

Sāmvaya

IIML Newsletter

Indian Institute of Management Lucknow



Inside this issue

Academic Activities

Publication Profile

Research Publications

- **Book & Book Chapters**
- **Papers**
- **Conference & Seminar Papers**

Editorial Assignments

Other Assignments

Other Publications

Management Development Programmes

From the Press

Featured members

- Prof. D. Tripathi Rao - Business Environment Area
- Prof. Chandan Sharma - Business Environment Area
- Prof. Roshan L. Raina - Communication Area
- Prof. Payal Mehra- Communication Area
- Prof. Samir K. Srivastava- Operations Management Area
- Prof. D.S. Sengar- Legal Management Area
- Mr. Khursheed Ahmad

Publication Profile

Research Publications

Books & Book Chapters

D. Tripathi Rao & Sachin Bhatia, 'Firms' Performance Over Business Cycles During Deregulation and Liberalisation in India', An Extended Abstract published in Banerjee et.al (2014), Emerging Issues in Management: Proceedings of Pan-IIM World Management Conference 2013, Emerald Publishing, 2014

Raina, Roshan Lal, Iftikhar Alam, and Faizia Siddiqui. 'Crisis Communication in Management Education Institute: Illustrative Insights from a Case Study' in Applied Case Studies in Management, edited by Biswas, PK et al, Delhi, Lal Bahadur Shastri Institute of Management, 2014: 29-41.

Crisis Communication is becoming an increasingly growing area of concern for organizations; both large and small. Handling of a crisis situation could be the best test of understanding and appreciating an organization's communication strategy. It is the real check of the existing system, which under the normal set of events, appears flawless. Even the best of individuals and organizations can crack when the pressure 'what' 'when' and 'how' to communicate is relentless and multi-directional. Whether corporate, or academic, effective communication is integral to their performance. This paper aims at studying and analysing the approach of Management Education Institutes towards a crisis situation, and their level of preparedness in tackling the same. The analysis is based on both primary and secondary data collected from select Management Education Institutions, taking into account the crisis situations they had encountered over the last one year, their response, and the subsequent impact of the same on their future strategies. An illustrative case study in the paper provides insights on how professional communication strategies deployed by an organization, in such trying times, can help it not only maintain its trust level but further build on it among all its stakeholders.

Keywords:

Crisis communication, Crisis management, Reputation, Management education, Media relations

Sharma, Chandan and Singh, Sunny K., 'Demand for International Reserve and Monetary Disequilibrium: Evidence from Emerging Asia' in: Greg Gregoriou, David Lee, editor, Handbook of Asian Finance Financial Markets and Sovereign Wealth Funds. Vol 1, Oxford: Academic Press Inc. (Elsevier), 2014, p. 149-167

Publication Profile

Research Publications

Papers

Mehra, Payal, 'Influence of socio-demographic factors in doctor-patient communication in India,' *International Journal of Indian Culture and Business Management (IJICBM)*, 8(3), 2014. IJICBM is listed in Australian Business Deans Council Journal Rankings List 2013, Association of Business Schools (UK) Journal list 2010, Excellence in Research for Australia (ERA): Journal list 2012

The current study assesses three communication styles of doctors-directive expressive, relational and thinker/analytical, and their impact on patient satisfaction in primary care centres in India. Most contemporary research studies are in the context of mature (i.e., Western) economies of the world; less empirical research has been undertaken in emerging economies such as India, where healthcare systems work very differently. The results reveal that patients' satisfaction with the healthcare was associated positively with both the directive/expressive and relational communication styles. The rural, low income and the illiterate population in India valued the directive style of communication and were satisfied with it, in contrast to the urban, high income, and the literate population. Severity of the illness, number of prior visits, type of medical information seekers, doctor's gender, waiting time in the clinic, consultation time, literacy, and place of stay (rural/urban) affected the importance of the doctors' communication in the patients' evaluation of healthcare.

Correa, Romar & D. Tripathi Rao, 'A Hetrodox Economics Critique of Financial Liberalisation', *Journal of Hetrodox Economic*, 1 (1), 2013

D. Tripathi Rao, 'Macroeconomic Policy Redressal for Financial Stability', *Economics, Management, and Financial Markets*, 19 (1), 2014

Despite the present world context, originating in the financial implosion in the United States of America, we believe that the time has come to, at least partly, invert Joan Robinson's dictum. We propose instead mildly, 'where finance leads, enterprise follows'. Critiquing the neoclassical orthodoxy, we propose the Kalecki- Kaldorian synthesis, a Post-Keyensian alternative, in the tradition of sectoral distinction between agriculture and industry, production and foreign exchange bottlenecks with an added emphasis on the public sector in development strategy to address present day policy concerns for financial stability, growth and income distribution.

JEL Codes: B22; E02; E44, Keywords: financial globalization; economic downturn; stability

Publication Profile

Conference & Seminar Papers

D. Tripati Rao and Sachin Bhatia, 'Deregulation and Liberalisation, Business Cycles and Performance of Indian Industry', paper presented in INCESS 14 - International Conference on Education and Social Sciences, February 03-05, 2014, Istanbul Turkey. Also Chaired Higher Education and Management Track

D. Tripati Rao and Ravi Pathak, 'China's Growing and Changing Trade Structure and the World Economy', WEI International Asian Academic Conference, May 18-21, 2014, Bali, Indonesia Also Chaired Business, Economics and Management Track

Editorial Assignments

Prof. Samir K. Srivastava joined the Editorial Advisory Board of International Journal of Logistics Management, an Emerald Journal with 2012 Impact Factor: of 1.463.

(http://www.emeraldgrouppublishing.com/products/journals/editorial_team.htm?id=ijlm)

Other Assignments

Prof. D. S. Sengar was the Key note speaker in the Lucknow Management Association Workshop on Intellectual Property Rights held at Lucknow on May 21, 2014.

Prof. D. Tripati Rao has been invited to be member of Scientific Advisory Board of International Conference on Social Sciences and Humanities, Autumn 2014, Organised by OCERINT - International Organisation Center of Academic Research, Istanbul, Turkey

Prof. D. Tripati Rao participated in Case Writing Workshop organised by Harvard Business School, February 24-27, Mumbai, 2014

Other Publications

Books & Book Chapters

Khursheed Ahmad, 'TQM Approach to the Learning Resource Centre: a Critical Appraisal of Gyanodaya' in Sada Bihari Sahu (Ed.), *Facets of Modern Librarianship* (ISBN 978-93-8315-830-0), New Delhi: S K Book Agency (2014) pp 191-205.

Management Development Programmes

Concluded (April -May 2014)

S.No.	Program Title	Program Director	Date	Venue
1	General Management Programme for Coal India Ltd.	Prof. Himanshu Rai Prof. Ashutosh Kumar Sinha	April 1-12, 2014	Lucknow
2	1 year Part-time General Management Programme for Executives (GMPE7) 4th Module	Prof. R L Raina Prof. Rajesh K Aithal	April 5-13, 2014	Lucknow
3	Leadership Skills for Teachers, Educational Administrators of Rajya Shiksha Kendra, Bhopal	Prof. Shailendra Singh Prof. Sushil Kumar (CBS)	April 7-11, 2014	Lucknow
4	Leadership Skills for Educational Administrators of Rajya Shiksha Kendra, Bhopal	Prof. Shailendra Singh Prof. Payal Mehra	April 14-18, 2014	Lucknow
5	Building Organizational Culture for Performance	Prof. Pankaj Kumar	April 17-19, 2014	Lucknow
6	Enterprise Knowledge Management for the Executives of Power Grid Corporation of India Ltd.	Prof. Nishant Uppal Prof. Sabyasachi Sinha	April 17-19, 2014	Lucknow
7	1 year Part-time General Management Programme for Executives (GMPE9) (1st on-campus module)	Prof. Neeraj Dwivedi Prof. Kriti Bardhan Gupta	April 19-27, 2014	Lucknow
8	MDP for IPS Officer (Indian Postal Service) Trainees	Prof. Satish S M Prof. Anirban Chakraborty	April 21-25, 2014	Lucknow

Management Development Programmes

Concluded (April -May 2014)

S.No.	Program Title	Program Director	Date	Venue
9	Management Module for IFS Officers, Phase IV	Prof. Pankaj Kumar Prof. Sushil Kumar	April 28, 2014 May 2, 2014	Lucknow
10	Managerial Effectiveness for Judicial Officers	Prof. D S Sengar Prof. Nishant Uppal	May 5-9, 2014	Lucknow
11	Capacity Building for ITI Principals	Prof. Satish S M Prof. Prakash Singh	May 5-9, 2014	Lucknow
12	GMP for Coal India Ltd.	Prof. Ashutosh Kumar Sinha Prof. Seshadev Sahoo	May 5-16, 2014	Lucknow
13	General Management Programme for Executives through Virtual Classroom 3 (Reliance) 2nd on-campus module	Prof. Satish S M Prof. Madhumita Chakraborty	May 7-9, 2014	Lucknow
14	Quality and Reliability Management for DRDO Scientists	Prof. K N Singh Prof. Sushil Kumar	May 12-14, 2014	Lucknow
15	Leadership Skills for Educational Administrators of Rajya Shiksha Kendra, Bhopal	Prof. Shailendra Singh Prof. Nishant Uppal	May 12-16, 2014	Lucknow
16	1 year Part-time General Management Programme for Executives (GMPE10) (1st on-campus module)	Prof. Arunabha Mukhopadhyay Prof. Sabyasachi Sinha	May 12-20, 2014	Lucknow

Management Development Programmes

Concluded (April -May 2014)

S.No.	Program Title	Program Director	Date	Venue
17	Effective Contract Management and Negotiation	Prof. D S Sengar	May 15-17, 2014	Noida
18	Managerial Effectiveness for Judicial Officers	Prof. D S Sengar Prof. Nishant Uppal	May 19-23, 2014	Lucknow
19	Capacity Building for ITI Principals	Prof. Pushpendra Priyadarshi Prof. Shamama Afreen	May 19-23, 2014	Lucknow
20	Capacity Building for ITI Principals	Prof. Pushpendra Priyadarshi Prof. Shamama Afreen	May 26-30, 2014	Lucknow
21	Leadership Skills for Educational Administrators of Rajya Shiksha Kendra, Bhopal	Prof. Sushil Kumar Prof. R L Raina	May 26-30, 2014	Lucknow

Management Development Programmes

Forthcoming (June - July 2014)

S.No.	Program Title	Program Director	Date	Venue
1	1 year Part-time General Management Programme for Executives (GMPE8) (4th on-campus module)	Prof. Sushil Kumar Prof. Sonia	June 7-15, 2014	Lucknow
2	Capacity Building for ITI Principals	Prof. Shailendra Singh Prof. Arunabha Mukhopadhyay	June 9-13, 2014	Lucknow
3	GMP for Coal India Ltd.	Prof. Himanshu Rai Prof. Prakash Singh	June 9-20, 2014	Lucknow
4	Certificate Programme in Business Analytics (CPBAE II)	Prof. Amit Agrahari Prof. Gaurav Garg	June 11-15, 2014	Lucknow
5	MDP for Novo Nordisk	Prof. Archana Shukla	June 19-20, 2014	Lucknow
6	Capacity Building for ITI Principals	Prof. Shailendra Singh Prof. Arunabha Mukhopadhyay	June 23-27, 2014	Lucknow
7	Negotiation Skills Development	Prof. Himanshu Rai	July 10-12, 2014	Lucknow
8	1 year Part-time General Management Programme for Executives (GMPE9)	Prof. Neeraj Dwivedi Prof. Kriti Bardhan Gupta	July 12-20, 2014	Lucknow
9	Lean Six Sigma: Green Belt Certification Programme	Prof. O S Vaidya Prof. Sushil Kumar	July 14-18, 2014	Lucknow

Management Development Programmes

Forthcoming (June - July 2014)

S.No.	Program Title	Program Director	Date	Venue
10	Achieving Service Excellence	Prof. Anirban Chakraborty	July 17-19, 2014	Lucknow
11	Advanced Communication Skills	Prof. Neerja Pande	July 21-23, 2014	Noida
12	Leadership Development	Prof. Himanshu Rai	July 24-26, 2014	Lucknow
13	1year Part-time General Management Programme for Executives (GMPE10) (2nd on-campus module)	Prof. Arunabha Mukhopadhyay Prof. Sabyasachi Sinha	July 26, 2014 August 3, 2014	Lucknow

From the Press

Name of the Publication : HT
Edition : All edition
Date : 25/05/14



Story : IIMs tweak norms to promote diversity

<http://www.thehindubusinessline.com/industry-and-economy/education/iims-tweak-norms-to-promote->

Story : Keeping vigil with Manjunath

<http://economictimes.indiatimes.com/panache/keeping-vigil-with-manjunath/articleshow/35101113.cms>

Story : Business, technology, community service pillars for inclusive growth: Hamid Ansari

<http://economictimes.indiatimes.com/news/politics-and-nation/business-technology-community-service-pillars->

Team Samavaya

Corporate Communication & Media Relations
Indian Institute of Management, Lucknow.
Prabandh Nagar, IIM Road Lucknow - 226013
Phone : 91-522-2736910, Fax : 91-522-2734025.
Email: ccmr@iiml.ac.in