



# Sāmvaya

IIML Newsletter

Indian Institute of Management Lucknow



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## Featured members

Prof. Chandan Sharma - Business Environment Area

Prof. D.S. Sengar - Legal Management Area

Prof. Payal Mehra- Communications Area

Prof. Samir K. Srivastava- Operation Management Area

Prof. Sanjay K. Singh- Business Environment Area

Prof. S.B. Dash- Marketing Area

Prof. S. Venkataramanaiah- Operation Management Area

Prof. Rajiv K. Srivastava- Operation Management Area

## Publication Profile

### Research Publications

#### Books & Book Chapters

Lee J. Krajewski, Larry P. Ritzman, Manoj K Malhotra and **Samir K Srivastava**, Operations Management: Process and Supply Chains, Eleventh IE Edition (ISBN 9789332548213), Pearson Education, 2015

**Singh S. K.** (2015), "Scenario of Urban Transport in Indian Cities: Challenges and the Way Forward", In *Cities and Sustainability: Issues and Strategic Pathways*, edited by S. Mahendra Dev and Sudhakar Yedla, Springer (India) Pvt. Ltd., 2015, pp. 81-111.

Cities and towns play a vital role in promoting economic growth and prosperity. Although less than one-third of India's people live in cities and towns, these areas generate over two-thirds of the country's income and account for 90 % of government revenues. In the coming years, as India becomes more and more urbanized, urban areas will play a critical role in sustaining high rates of economic growth. But economic growth momentum can be sustained if and only if cities function efficiently that their resources are used to maximize the cities' contribution to national income. City efficiency largely depends upon the effectiveness of its transport systems, that is, efficacy with which people and goods are moved throughout the city. Poor transport systems stifle economic growth and development, and the net effect may be a loss of competitiveness in both domestic and international markets. Although Indian cities have lower vehicle ownership rate, number of vehicles per capita, than their counterparts in developed countries, they suffer from worse congestion, delay, pollution, and accidents than cities in the industrialized world. This chapter provides an overview of urban transport issues and challenges in India. Rather than covering every aspect of urban transportation, it primarily focuses on those areas that are important from policy point of view. The chapter first reviews the trends of vehicular growth and availability of transport infrastructure in Indian cities. This is followed by a discussion on the nature and magnitude of urban transport problems such as congestion, pollution, and road accidents. Building on this background, the chapter discusses the policy measures to improve urban transportation in India.

#### Papers

Mishra, A., **Dash, S.B.** & Malhotra, NK, Cyr,D., 'Consumer Design perception: A scale and validation', *Journal of Brand Management*, 22(7),2015 : pp. 603-630

Digital devices have taken over our lives today, but have seen little research in marketing domain. Literature on product design, though very rich, offers scant works that highlight the consumer's subjective understanding and perception, with most efforts rooted to the utilitarianhedonic value paradigm. In order to measure design perception comprehensively, we develop a multi-dimensional framework providing for an exhaustive operationalization of a product's design by its user. This is done through qualitative exercises followed by empirical validation leading to scale items for five proposed dimensions of design perception: visual, functional, kinesthetic, interface and information. We also examine the relation of design perception to consumer-based brand equity as a nomological network, the relation itself mediated by user experience. Our work, by offering a multi-dimensional framework of consumer design perception, seeks to guide current digital device manufacturing brands about heterogeneity of the concept of design as it exists in a consumer's mind and how important it is to address those different dimensions effectively, for an overall good package

## Publication Profile

### Research Publications

Chi, Joe, Malhotra, NK, **Dash, S.B.**, 'The impact of relational bonding on intention and loyalty: the mediating role of the commitment foci in service relationships', *Journal of Hospitality and Tourism Technology*, 6(3),2015 : pp.203 227

The purpose of this study is to investigate the impact of relational bonding on intention and loyalty and the mediating role of commitment foci in the service context. The study used a cross-sectional and quantitative mail survey approach. Bank customers in New Zealand were surveyed, and multiple analytical techniques were used to measure the relationships between consumer bonding, commitment foci and loyalty behavioral intentions and the mediating role of commitment foci in service relationships. The results confirm that commitment foci or targets of commitment are important mediators in the relationships between bonding and loyalty-related behavioral intentions. The findings provide new theoretical knowledge about the mediating effect of the commitment foci in service relationships and significantly enhance knowledge about consumers' intention and loyalty.

The research provides several noteworthy insights into the role of social and structural bonding in consumers' commitment and loyalty in the service context, as well as provides an important implication for segmentation. This study provides a better understanding of consumers' perceptions of and behaviors toward the commitment foci, as well as their intention and loyalty.

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*, 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.

Arora, A. & **Sharma, Chandan**, 'Impact of Firm Performance on Board Composition: Empirical Evidence from India', *IIM Kozhikode Society & Management Review*, 4(2), 2015

This study attempts to examine the impact of prior and current firm performance on board composition as it is the least explored issue in the corporate governance area. For this purpose, our analysis covers a large sample of the Indian manufacturing firms for the period 2001-2010. We utilize a range of measures of firm performance such as return on assets, return on equity, net profit margin, adjusted Tobin's q and stock returns in the analysis. We also use a range of alternative measures of board characteristics like board size, independence and meetings in the estimation process. The results of the study show that firm performance has a negative impact on board characteristics. Findings of the study also indicate that the larger board, outside membership and more meetings are considered as expensive affairs in the firm. Our findings in this study are expected to generate further debate on the related issue and sensitize the scholars to reason further research in this area especially in context of developing countries.

## Publication Profile

### Research Publications

**Singh S. K.**, 'Quality of Life in Lucknow: A Principal Component Analysis', *Indian Journal of Economics & Business*, 14(1), 2015: pp.107-114

The main objective of this paper is to find out the key factors that determine the quality of life in Lucknow. 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 was subjected to principal component analysis, a statistical technique for dimensionality reduction of the dataset. The dimensionality reduction technique revealed seven underlying factors/components as the key determinants of the quality of life in Lucknow. Out of these seven components, personal, social and economic wellbeing is found to be the most important one followed by ambient environment, transport infrastructure and police services, housing facilities, social infrastructure, utility services, and social environment. This shows that the state government of Uttar Pradesh and municipal government of Lucknow needs to focus on improving the infrastructure, both physical as well as social infrastructure, and police services in the city to improve the quality of life of people in Lucknow.

**Srivastava, Samir K.**, Chaudhuri, Atanu & **Srivastava, Rajiv K.**, ' Understanding Propagation of Risks and their Impact on Performance in Fresh Food Retail', *International Journal of Logistics Management*, 26(3), 2015: pp. 568-602. DOI: <http://dx.doi.org/10.1108/IJLM-02-2014-0032>

### Conference & Seminar Presentations

**D.S Sengar** & Rajendra Singh, Participatory Models for River Revival, paper presented at World Conference on Water Issues, organised by 2030 Water Resource Group and International Finance Corporation, Washington DC, World Water Week, Stockholm, Sweden, August 23-28, 2015.

**D.S Sengar** More Than Just a Law Teacher paper presented at All India Seminar on Global Legal Education, organised by Indian Bar in association with KIIT University, Bhubaneshwar, August 8-10, 2015

**S Venkataramanaiah** & Dr. V.K. Singh, Challenges and opportunities for coordination in delivery of emergency care: Insights from an Indian public hospital, paper presented at Research workshop on health care collaboration, Aalborg University Copenhagen Denmark, October 26, 2015

### Working papers

**D.S Sengar**, (WPS 2015-16/03) Education and Awareness on Global Climate Change at IIM Lucknow

## Publication Profile

### Other Assignments

**Prof. D.S. Sengar** co-chaired a session on Genealogy of Judicial Dissent: Global Experience in the Conference-cum-Workshop on “Judicial Dissent: A Conceptual and Contextual Audit of Decision Making in the Supreme Court of India” organised by the Glocal Law School, Glocal University, Saharanpur during April 04-05, 2015

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**Prof. D.S. Sengar** chaired a session on 'Environmental Ethics and values' in the National Seminar on Role of Ethics and Morality in Law in the 21st Century at Hidayatullah National Law University, Raipur, Chhattisgarh on April 11, 2015.

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**Prof. D.S. Sengar** contributed as Panellist/ Moderator in the Panel Discussion on Promoting Good Governance: Integrity Pact and Preventive Vigilance held at IIML Noida campus on October 31, 2015 during the observation of Vigilance Awareness Week-2015 (October 26-31, 2015) with a theme "Preventive Vigilance as A Tool of Good Governance" in compliance with the direction of the Central Vigilance Commission of India.

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**Prof. Payal Mehra** was invited to deliver a special lecture to the MBA students of Institute of Business Management, C. S. J. M. University, Kanpur on Communication Skills for Managers, 14 October, 2015

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## Conferences/Workshops Held

### Pre-Conference Summit - Economics of Bridging Technology with Healthcare

IIM Lucknow organised an half a day summit on in joint collaboration with AIIMS New Delhi as part of INDUSEM 2015 on “Economics of Bridging Technology with Healthcare” on September 30, 2015 at AIIMS which was part of major theme “EMBARK”. The session on “Economics of Bridging Technology with Healthcare” was aimed at understanding technology and managerial issues at both macro and micro level through some of the real life case studies and panel discussion on use of ICT in care delivery on sustainable basis. The summit was attended by experts from medical sciences, business management, entrepreneurs, researchers, government agencies and others. Pre-Conference Summit was inaugurated by Dr. Deepak Agarwal, Additional Professor of Neurosurgery, Chairman Computerisation of AIIMS and Chief Technology Officer of INDUSEM. Pre Conference Summit Coordinator of IIM Lucknow Prof. S Venkataramanaiah welcomed the delegates and experts and shared the ongoing research and training at IIM Lucknow in healthcare.

## Events

### 16th Annual Library Day

16th Library Annual Day was celebrated on September 23, 2015 by Gyanoday (Library: the learning resource centre) of IIM Lucknow. Annual Library Day Lecture on the theme "The Library: Relevance in Contemporary Times of Information Explosion" was delivered by Prof. R. C. Sobti, Vice Chancellor, Babasaheb Bhimrao Ambedkar. He emphasized that role of Libraries is fast changing in the Contemporary times, particularly in Information Explosion Era. He also brought forward the importance of digital library and the advantages that can be extracted from it. He was of the view that Libraries will remain there as a place of learning, relearning and unlearning.

The programme was attended by faculty of the Institute and a large number of Library and Information professionals of the city as well as book trade people



## Events

### Hindi Pakhwara 2015

fglnh i [kokMk 2015,was organised in the institute from September 14-29, 2015. During the fortnight Hindi department organised various competitions including 'Online Hindi Essay Writing Competition', 'Hindi Quiz' and 'Hindi-English-Hindi Shabdavali'.

Following were the winners in different categories:

#### Online Hindi Essay Writing Competition

##### Faculty & FPM students

Prof. Devashish Das Gupta  
Prof. Kalyan Bhaskar  
Mr. Anubhav Mishra  
Mr. Manas Tripathi  
Ms. Monika Gupta

##### Group A Employees

Mr. Ashish Kumar  
Ms. Kavita Chaddha

##### Group B Employees

Ms. Rajni Gupta  
Ms. Savita Tiwari  
Mr. Rajesh R. Ramteke  
Ms. Suruchi Saxena  
Mr. Santosh K. Dutt  
Mr. Amitesh K. Singh.

##### Group C Employees

Ms. Saneeta Srivastava  
Mr. Ramnevaj  
Mr. Suresh Sharma

##### Contract Employees

Mr. Lokesh K. Bhartiya  
Mr. Vivek Kumar Tripathi  
Mr. Upendra Nath

##### Research Associates / Assistants

Ms. Parul Shahi  
Ms. Ankita Pandey  
Mr. Ajay Motwani

##### PGP Students

Mr. Ankush Agarwal  
Mr. Nilesh Soni  
Ms. Saumya Chaturvedi  
Mr. Sushil Kumar Maurya  
Mr. Shanu Kumar  
Ms. Nivedita Das  
Mr. Yogesh Kumar  
Mr. Pawan Kumar

#### Hindi Quiz / Hindi-English-Hindi Shabdavali

##### Faculty & FPM students

Mr. Manas Tripathi  
Mr. Anubhav Mishra  
Mr. Sarveshwar K. Inani  
Mr. Vikas Pandey  
Mr. Sandeep Singh  
Mr. Amit Anand Tiwari  
Mr. Saurabh Kumar

##### Group A Employees

Mr. M.C. Shukla  
Mr. Sanjay S. Deglorkar  
Mr. M.K. Singh  
Mr. Ashish Kumar  
Mr. M.U. Raja  
Mr. A. Devanandan

##### Group B Employees

Ms. Suruchi Saxena  
Mr. Dharmendra K. Singh  
Mr. Rajesh R. Ramteke  
Mr. Ravindra Gaur

##### Group C Employees

Ms. Saneeta Srivastava  
Mr. Ramnevaj  
Mr. Ram Baran  
Mr. Suresh Sharma  
Mr. M.V. Chandrashekharan

##### Contract Employees

Mr. Lokesh K. Bhartiya  
Mr. Upendra Nath  
Mr. Vivek Kumar Tripathi

##### PGP Students

Mr. Shanu Kumar  
Mr. Swadesh Kumar  
Mr. Arpit Ruia  
Mr. Nilesh Soni  
Ms. Shilpi Bhageria