each section, we attempt to identify the major problem areas in domestic shipbuilding and discuss the various issues. In case of easily tractable problems we have tried to address them in reference to standard global best practices. If the problem is unique, we have discussed them in light of the particular context. Towards the end of the paper we have conveyed our views on how to improve the current situation by adopting some strategies as well as some tactical and operational decisions.

Working Papers

D. Tripathi Rao, Jasdeep Mandia & Abhishek Anand, An Analysis of Risk-Return Behaviour of Long-Only Sectorial Portfolios of NSE Listed Stocks, IIML WPS-2012-13

The efficient frontier (risk-return profile) signifies the minimum risk achieved through diversification, i.e., the systematic risk, which has to be taken for any value of the expected returns. Using the Modern Portfolio Theory (MPT) of mean variance optimisation, we estimate and compare of different long-only sectorial portfolios. Based on a longitudinal monthly data of average stock returns, efficient frontiers are obtained solving multiple optimizations through quadratic programming in R-statistical computing tool. We find that all the sectorial portfolios of stocks follow MPT in general as the risk associated with it increases on increasing the expected rate of the return but the slope of the efficient frontier decreases. Different sectors behave differently when it comes to the risk-return relationship. On a broad basis, the efficient frontiers of each sector can be classified into three bands: Band 1 always lies on the right side of Band-2, and Band 2 in turn always lies on the right side of Band 3. Since ideally all the sectors should have exhibited similar behavior, i.e., same expected returns for any given level of risk undertaken, therefore, either there is a persistence of information asymmetry or there exists investor's bias towards certain sectors.

Keywords : Risk-return, diversification and portfolio choice

Editorial Assignments

Prof.Saji K.B.Nair served as reviewer (for the Marketing Strategy and Organization track) on the editorial review board of the conference proceedings of the American Marketing Association's (AMA) 2012 Winter Marketing Educators' Conference held at St. Petersburg, Florida, USA during February 17-19, 2012.

Dr. Sanjay K. Singh has become a member of the Editorial Board panel of the Journal of Transport Literature (JTL), a scientific journal published by the Brazilian Transport Planning Society (BPTS). The Journal of Transport Literature (<http://www.transport-literature.org>) is a high-quality and peer-reviewed journal focused on the challenges of emerging transportation markets

Other Assignments

Prof. Archana Shukla was invited to chair a session on Managing groups and teams at the 2nd Biennial Indian Academy of Management (IAM) conference (December 18-20, 2011) at IIM Bangalore

Prof. Sushil Kumar was invited by HAL Lucknow to deliver a Talk on Feb 16, 2012 on the theme "Productivity and Innovation-- Enablers for Emerging Economy."

Management Development Programs

Forthcoming

S.No.	Program Title	Program Director	Date	Venue
1	Managing Livestock Sector for Economic Development	Prof. Jabir Ali Prof. Sushil Kumar (CFAM)	March 12-14, 2012	Lucknow
2	Indigenous Knowledge/Practices for Food Security and Livelihood for AARDO Member countries	Prof. Jabir Ali Prof. Sushil Kumar (CFAM)	March 19-25, 2012	Noida
3	Competency Mapping & Development Centre for Leadership	Prof. Pushpendra Priyadarshi	March 21-23, 2012	Noida

Concluded

S.No.	Program Title	Program Director	Date	Venue
1	Agri-input Sales and Marketing for the executives of Chambal Fertilizers Ltd.	Prof. Sanjeev Kapoor	February 6-10, 2012	Lucknow
2	Achieving Success in Rural Marketing through Distribution Excellence	Prof. Rajesh K Aithal	February 9-11, 2012	Lucknow
3	EGMP - 2nd on-campus module	Prof. Sushil Kumar (CFAM) Prof. Ajay K Garg	February 11-19, 2012	Lucknow
4	Finance for Non-Finance Executives	Prof. Prakash Singh Prof. Ajay K Garg	February 13-17, 2012	Noida
5	Capacity Building of NIC Officers for Management and Strategic Control of Projects	Prof. Archana Shukla Prof. Samir K Srivastava	February 13-17, 2012	Lucknow
6	Excellence through Effective Communication	Prof. R L Raina	February 23-25, 2012	Lucknow
7	Coaching and Mentoring for High Performance	Prof. Pankaj Kumar Prof. Pushpendra Priyadarshi	February 27 2012 March 2, 2012	Lucknow
8	General Management Programme for ISS Probationers	Prof. Prakash Singh Prof. Neeraj Dwivedi	February 27 2012 March 9, 2012	Lucknow

Name of the Publication : Amar Ujala
Edition : Lucknow
Date : 03/2/12

भावी प्रबंधकों ने सीखे मार्केटिंग के फंडे

सखनऊ। फिल्मों की सफलता के पीछे उसके वितरकों एवं प्रचारकों का अहम योगदान होता है। यह अलग बात है कि वह पर्दे के पीछे काम करते हैं। वह दर्शकों तक फिल्म की पहुंच को सुनिश्चित करते हैं। यह बात रिलायंस इंटरटेनमेंट के डिस्ट्रीब्यूशन हेड उत्पल आचार्य ने कही। यह बृहस्पतिवार को आईआईएम में फिल्म और मनोरंजन जगत में मार्केटिंग पर आयोजित कार्यशाला में बोल रहे थे।

उन्होंने छात्रों से हाल ही में रिलीज हुई फिल्मों के डिस्ट्रीब्यूशन के बारे में सवाल-जवाब भी किए।

प्रतीक का गुंजा सितार

आईआईएम में स्पिक मैके जी और से गुरुवार को युवा सितार वादक प्रतीक चौधरी के कार्यक्रम का आयोजन किया गया। कार्यक्रम आयोजित कार्यक्रम में प्रतीक ने राग 'शिशोटी' की प्रस्तुति की। उन्होंने इस राग में आरम्भ में अलाप के उपरांत मसीतखानी गत बजायी।

इस अवसर पर हुई शॉर्ट फिल्म कंटेस्ट में छात्रों द्वारा बनाई 8 फिल्मों की स्क्रीनिंग की गई। आचार्य ने उनकी फिल्मों को रेटिंग दी। इसमें टीम 3केसी ने पहला तथा टीम होराइजन और एटर्नल ने संयुक्त रूप से दूसरा स्थान प्राप्त किया।

Name of the Publication : Pranam India
Edition : Online
Date : 02/02/12

IIM-L organizes Marketing in film & Entertainment Industry session

Published: Thu, 02 Feb 2012 at 16:11 IST (Rashmi Verma)

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Tags: IIM Lucknow , Film and Entertainment Industry , Mr Acharya

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Vote

Which party will form government ?

- Congress
 BJP
 BSP
 SP

Vote

Lucknow: Indian Institutes of Management, Lucknow organizes interactive session on Marketing in the Film and Entertainment Industry.

The head of Distribution & Acquisition at Reliance Entertainment Mr. Acharya held an interactive session with the students.

This event is planned to enhance the knowledge of the students in Film and Entertainment industry. It was attended by several students, who were eager to know how this glamorous industry functions.

Mr. Acharya discussed some important points like how the country is divided into various territories for the purpose of distribution and the relative contribution.

Students learn several interesting facts such as India having 12,000 screens of which more than 6000 are in southern region. Mr. Acharya explained how revenue is shared between different stakeholders after the release of a movie.

By keeping the students engaged throughout the interaction Mr Acharya successfully transferred a wealth of knowledge to the students.

Print It Email It

Name of the Publication : Times of India
Edition : Varanasi
Date : 5/2/12

Crisis is blessing in disguise for small industries: Expert

TNN Feb 5, 2012, 10:58PM IST

Tags: economic reform | Economic recession

VARANASI: Does India need another economic reform to counter threats of global economic meltdown? If experts are to be believed, the country, though minimally affected by the global economic recession, needs fresh bout of economic reforms to counter the crisis.

"A second wave of global economic crisis is sweeping across the world and even fundamentally strong economies like ours need urgent steps to come out of the crisis. The countries like India and China that were untouched by earlier subprime crisis in the US in late 2006 can no longer wait to witness the same fate this time. Sooner or later, they will need to adopt measures to curb the impact of recession and it may include second economic reforms apart from bail-out packages," said Prof AK Misra of IIM Lucknow (IIM-L). He was speaking at the concluding day of two-day international workshop on 'Post Economic Meltdown Era - Challenges and Strategies', jointly organised by the Faculty of Management Studies (FMS), Banaras Hindu University in association with AMDISA, SAARC and Alliance University, on Sunday.

Name of the Publication : Education Times
Edition : Lucknow
Date : 6/2/12

LOCALVOCAL



INTERACTIVE SESSION ON MARKETING IN THE FILM AND ENTERTAINMENT INDUSTRY AT IIML

A major part in the success of the Indian film industry has been played by the distributors and marketers, who work behind the scenes to ensure the movies reach the target audience, said Utpal Acharya. Acharya, who heads Distribution and Acquisition at Reliance Entertainment, held an interactive session on Marketing in the Film and Entertainment Industry at IIM Lucknow.

Acharya began the session by quizzing the students on the latest releases before delving into the finer aspects of film distribution. He discussed how the country is divided into various territories for the purpose of distribution and the relative contribution that these territories make to the revenue pie. Students learnt several interesting facts such as India having 12,000 screens of which more than 6000 are in southern region. Then, the discussion moved to the means by which revenues are monetised in the industry and how the value chain is structured. By using several examples, Acharya explained how revenue is shared between different stakeholders after the release of a movie. Next, the role played by corporates in shaping the industry was discussed. Issues like valuation of a film and piracy were also raised during the session.

This enlightening session was followed by the screening of 8 short films that were made by the students while competing in 70mm - The

Short-film Making Competition. This competition was judged by Acharya. Students had made films on diverse themes ranging from love and longing to crime and other social problems. The creative streak displayed by all participants drew loud applause from the audience. Team 3KC emerged as the winners with teams Horizon and Eternal Warriors coming in a close joint-second.

By keeping the students involved throughout the interaction and simplifying complexities of the industry through illustrations, Acharya successfully transferred a wealth of knowledge to the students.



INTER-SCHOOL DEBATE COMPETITION HELD

Manthan 2012 - an inter-school debate competition, was organised by the Hope Initiative, which aims at promoting health and environment awareness amongst students. The debate that was organised in both English as well as Hindi, was held on 3 different topics relating to road traffic accidents, exam stress and global warming respectively. Held at the UP Tourism Centre on the February 2, it was an impressive show of talent, oratory, intellect and strong wit by the students from various schools across the city.

The topics for the day were - a) The onus of ensuring that youngsters wear helmets while riding 2 wheelers rests with them and their families, and police or school authorities should not be held accountable for fatal road traffic accidents involving students who do not comply, b) For a developing country like India, industrialisation is far

Name of the Publication : Business Standard
Edition : Lucknow / Delhi
Date : 11/2/12

IIM-L students' fund outperforms Nifty

Virendra Singh Rawat / New Delhi/ Lucknow Feb 11, 2012, 00:01 IST

Ads by Google

Long Term Stock Picks : Free Guide - How To Identify Long Term Multibagger Stock Picks.
Equitymaster.com/Free_Stocks_Guide

Indian Institute of Management, Lucknow (IIML) students'-run fund Credence Capital has outperformed Nifty even in the recent choppy waters of equity market. While benchmark Nifty witnessed fall of nearly 14 per cent, Credence generated a return of 5 per cent in its equity fund, while the derivative fund returned a whopping 35 per cent.

Credence Capital was set up in July 2005 with voluntary contribution from IIML students, who pooled their funds to be managed by Team Credence Capital. It is purely a student initiative in which the institution is not directly involved. "This is the seventh year of its functioning and the fund has gained immense popularity across financial circles," IIML on Friday said.

The students of 2010-12 batch had pooled their funds at the beginning of their academic session in July 2010. The funds were managed through the tumultuous 2011 and by January 31, 2012, the fund had generated handsome returns to its investors. In October 2011, the Team had launched 'Operation: Bottom Fishing' for the new batch in spite of the falling markets.

The Institute says other premier B-schools were also in a race to setup similar funds in their institutes under mentorship and support from Team Credence Capital.

"The key is to remain informed, diligent and disciplined. The markets provide opportunities to make profits while keeping risks to a minimum," a Credence fund manager said. "More than profit maximisation, risk management and preservation of capital were the key. Keeping 5-10 per cent stop-losses and stressing on supports and resistances based on technical analysis were crucial to our performance," another manager said.

NEWSBYTES

BUSINESS PLAN COMPETITION

IIM Lucknow's student run fund, Credence Capital, has proved its mettle yet again. While the benchmark Nifty, saw a fall of nearly 14%, Credence generated a return of 5% in its equity fund. However, the show stealer was the stellar performance of the derivative fund which returned a whopping 35%. Credence Capital, a fund set up with voluntary contribution from IIM Lucknow students came into existence in July 2005, and has been going from strength to strength. "The key is to remain informed, diligent and most importantly - disciplined at all times. The markets provide ample opportunities to make profits while keeping risks to a minimum" say the Credence fund managers. More than profit maximization, it was risk management and preservation of capital that was the key. "It is not that we always made money. Strict stop-losses were crucial to our success. Keeping 5% to 10% stop-losses and laying emphasis on supports and resistances based on technical analysis were crucial to our performance", the fund managers opine. To formulate strategies and build their portfolio, the fund managers of Credence Capital applied both fundamental and technical analysis.

IIML HOSTS PT PRATEEK CHAUDHURI

Pt Prateek Chaudhuri and Pt Ravinath Mishra were hosted recently by IIM Lucknow in a program conducted by SPIC-MACAY IIM Lucknow chapter. One of the most outstanding Star players of the country, Pt Prateek Chaudhuri started the performance by explaining about the music and the richness of our culture. He said he was not against youth following other cultures, but believed that they should know their own culture before adopting other cultures. He made the performance interactive by involving the audience and telling them about the strength and different moods of the Indian classical music. He started with Raga Jhinjhoti, starting from a beautiful melodic 'Alap', then played 'Mansethani' which had rhyth-

Rating ★★★★★

Name of the Publication : Education Times
Edition : Lucknow
Date : 13/2/12

From the Press

Name of the Publication : Economic Times
Edition : All Editions
Date : 11/2/12
Title : Finance sector may have weaker presence at IIM

placement next week

Placements at IIM-A begin from Monday for 375 students from the Post-Graduate Programme for Management or PGP course. IIM-Bangalore, IIM-Calcutta and IIM-Lucknow too will see their placement season starting later this month.....

IIM-L looks forward to place 380 students and according to placements chairman Rajesh Aithal, the average salary will not go down because companies will make competitive offers.....

Name of the Publication : Economic Times
Edition : All Editions
Date : 20/2/12
Title : E-commerce companies recruiting in big numbers at IIMs as recession weighs down traditional recruiters

Gurgaon-based group-buying firm Snapdeal's first tryst with the IIMs has seen it make pre-placement offers. The firm has made offers to three students from IIM-Calcutta, two from IIM-Bangalore and three from IIM-Lucknow. The company, which raised \$40 million from Bessemer Venture Partners, Nexus Venture Partners and IndoUS Venture Partners last year, has also picked up an executive MBA from one of the IIMs.....

Delhi-based Valyoo Technologies, which received \$4 million in venture funding from IDG Ventures in late 2011, got the first-day slot at IIM-Indore and the second day in Lucknow. It has hired 12 students in all. "We have taken candidates for functions across marketing, operations, logistics and supply chain," said Peyush Bansal, co-founder and CEO of the two-year-old Valyoo, which operates online retail sites Lenskart.com, Bagskart.com, Watchkart.com and Jewelskart.com.....

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