



भारतीय प्रबंध संस्थान अमृतसर
Indian Institute of Management Amritsar

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Communique

The Newsletter of IIM Amritsar

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Foreword

I am delighted to release the first volume of IIM Amritsar's newsletter **Communiqué**, an initiative of our Media and Public Relations Cell. In addition to showcasing the achievements of the IIM Amritsar's faculty and students, the objective is to disseminate information to the various stakeholders about the key milestones, initiatives, activities, faculty expertise, consulting and other services which we can provide to the industry and community to solve critical social issues and problems.

Another purpose of the newsletter is to encourage the members of the community and industry to provide assistance and suggestions to help us achieve greater prominence in the field of management education. Going through this newsletter could help you connect with our faculty experts, who may be able to help your organization in some way or other, such as solving a business problem or provide consulting or training to your employees. Furthermore, this newsletter will be of immense help to everyone interested in attending the various management events and training organized by us. Through the various initiatives, including this newsletter, we strive to narrow the gap and bring together the community, students, faculty, and industry experts to foster collaboration, with the aim of providing a holistic educational experience.

Prof. Nagarajan Ramamoorthy

Director, IIM Amritsar

PAPERS

Journal Publications:

Arun K & Vikas Kumar. Kaushik (2020). Does experience affect engagement? Role of destination brand engagement in developing brand advocacy and revisit intentions, Journal of Travel & Tourism Marketing 37:3, 332-346

Practical implications of the study:

This study highlights the crucial role tourist experiences play in generating destination brand engagement. For example, if destination brands want to develop and enhance their engagement with tourists, service providers should pay more attention to the customer's feelings and emotions, especially as regards their tourism destination consumption:- by providing suitable entertainment options, by enabling them in the process to escape from reality, and by placing before them aesthetic objects or places to see. The paper will be useful for marketers engaged in destination branding activities.

Mishra, D., Dwivedi, Y. K., Rana, N. P., & Hassini, E. (2019). Evolution of supply chain ripple effect: a bibliometric and meta-analytic view of the constructs. International Journal of Production Research, 1-19.

Practical implications of the study:

The five-cluster classification presented in this paper provides a tool for managers to assess the current state of SCRM in terms of conceptualisation and risk mitigation strategies and identify their future needs in the relevant clusters so that they may decide whether to invest and improve

current tools/techniques in order to minimise supply chain risk.

Kumar, M., Prashar, S., & Jana, R. K. (2019). Does international tourism spur international trade and output? Evidence from wavelet analysis. Tourism Economics, 25(1), 22-33.

Practical implications of the study:

This research study has been conducted using wavelet-based analysis to capture the time–frequency-based lead–lag dynamics. Insights from this study would be crucial for policymaking with regard to tourism in the United States. For example, By maintaining and developing the bilateral trade activities with a large number of partners, the United States can continue to conserve tourism inflows from partner countries and can increase the inflow further with new partnerships.

Kumar M., Parsad, C., Bamel, U. K., Prashar, S. and Parashar, A. (2019), "Influence of pre-crisis reputation and COO on diminishing a product-harm crisis"

Practical implications of the study:

This quasi-experimental study shows that the country of origin (COO) of a company fails to protect trust and supportive behaviour on its own, but, in the presence of a high pre-crisis reputation, it shields trust in the company more effectively. However, the interaction of COO and reputation does not induce supportive behaviour for the company during a crisis. This study would be helpful for Public Relations/Marketing executives, who may be engaged in crisis handling activities.

Yadav, M., Kumar, A., Mangla, S. K., Luthra, S., Bamel, U. K., & Garza-Reyes, J. A. (2019). Mapping the human resource focused enablers with sustainability viewpoints in Indian power sector. Journal of cleaner production, 210, 1311-1323

Practical implications of the study:

The outcomes of this study can help the power sector to enhance human resource capabilities and quality of work life within the organization through provision of a benchmark model and help to accomplish sustainable development initiatives in its business.

Sahi, G.K., Gupta, M.C., & Cheng, T.C.E. (2019). The effects of strategic orientation on operational ambidexterity: A study of Indian SMEs in the Industry 4.0. Era. International Journal of Production Economics, <https://doi.org/10.1016/j.ijpe.2019.05.014>.

Practical implications of the study:

The present study has found that explorative and exploitative operational activities and their levels (average) have significant impacts on firms' business performance. It has also found that entrepreneurial- and market-oriented Indian SMEs place a greater emphasis on explorative operational activities; however, the impact of market orientation on exploitative operational activities is insignificant while that of entrepreneurial orientation on exploitative operational activities is highly significant. The study suggests operations function of SMEs can ensure ambidexterity by focusing equally

on existing resources and exploring new ones to seize market opportunities.

Conference Presentations:

Does Consumers' Switch between two Service Brands due to Self-service Technologies? Kaushik, A.K., Mohan, G., Kumar, V., & Chauhan, H. (2019). 14th Global Brand Conference, Berlin, Germany, 8-10

Impact of E-Commerce on Communities. Mishra, D., Amirjaidi, G. and Hassini, E. (2019). Canadian Operations Research Society, Vancouver, Canada.

Modelling Resilient Food Grain Storage and Distribution Problem in India, Kaur H., and Gupta M., (2019), Production and Operations Management Society (POMS) 2019 International Conference on connecting the Operations Management & Supply Chain Management World in Divided Times, September 2-4, Brighton UK.

Twenty-two years of the Journal of Knowledge Management: A Bibliometric and Network Analysis. Kumar U., & Kaushik, A.K. (2019). GLOGIFT 19. IIT Roorkee, India. 6-8 December 2019.

INDUSTRY INTERACTION

The academic year of 2019-2020 was an exceptionally fruitful year for IIM Amritsar which has already witnessed three conclaves and 4 guest lectures under the Spotlight banner and many more in the pipeline.

Guest Lecture Series- Spotlight

The students had the opportunity to interact with eminent industry stalwarts like Mr. Harsh Parikh (DRiefcase), Mr. Anil Nair (CISCO), Mr. Manish Gupta (Sachin Gupta & Associates), and Mr. Sidharth Balakrishnan (Essel Group). These industry veterans exposed the students to the current trends, innovations, and opportunities in various sectors including strategy, market research, digital economy, entrepreneurship, etc.

Finance and Marketing Conclave - Pariprekshya

The month of October witnessed the 4th edition of the annual Finance and Marketing Conclave -**Pariprekshya**. IIM Amritsar hosted several industry professionals ranging across sectors to debate and discuss about the different aspects of the marketing and finance field under an umbrella theme. The Finance Panel consisting of speakers such as Mr. Jayakumar Shah (Tata Capital Financial Services Limited), Mr. Ashutosh Bishnoi (Mahindra Asset Management Limited), Dr. Harshvardhan Raghunath (Bain & Co), Mr. Kapish Jain (PNB Housing Finance Limited), Mr. Sudipto Roy (Finlabs India Private Limited) and Mr. Rakesh Singhania (Wells Fargo India) analysed the “Changing Landscape of BFSI sector in India”. The Marketing Conclave

discussed the possibilities of “Marketing in the Age of Voice Search and Virtual Assistants”.

The panel included industry veterans like Mr. Prasenjit Roy (NTT Com – NetMagic), Mr. Balaji Vaidyanathan (Franklin Templeton), Ms. Archana Sinha (Salesforce), Mr. Amit Tyagi (Sonata Software Limited), Mr. Sudharsan R (Dell EMC), and Mr. Sameer Seth (Dolby Laboratories). The conclave was an immense learning experience for the student community and provided visionary insights into future of business practices.



Pariprekshya: Finance and Marketing Conclave

Operations and Strategy Conclave - Sankshetra

The last conclave of the academic year conducted on November 9th, 2019 was **Sankshetra** - the annual Operations and Strategy Conclave. IIM Amritsar once again hosted eminent professionals from various industries.

The operations panel included Mr. Vikas Bhaskar (Stellar Value Chain Solutions Private Limited), Mr. Salil Kapoor (Supply Chain Labs), Mr. Shailen Shukla (Jumbo Electronics Company Limited), Mr. Ramnath Sadasivan (Reliance Retail), Dr. Rakesh Sinha (Godrej Consumer Purchases Limited) and Mr. Joydeep Sarkar (Hicare Services Private Limited).



Sankshetra: Operations and Strategy Conclave

They discussed elaborately on the theme “Managing the unexpected: Building resilient supply chains amidst disruptions and complexities”

The strategy panel consisted speakers like Mr. Aditya Singh (Titan), Mr. Anuj Chopra (Haier), Mr. Saurabh Saith (Orion Nutritionals Private Limited), Mr. Satish Pandey (Siemens), Mr. Avinash Chandra (Capgemini), and Mr. Ankur Dhawan (Buddy4Study). A very enlightening session throughout, the conclave succeeded in elevating the students understanding of supply chain complexities and helped them in comprehending the difficulties of developing an ever-sustaining competitive edge.

IIC continues to strive, to bridge the gap between textbook learning and actual market trends for the students of IIM Amritsar by bringing in bigger brands and seasoned leaders. With the present academic year nearing its end, preparations for the upcoming year has already begun. IIM Amritsar is now looking forward to another exciting year of learning with many more surprises in store. To find out stay tuned.

RUNBHOOMI

To make students aware about the importance of fitness in their rigorous schedule, Sports Committee of IIM Amritsar organized a 5km Marathon event “RunBhoomi”. The event saw participation of more than 400 people including students, faculties, and many marathon enthusiasts. IIM Amritsar also collaborated with an NGO named ‘Seeds for Change’ to spread a social message of Green Amritsar.



RunBhoomi 3.0

The day ended with a 10000 steps Walk-a-thon in the hostels, where the message to walk at least 10000 steps daily was spread across the campus.



Sports day: Yoga Session

NATIONAL SPORTS DAY

On National Sports Day, and the launch of Fit India movement by the Prime Minister, Sports Committee of IIM Amritsar organized whole day events including Yoga Session, Plank Challenge and Walk-a-thon. The day started with the Yoga Session where we communicated the importance of yoga and its benefits to everyone. As the day progressed the next event was Planck Challenge which saw enthusiastic participation from Students and Faculties, and everyone locked their hands in the competition.

ALUMNI CONNECT

Director's Meet- Delhi:

IIM Amritsar successfully conducted its First-ever Director's Meet - The Delhi Chapter in India Habitat Centre, New Delhi. The meet witnessed a strong presence of alumni from Delhi and across regions. The agenda of the meet was to have an informal interactive session between the Director and Alumni, where our new Director Dr. Nagarajan Ramamoorthy shared his vision for the institute and sought active participation from our alumni in achieving those goals. He focused on building a more collaborative environment where the alumni and the institute could grow together as a whole thus achieving the goals set for IIM Amritsar in a short span of time.



Director's Meet: Delhi Chapter

Alumni actively engaged with the Director and Alumni Chairperson Dr. Harpreet Kaur over lunch and came up with the suggestions to improve the curriculum, industry relations, alumni engagement. They also laid emphasis on the college taking up more live projects so that students could get better industry exposure.

Director's meet- Bengaluru:

Alumni Committee successfully organized its second Director's Meet – The Bengaluru Chapter on 19th October in Bengaluru. The key agenda of the meet was to create and strengthen the brand image of IIM Amritsar as one of the most reputed B-school of the country.



Director's Meet: Bengaluru Chapter

The meet started with discussion on increasing the tenure of the orientation programme, followed by the introduction of more electives for the 1st year MBA students so that, they can be well equipped for their upcoming summer internships. Emphasis was given on hosting of International conferences for more visibility in academia and industry. The director also sought suggestions from alumni to improve the curriculum. Furthermore, more initiatives like inviting Industry experts to the alumni meets for interaction to steer the discussion to the industry specific topics were discussed. The Director and Alumni chairperson thanked Alumni for their presence in the meet.

Director's meet- Mumbai:

Indian Institute of Management Amritsar successfully conducted its final Chapter Meet in continuation of its series of Director's Meet in Mumbai, in presence of the institute's Director Dr Nagarajan Ramamoorthy and Alumni Chairperson Dr Harpreet Kaur. What embarked as a journey with Delhi Chapter Meet ended in Mumbai with the pleasant gathering of our alumni, recording the highest Alumni attendance among all the Chapter Meets. Amidst the gathering of young Alumni of IIM Amritsar, the meet was graced with the presence of the youngest CFO award winner Mr. Nishant Saxena, Head-International Division, Cipla. It was an absolute pleasure and honour to host Mr. Nishant Saxena and our esteemed alumni in the meet.



Director's Meet: Mumbai Chapter

Corporate Mentorship:

Corporate mentorship program is an initiative started by Alumni Committee to connect the current batch with the Alumni of the institute by providing them a platform to connect. Students are divided into small groups of 5 to 6 members per group on the basis of their similar interests/Specialization and experience.

Then a Mentor with similar inclination and work experience is assigned to each group to help the group members in their different phases of B-School life such as Summer internship interviews preparation, Electives for the second year, Corporate competition etc.

Interact Session:

Alumni Committee successfully organized Alum interact session - 3 on 25th January 2020. The topic for discussion was 'Concepts of marketing used in summer internship ' and it was facilitated by Shubhra Sharma and Anushree Purohit. The discussion included importance of analytics in marketing domain, relevance of different MOOC courses and selection of electives for marketing enthusiasts.



Students of IIM Amritsar at the Interact session

Halcyon:

Alumni committee has released its first ever quarterly newsletter, "Halcyon". Our newsletter not only gives an insight into committee's activities but also helps in projecting different views on various topics from its students and alumni. Halcyon features inclusion of successfully

conducted Directors Meets, RBL Bank's UMEED 1000 Cyclothon which is a CSR initiative to support girl child, Achievements of PGP03 and PGP04 etc.

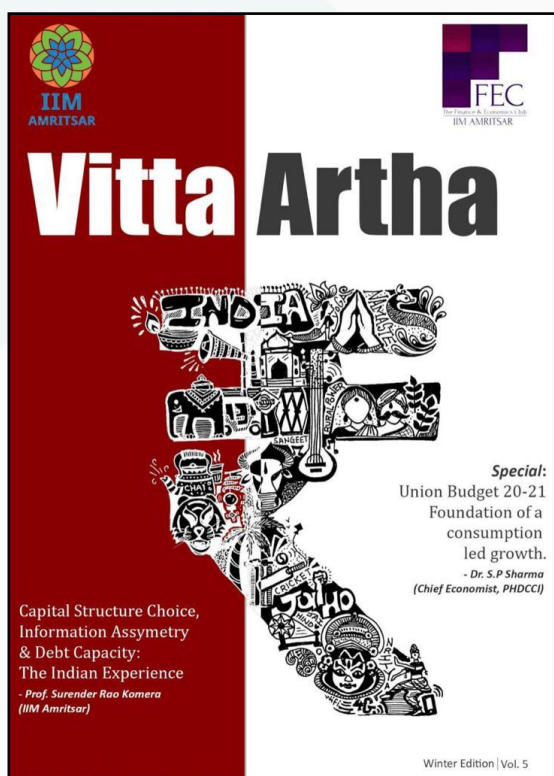


Halcyon: IIM Amritsar Alumni Newsletter

Vitta Artha: FEC

FEC's half yearly magazine provides insightful and informative articles and opinion pieces which facilitate an exchange of ideas. Articles are sent by high profile individuals, professors, and students to help kindle the fire in finance enthusiasts. You can find it here:

https://issuu.com/financeclubiimamritsar/docs/vitta_artha_5.0



Vitta Artha | Winter Edition' 20 | Volume 5

Talk Show: Vaani

Under the initiative of MHRD, Vaani organized a Talk show on the theme of Swachta Pakhwada. Participants were divided into two panels and were given respective topics to discuss about. It covered all the aspects of cleanliness and sanitation, including the effectiveness of various government initiatives. The students critically analysed the various

dimensions of healthy lifestyle and discussed about the importance of keeping our environment clean for sustainable development.



A talk show by Vaani on Swachhata Pakhwada

Sankalp: The CSR Club

Blood Donation Camp

Bring a life back to power, make blood donation your responsibility. With this motto a blood donation camp was organized by Sankalp, the CSR club of IIM Amritsar on 10 November 2019.



Blood donation camp held by students at IIM Amritsar

In this camp faculties, staff and Overwhelming number of students from

IIM Amritsar participated with vivacity. The camp was organized in the student the hostel premises in association with Amandeep Hospital, Amritsar. The coordinators worked with the doctors and the staff for the success of the camp.

Agosh Holding Hands (school for specially abled children)

Every child has some special gift, the special gift for children at Agosh Holding Hands is they have a lot of love for the people visiting them" - With these words principal of Agosh Holding Hands, School of specially-abled children welcomed students of IIM Amritsar. Sankalp - The CSR Club of IIM Amritsar organized a special event in Agosh Holding Hands.



Students of IIM Amritsar at Agosh

Republic Day Celebration at Smile Special School

It should not matter how slowly some children learn as long as we are encouraging them not to stop. Sankalp-Social Service Club of IIM Amritsar organized an event on occasion of Republic Day at Smile Foundation- School for children with special needs. Event included informal interaction of students of IIM Amritsar and students of Smile Special School, Dance performances and games.

Event concluded with gift distribution to students and also distribution of School bags and shoes which was done in association with NGO Smiles Care.



IIM Amritsar students at Smile Foundation

HRithvi

Event: Srijan

The HR Club of IIM, Amritsar conducted the event "Srijan," during Aarunya 2020. This competition was based on Employer Branding. Participants got an opportunity to create a company of their own and to showcase their Employer Branding Strategy



Prize distribution for the event 'Srijan'

Event: Manthan

The event "Manthan," was conducted as The Boardroom Challenge Competition during Aarunya 2020. This event gave participants a chance to experience the real-life boardroom drama, to step in the shoes of managers and live in real what goes inside a boardroom.

Stratagem

Consulaire 3.0:

On January 3, 2020, Stratagem proudly presented the third edition of its semi-annual magazine -

"The price of anything is the amount of life you exchange for it." - Henry David Thoreau

With a bunch of keys, it is possible to open a closed lock with a certain trial-and-error. But only a handyman can do it in record time with the exact knowledge of the key to that lock. The same goes for consultants - the concoction of years of experience coupled with subject matter know-how works is the only way they can provide customised advice to diverse issues.

Businesses today are faced with the uphill task of dealing with exponentially rising uncertainties, which makes sound strategic management of paramount importance. It helps not only in creating and maintaining a competitive advantage for organizations

but also, in ensuring their long-term survival in the face of such adversities.

Link: https://issuu.com/stratagemiimasr/docs/consulaire_3.0



Consulaire 3.0

Eloquence: The Guest Lecture and Workshop Series by Stratagem

On January 25, 2019, Stratagem successfully conducted the premiere session of 'Eloquence', its guest lecture and workshop series, with Mr. Abhishek Kishore Gupta (Partner, KPMG) gracing the session as our first speaker. Commenting on the current scenario of management consulting. Mr. Gupta started out by demystifying the cloud around the consulting industry, and a new way of classifying it by the complexity of the problems involved, as opposed to functional verticals. He shared a number of real-time illustrations to demonstrate how consulting firms are positioning themselves in a rapidly changing business environment

and the integration of emerging technologies like IoT, Blockchain, etc. into their core operations. In the latter half of the session, Mr. Gupta shared a broad framework on tackling a case in management studies, by focusing on four key elements - industry, function, people, and technology. He concluded by sharing invaluable life-lessons to stay relevant and competitive in the industry through continuous upskilling.



IIM Amritsar students attending Eloquence guest lecture series

Stratabetting

On 21st February 2020 Stratagem concluded its second edition of Stratabetting, StrataBetting 2.0 - a virtual strategic speculation event, in association with Sports Committee that started on October 10th the previous year alongside IIM Amritsar's intra-college sports festival, Kritansh 2019-20. In this event, participants were to successfully predict the winners and other happenings in a game and get rewarded for the same. The event was conducted for all the events of the flagship sports event of IIM Amritsar and received a healthy participation from both the MBA'04 and MBA'05 batches.



Winners -Stratabetting

'Expanding Horizons', AArunya 4.0 - IIM Amritsar

On 8th February 2020 Stratagem convened 'Expanding Horizons', a competition under the aegis of AArunya 4.0, The Annual Management, Sports, and Cultural festival of IIM Amritsar. It is one thing to speculate upon news about mergers and acquisitions of organisations worldwide; a whole different ball game when one is faced to make that very decision. Stratagem - Strategy and Consulting Club of IIM Amritsar gave some of the brightest budding managers across the country a sneak-peek into this very experience through the event



Winners- Expanding Horizons

Media & Public Relations Cell



Ms. Arushi Sillodkar



Mr. Atul Kumar Jain



Mr. Karan Kumar Agrawal



Mr. Manav Jain



Mr. Rovin Singh

