



Indian Institute of Management Lucknow

Academic Activities

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Prof. Dharmendra S. Sengar

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Prof. Samir K. Srivastava

Publication Profile

Research Publications

Papers

Correa, Romar & D. Tripathi Rao, A Heterodox Economics Critique of Financial Liberalization, *Journal of Heterodox Economics*, 1(1), 2013

We explore a short run structuralist macroeconomic model with a focus on “the problem of financing economic development” (Kalecki, 1976). It is demonstrated that banks, in contrast to nonbanks, have a unique role to play in the production and circulation of commodities in a monetary economy. A case is made for class-based policy.

Keywords: the monetary circuit JEL Codes: B51, E12

Sengar, D.S. & others, The National Green Tribunal- A New Dimension to Environmental Adjudication in India, *Indian Journal of International Law*, 52(2), 2012: pp. 179-198

India is a signatory of Stockholm Conference, Rio Declarations and the Universal Declaration of Human Rights under which it has made a commitment to take appropriate steps for the protection and improvement of human environment. The Indian Judiciary is overburdened with several cases pertaining to environment and ecology and therefore in order to avoid delay in disposal of such cases as well as to meet international obligations, Indian Parliament enacted the National Green Tribunal Act, 2010 (NGT).

As earlier legislations like National Environmental Tribunal Act, 1995 and the National Environmental Appellate Authority Act, 1997 meant for providing compensation to the victims of pollution, assessment of civil liability and to provide speedy justice in cases of environmental damages, failed to achieve their objectives, therefore NGT came into existence. The NGT provides for a forum for effective and expeditious disposal of cases pertaining to protection of environment, forests and other natural resources. It also provides for enforcement of any legal right relating to environment as well as to provide relief and compensation for damages caused to person and the property. The task of NGT is to provide guidelines and the device for evaluation of civil liability in cases of harm to human being, property and environment. It is hoped that NGT will provide greater access to speedy justice and better means of resolving environmental disputes and thereby ensuring sustainable development for all.

Conference/Seminar Publications

Saji, K.B., Rastogi, D.J., and S., Uma Nair, Linking perceived risk and technology adaptation with CRM implementation in services marketing firms: An exploratory study. Paper presented and published in the refereed proceedings of the 22nd AMA Frontiers in Service Conference of American Marketing Association, hosted by the National Taiwan University at Taipei, Taiwan during July 4-7, 2013.

The inability of firm-level customer relationship management projects to live up to the expectations of the top management is often not the fault of technology, but owing to the influence of a series of organizational and environmental factors. In this context, the present study attempts to validate the notion of IT payoff (the return on investment on a firm-level customer relationship management project) in the services marketing context, which is of prime concern to services marketing practitioners across the globe. The present paper brings out a conceptual framework that is developed for explaining the strategic role of perceived risk and technology adaptation in a firm-level customer relationship management project. The paper also reports the outcome of the first order validation of the conceptual framework, which is performed by using three project implementation cases (one each, chosen from telecom, insurance, and banking industry segments).

Mishra, S.S., & Saji, K.B., Mediating role of Perceived Risk in New high-technology Service Development: An empirical investigation in the Business-to-Business context. Paper presented and published in the refereed proceedings of the 22nd AMA Frontiers in Service Conference of American Marketing Association, hosted by the National Taiwan University at Taipei, Taiwan during July 4-7, 2013.

The extant marketing literature suggests that the various high-tech market characteristics such as shorter technology life-cycle, dynamic customer needs, and competitive intensity would positively influence the perceived risk of acquiring a novel technology for new high-tech service development in service firms. Nonetheless, there is lack of empirical research to validate the antecedents of a firm's perceived risk while acquiring a new technology, and the impact of perceived risk on its intent to acquire the new technology in the context of new high-tech service development process. The present study attempts to fill this critical research gap by empirically investigating a firm's antecedents to perceived risk and its relationship with the firm-level technology acquisition intent. For a given level of perceived risk, we have also examined the variation in propensity among firms to pursue technology acquisition in the context of new high-tech service development process.

Sadhotra, Neha, & Saji, K.B., Antecedents and consequence to consumer adoption of technology facilitated services: A conceptual framework and research propositions. Paper presented and published in the refereed proceedings of the 22nd AMA Frontiers in Service Conference of American Marketing Association, hosted by the National Taiwan University at Taipei, Taiwan during July 4-7, 2013.

Although there is a growing body of academic research that examines the drivers and facilitators of self-service technology adoption in general, the extant literature is silent about the consumer adoption of technology facilitated services in the service-dominant setting. In order to address this critical research gap, the present study has been initiated within the theoretical perspective of Service-Dominant Logic in order to identify the antecedents and consequence to the consumer adoption of technology facilitated services in the service-dominant setting. The present paper reports the conceptual framework evolved through the study, depicting the potential relationships that would exist among the research variables in the service dominant setting

Ho, Chengter Ted, Saji, K.B., S., Uma Nair, Teng, Hsi-Che, & Huang, Ying-Fang., Services marketing effectiveness: Empirical evidences from Taiwanese semiconductor industry. Paper presented and published in the refereed proceedings of the 22nd AMA Frontiers in Service Conference of American Marketing Association, hosted by the National Taiwan University at Taipei, Taiwan during July 4-7, 2013.

The integrated circuits manufacturing services industry of Taiwan comprises of four segments, viz. IC design, IC fabrication, IC packaging, and IC testing. Although these segments operate with admirable levels of efficiency, effectiveness, and economy, there are several bottlenecks that necessitate the careful attention of contract manufacturing services marketing practitioners. The preliminary study conducted on the Kaohsiung region of Taiwan, which is one of the most visible contract manufacturing service hubs for semiconductor industry, has confirmed the scope for a serious empirical investigation in this direction. The theoretical framework evolved through the exploratory phase was taken for empirical testing with the support of a carefully designed survey conducted on 32 senior management representatives (Presidents/CEOs/VPs) of Taiwanese contract manufacturing services marketing firms. The present paper reports the empirical evidences emerged through the study.

Popli, M, Akbar, M & Kumar V, Persistence of Superior Financial Performance: Impact of Internationalization and Its Entrainment with Institutional Reforms, paper presented at Academy of International Business Annual Meeting AIB 2013 "Bridging the Divide: Linking IB to Complementary Disciplines and Practice", Istanbul, Turkey, 6th July 2013

This article proposes that the degree of internationalization and its entrainment with an external cycle of reforms constitutes an important strategic lever for value creation during institutional transition. Using longitudinal data of Indian automotive sector firms from 2001 to 2010, we find that firms' degree of internationalization (DOI) positively moderates the impact of reforms on superior financial performance. Furthermore, we theorize and find support for our hypotheses that the moderation impact of DOI with reforms is increasingly greater when firms entrain the pace and phase of their process of internationalization with the flux of structural reforms. Our findings advance the role of strategic choice during institutional transition and offer implications for organizational practice to understand the source of competitiveness through a temporal lens

Popli, M & Sinha AK, Who Jumps From Spring Board First? An Empirical Analysis of Cross-Border M&A Waves of Indian Firms, paper presented at .Academy of International Business Annual Meeting AIB 2013 "Bridging the Divide: Linking IB to Complementary Disciplines and Practice", Istanbul, Turkey, 6th July 2013

Emerging economy firms companies are using higher entry modes of internationalization to acquire strategic assets. This indeed has received immense attention by scholars across the globe; however not much is known about their timing aspects in this inorganic mode of international expansion. To that end, we seek to investigate firm level determinants which differentiate early movers from followers in the 'spring-board' approach. Integrating temporal perspectives of strategy with the motives of emerging market cross-border acquisitions, we center our research on cross-border mergers & acquisition waves. We tested our hypotheses using data of Indian context in a span of eleven years (2001-2011) and our empirical results suggest that firms possessing prior international experience, market power and affiliation with business group are more likely to be first movers in a cross border M&A wave.

D. Tripathi Rao, Firms' Performance over Business Cycle during Deregulation and Liberalisation in India, a paper presented at Pan-IIM World Management Conference, Sponsored by Ministry of HRD, Government of India, and organized by IIM Calcutta, Goa, May 30-June 01, 2013.

Institutional regulations by way of licensing and capacity restrictions have often been considered as barriers to entry/competition in Indian industry. Indian economic reforms ushering a major shift in industrial and trade policy measures aimed at removable of the barriers/controls to competition and access to new technology introducing de-licensing, broad-banding, and capacity re-endorsement during 1985 followed by major policy changes in 1991 on the structure, conduct and performance of Indian Industry. Therefore, we examine what structural changes these market friendly measures have ushered-in to Indian Industry? How well firms across industries have adapted to these deregulatory measures over business cycles, i.e., how have firm's performed over the business cycles and what has been their response to it, by analyzing inter-firm variations in performance. In the structure-conduct-and-performance (S-C-P) framework, using the techniques of step-wise discriminant analysis, we find that debt ratio, export intensity, gross fixed assets growth, and advertising, marketing & distribution expenses are the statistically significant discriminants variables that acted as principal discriminant between pre- and post- deregulation periods. Further, we compare the short-term impact of liberalization measures with the long-term effects over a decade and halve post-liberalisation period in the context of the structure-conduct-performance framework for the Indian industry. We find that new investment, export intensity, gross fixed assets growth, capital output ratio, employee cost, advertising, marketing & distribution expenses and sales growth are the statistically significant discriminants that differentiate the 1991-93 and 2005-07 period.

Keywords: Firms Performance, Business Cycles, S-C-P Framework, Discriminants

Case Study

Amita Mital, Samjay Dhir & Sonjoy Mohanty, Educomp: Shaping Education in the New Millennium, case study published at Ivey

Educomp Solutions Ltd. was established in 1994 with the aim of providing for a customer's entire education lifecycle, from pre-school to higher education/vocational training, and appropriating value from the same customer multiple times. This strategy, over a period of 17 years, enabled Educomp to become the largest player in the education technology sector in India. Educomp took the organic route to growth, which it achieved largely through acquisitions and alliances. Its flagship brand, SmartClass, brought technology into the classroom with a vast repository of digital modules on every subject. However, in 2012 the government of India proposed changes in its education policy that along with the country's economic uncertainty threatened to erode the competitive advantage that ESL had gained over the years. The CEO of Educomp wondered how he could maintain his organization's leadership position. He was contemplating a three-pronged strategy that involved 1) expanding into the untapped Indian rural market segment with school learning solutions; 2) creating a virtual learning solution that included open-source content for students; and 3) investing further in research and development in order to develop innovative products to penetrate the Indian education market.

Other Assignments

Prof. D. Tripathi Rao participated in Global Colloquium on Participant Centered Learning (GloColl) at the Harvard Business School, Boston, July 21-27, 2013

Awards & Honours

Prof. Samir K. Srivastava's name has been included in European Science Foundation (ESF) database. ESF is an association of 72 member organizations devoted to scientific research in 30 European countries (website: <http://www.esf.org/>).

Prof. Samir K. Srivastava served as a reviewer for an Exploratory Workshop proposal submitted as part of the European Science Foundation's Exploratory Workshop Scheme

Ms. Neha Sadhotra, one of the FPM scholars of the Institute (who works on the area of 'technology facilitated services marketing'), was awarded the *2013 Liam Glynn Research Award* in recognition of the overall quality and merit of her doctoral dissertation proposal by American Marketing Association. The award was presented to her at the *22nd AMA Frontiers in Service Conference* of American Marketing Association, hosted by the National Taiwan University at Taipei, Taiwan during July 4-7, 2013. Ms. Neha Sadhotra, to whom Prof. Saji KB Nair is the Thesis Advisory Committee Chair, is the first ever recipient of this AMA doctoral dissertation award from an Institution of Asian continent



Events

Foundation Day Celebrations

IIM Lucknow celebrated its 29th foundation day on 27th July 2013. The festivities started on 25th July 2013, with various sporting events for the entire IIML community (students, employees and their families).

Five events (Swimming, Gym, Squash, Billiards and Table Tennis) were organised on the 25th and the 26th for the employees and the students. A Cross Country run was organised on 27th July 2013. Employees and students participated in the same with full vigour and excitement.

The festivities ended with a cultural nite in the evening on 27th July 2013.

Results

Event	Gym Bench Press			
	Category			
	Student (Boys)			
		1st	2nd	3rd
	50-60 kg	Amit Yadav	Suersh Majji	-
	60-70 kg	Vishwas Chandra	Sandeep T	Ravi Kiran
	70-80 kg	Kunal Negi	Sandeep B	Alok Singh
	More than 80 kg	Parthasarthi	Amit Kumar	Gaurav Garg
	Student (Girls)			
		Naina Lall	Nithya K	Pallavi M
	Employees			
		Amitesh Kr. Singh	Pramod Kumar	Gokaran Prasad
	Table Tennis			
	Category			
	Children	1st	2nd	3rd
		Aditya Dwivedi	Pulak	Parth Singh
	Employees			
		Pankaj Kumar	Neeraj Dwivedi	Ram Kripal Yadav
	Swimming			
		1st	2nd	3rd
	Children			
		Paarth Singh	Manan Kapoor	Madhav Kumar
	Employees			
		Dharampal	Shakur Bux	Gokaran Prasad
	Students (Boys)			
	Freestyle 50 m	Vishwas Chandra	Akshay Garg	Anurag Dhirgra
	Breast Stroke 50 m	Bishnu Das	Vishwas Chandra	Akshay Garg
	Backstroke 25 m	Ritej Bachhawat	Vishwas Chandra	Bishnu Das
	Butterfly 25 m	Vishwas Chandra	Bishnu Das	Akshay Garg
	Students (Girls)			
	Freestyle 25 m	Raka Sardar	Devika Kapoor	Akriti Singh
	Breast Stroke 25 m	Poulami Mondal	Devika Kapoor	Samitla Sabba
	Backstroke 25 m	Raka Sardar	Devika Kapoor	Poulami Mondal
	Butterfly 25 m	Raka Sardar	Poulami Mondal	
	Cross Country Run			
	Children	Masood Bux	Anuj Raj	Gurpreet Singh
	Employees	Amitesh Kr. Singh	Gokaran Prasad	Shakur Bux
	Student Boys	Manish Nandan	Niket Jain	Jeeten Tandon
	Student Girls	Meenakshi	Supreet Kaur	Shraddha G.
	Squash			
	Students			
		Gautam Girme	Niket Jain	Anshul Virmani
	Billiards			
	Students	Privank Kothari	Pranav Soni	Vinay Lakshman

Events

