

## Placement Team

### Dr. Venkataraghavan K

Chairperson - Placements & Associate Professor (Information Technology & Systems)

Mobile: +91-9444233449

Email: chair\_placements@iimkashipur.ac.in

### Mr. Amit Kumar Chanpuria

Administrative Officer (Placement)

Mobile: +91 9926099008

Email: amit.chanpuria@iimkashipur.ac.in

### SENIOR PLACEMENT COMMITTEE

ADITYA BHARADWAJ	+91 8193071096	MAYANK BAHADUR	+91 8745982117
ALISHA SINGHAL	+91 8810330223	PARUL GUPTA	+91 9718109796
AMAN AGRAWAL	+91 9713140400	ROHAN BHAGAT	+91 7668434167
ARTI PATIDAR	+91 7693958877	ROHIT GUPTA	+91 9557235289
DEV ANAND	+91 7668663283	SHUBHAM VISPUTE	+91 9604165126
G PRASHANTH	+91 9567615302	VIMANYU AGGARWAL	+91 8860014725
KIRAN S	+91 8056390754		

### PLACEMENT OFFICE

E-mail: placecomm@iimkashipur.ac.in

# PLACEMENT BROCHURE 2020-2021



Celebrating **10**<sup>th</sup>  
Year of Excellence



### Indian Institute of Management Kashipur

Kundeshwari, Kashipur,  
District- Udham Singh Nagar,  
Uttarakhand-244713, INDIA

Tel: +91-7088 270882, 7900 444090, 91, 92, 93

anuv printing press  
www.anuvpress.com  
Lucknow (0522) 6565333

## INDIAN INSTITUTE OF MANAGEMENT KASHIPUR

The Indian Institute of Management Kashipur is set up with the goal of conferring quality administration instruction while sharpening understudies in social, cultural needs. IIM Kashipur commenced operations in July 2011. The flagship programmes of the institute are Master of Business Administration (MBA) and Master of Business Administration (Analytics), which are full time, two-year residential programs. The rigorous educational curriculum tries to ingrain an enthusiasm for learning and capacity to apply that information to real life outstations. The programme lays accentuation on all-round personality.

The Institute also offers a two-year weekend Executive Master in Business Administration (MBA[WX]) for working executives. Doctoral Programme - PhD and Executive Fellow Programme (EFPM) are the two doctoral programmes launched in 2015 and 2014 respectively. The faculty at IIM Kashipur represent the best mix of academic and industrial experiences.

The Institute likewise brags of being situated in one of the densest industrialized districts in the nation with more than 180 ventures having set up their plants in and around the region. This places the Institute at a vantage moment that it comes to 'Learning by Doing' through regular industry interaction and live projects.

# THE INSTITUTE



## Mission

To drive academic excellence using innovative teaching methods, promoting research and practice of sustainable leadership.

## Vision

To become, over the next 10 years, one of the top business schools in India, developing leaders who can perform globally.

## Core Values

- Pursuit of Excellence
- Transparency
- Lifelong Learning
- Integrity
- Mutual Respect

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# Board of Governors



**Chairman : Shri Sandeep Singh**  
Interim Chairman, BoG IIM Kashipur  
Author and Independent Director

**Shri Utpal Kumar Singh**

Chief Secretary, Uttarakhand Government  
Uttarakhand Government Representative



**Shri Sanjay Kumar Sinha**

JS (Management & ICR), MHRD, GOI  
& MHRD Representative



**Shri Vishwavir Ahuja**

Managing Director & CEO,  
The Ratnakar Bank Ltd

**Prof. B. Mahadevan**

Professor of Operations Management,  
Indian Institute of Management Bangalore



**Ms. Savita Mahajan**

Former Deputy Dean,  
Indian School of Business

**Shri Arvind Mahajan**

Founding member of IIMPACT  
& Renowned Management Consultant



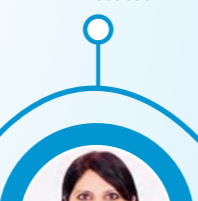
**Ms. Vibha Malhotra**

Director,  
Confederation of Indian Industry



**Shri Nrip Singh Napalchyal**

Ex-Chief Information Commissioner,  
Uttarakhand Information Commission  
& Ex-Chief Secretary, Uttarakhand Government



**Prof. Kirti Sharda**

Faculty in Organisational Behaviour area,  
IIM Ahmedabad



**Prof. Kulbhushan Balooni**

Director, IIM Kashipur

**Dr. M. Ramasubramanian**

Chief Administrative Officer  
Secretary to BoG



**Prof. K N Badhani**

Dean (Administration)



**Prof. K M Baharul Islam**

Dean (Academics)

## From the Director's Desk



**Kulbhushan Balooni**

Professor & Director, IIM Kashipur

Dear Recruiter,

I extend my warm greetings to you.

I am extremely elated to invite you to IIM Kashipur, a scenic and serene attraction to those who believe in the settled majesty of the foothills and rise to the call of the mountains.

IIM Kashipur has become the cynosure of MBA aspirants and industries across the country and outside. Steadily, with its unwearied energy, IIM Kashipur has created a rich cultural diversity that values knowledge, community, and inclusivity.

Since its inception, IIM Kashipur is on a riveting journey of being and becoming the leader of tomorrow. The institute has successfully fostered a triad culture of learning, development, and execution. At the same time, we have drawn a tapestry of ethics and integrity in the psyche of every student, who carries the badge of IIM Kashipur.

Keeping up to its expectation, the institute has conceived a curriculum, incorporating valuable inputs taken from the industry experts. We have created FIED (Foundation for Innovation and Entrepreneurship Development) and DIC (Design and Innovation Centre), which embrace our students' learning towards entrepreneurial skills and design thinking. The centers create an environment for co-creation where we proactively engage with the vibrant civil society. Further, our well established 'Analytics Track' program with its advanced courses in data sciences and machine learning has eventually culminated in the launch of the MBA (Analytics) program this year.

Solving case studies, attending guest lectures and workshops, undertaking outbound programs, and participating in live projects make up a significant proportion of the students' managerial education. Their perseverance and curiosity, combined with our meticulous teaching methods, add many feathers to our cap. We take pride in our students as they triumph in various corporate and B-school competitions, thanks to the hands-on training on multiple aspects of management as they expose themselves to day-to-day functions of the campus. Our students bring in a global perspective with themselves by being part of the international exchange programs with renowned academic institutions across the world.

I express my sincere gratitude to our past recruiters and partners in progress who have always recognized this institute to its true potential.

We, at IIM Kashipur, aim to contribute a quality workforce to the economy, which would be trusted for its impeccable style of working. It gives me immense pleasure to invite you to come and meet the enthusiastic students who are ready to manoeuvre the world.

## Placement Chairperson's Message



**Dr. Venkataraghavan K**  
Chairperson, Placement Committee

Greetings from IIM Kashipur!

We are happy to share that IIM Kashipur is entering its 10th year since its inception. Over the years, our students have followed their passion and have made successful careers in top companies in India and abroad. Our programs attract a diverse pool of talented students every year and shape them for the future. The two-year full-time Master of Business Administration (MBA) program has all the salient features of a world-class management education delivered using relevant pedagogy. With AI and ML becoming all-pervasive, we launched a two-year MBA (Analytics) program this year. Our faculty members help the students develop relevant managerial skills and leadership qualities, along with functional competencies. They are trained to develop decision making and problem-solving skills using appropriate course content and teaching and learning methods. Outside of the classroom, students sharpen their skills by organizing events and taking part in various competitions. We host year-round programs and activities that foster industry-academia collaboration.

We look forward to creating a mutually beneficial partnership with organizations like yours through multi-lateral ties such as guest lectures, industry seminars, and workshops that facilitate continuous learning and education. We will be happy to host you in our institute for the Summer and Final Placement seasons this year. I request you to go through the placement brochure containing the MBA batch profile of 2019-21 for the final placements, and 2020-22 batch profiles of MBA and MBA (Analytics) for summer internships.



Why

# IIM Kashipur



- State of the art library resources
- Access to over a dozen premium databases and many journals
- 13 Bloomberg terminals - get all the data on industries and companies - in real time
- Full-fledged e-library services even during COVID
- Culturally diverse
- Our students develop many perspectives - we have people from 26 different states



## Location

- In the vicinity of Rudrapur industrial belt
- Provides students multiple engagements with units of prominent companies like India Glycols Limited, Naini Papers, TATA Motors, Bajaj Auto and AL
- Nainital, Jim Corbett, and over a dozen favourable destinations are very approachable
- Our students get abundant exposure to the travel economy
- Our industry partners find a calm and serene atmosphere - mountains, waterfalls, Monsoons and occasionally snow - soothing to the city mind
- Ideal location for limitless learning



- First among peer IIMs to shift to the permanent campus
- Sprawling 190-acre campus
- Lush green surroundings
- Fully connected - classrooms, hostels, mess and everywhere
- Green campus - radiant cooling, solar lighting
- Eat healthy at the student run mess and stay healthy by going to the GYM

# Life @ IIM Kashipur



08:15 am

I am late again! Switching off my alarm, I rush to get dressed. Class starts in 15 mins and the biometric will go off in another 20 mins.

And before I leave, I need 5 mins to gather my case studies, assignments and presentation. Stuffing a sandwich in my mouth, I run a marathon to reach the class before the professor enters.

08:30 am

Phew! Just in time! Case study – Check, Assignment submission – Check, Pen drive – Check, Attendance - ??? Damn! \*Tiptoeing to the front of the class\*



12:30 pm



It's time for lunch... Oh wait! I need to complete the pre-reads for the next class!

05:30 pm

2 classes and a surprise quiz later, library is my destination for tomorrow's submissions.

Poring over books and journals, I dive into the world of management and try to figure out the what, why and how behind all of it. As I check my schedule for the night, I realize it's going to be a long night ahead.



08:00 pm

Trrring! And my phone rings again! That's my reminder for badminton practice for the upcoming tournament. Packing my bag, I sprint back to my hostel. After all, getting late never comes with an excuse.



09:30 pm

Having done with my practice and dinner, I pore over the agenda for the committee meeting in 5 mins. As I walk towards the meeting room, I glance at the to-do list to make sure I am not missing anything.



11:00 pm

The meeting just added a dozen things to be completed but before I get started on them, I need to sit with my group mates for the upcoming case competition.

The bar has been raised and the expectations are high. Unlike last time, we need to win this year. It is now or never!



01:00 am

There are 3 hrs before I hit the bed but there's still so much left to be done and I can hear my friends calling out to me from the canteen downstairs. It is time for our routine 1 baje wali coffee and sandwich.



01:30 am

The caffeine is definitely going to keep me awake for the next couple of hours and so, I sit down with my laptop slowly striking off things from my to-do list.

03:00 am

Well, with most of the things done, I open my books to prepare for tomorrow's class. Before I hit my bed and sign off for the day, I wonder if it would have been better to have a 48 hours day but then I realize, nothing would be the same. It's the rigor that shapes us and trains us for the days coming ahead. After all, the world outside will be anything but kind to us.

04:00 am

Switching off my lights, I set my alarm. As I drift off, I look forward to the batch party this Saturday.



“Strength and growth come only through continuous effort and struggle”

– Napoleon Hill

# ACADEMIC PROGRAMMES



## Master of Business Administration (MBA)

Indian Institute of Management Kashipur provides two-year full-time residential Master of Business Administration (MBA) program which has all the salient features of a world class management education, delivered using relevant andragogy. IIM Kashipur follows the philosophy of Learning by Doing by providing a blend of lectures, case-based methodology and industry interaction. The curriculum encourages discussions amongst students, faculty with diverse backgrounds and experienced industry representatives from established organizations. This format brings in multi-dimensional solutions created for real world business situations.

Live projects, corporate competitions, industry webinars, guest lectures, presentations and other extra-curricular activities stimulate students to take initiatives, carry responsibilities, which prepare them to be the leaders of tomorrow.

The admission to the programme is through CAT, the toughest management entrance exam in the world in terms of success ratio. Every year around 2-3 lakh students apply for this exam for admission to premiere institutions of the country. This year the number of candidates who registered was 2,44,190 lakh and the number of candidates who appeared in the exam was 2,09,926.



*“ Theory without practice is sterile, Practice without theory is blind ”*

## Course Structure 2020-22

### Term-I

Business Statistics  
Financial Accounting  
Financial Markets  
Microeconomics  
Marketing Management I  
Organizational Behaviour  
Workshop- Computational Tools for Business  
Workshop- Written and Oral Communication  
Workshop- Critical Thinking/ Interpersonal Skills

### Term-II

Decision Modelling  
Organizational Design  
Management Information Systems  
Corporate Finance  
Marketing Management II  
Operations and Supply Chain Management  
Macroeconomics and Public Policy  
Entrepreneurial Organization and Society

Legal Aspects of Business  
Workshop- Critical Thinking/ Interpersonal Skills

### Term-III

Leadership  
Marketing Research  
Analytics for Business  
People Management in Organizations  
Management Accounting  
Strategic Management  
Leadership Communication  
Design Thinking and Innovation  
Business Ethics  
Experiential Learning I

### Term-IV

Management Simulation

### Term-VI

Experiential Learning II



#### Communications Area

- Corporate Communication and Crisis Management
- Doing Business in Africa
- Media and Entertainment Business Management
- Movies for Management
- Storytelling for Managers

#### Economics Area

- Agribusiness Entrepreneurship
- Applied Econometrics for Managers [Cross listed with Analytics]
- Business of the future: Management and Sustainability [Cross listed with Strategy]
- Economics of International Business
- Economic Growth, Development and Indian Economy
- Infrastructure Financing, Public Private Partnership and Regulation [Cross listed with Finance]

#### Finance and Accounting Area

- Behavioral Finance
- Business Valuation
- Commercial Bank Management
- Digital Finance [Cross listed with IT]
- Financial Analytics [Cross listed with Analytics]
- Financial Derivatives
- Financial Statement Analysis
- Financial Risk Measurement and Management
- Fixed Income Markets and Analysis
- Investment Management
- Infrastructure Financing, Public Private Partnership and Regulation [Cross listed with Economics]
- Mergers & Acquisitions [Cross listed with Strategy]
- Trading Strategies and Introduction to Market Microstructure
- Venture Capital and Investment Banking

#### Information Technology and System Area

- Advanced Machine Learning
- Artificial Intelligence and Deep Learning [Cross listed with Analytics]
- Data Science & Machine Learning [Cross listed with Analytics]
- Data Visualization [Cross listed with Operations/Analytics]
- Digital Business and Frontier Technologies
- Digital Finance [Cross listed with Finance]

- Enterprise Resource Planning Systems [Cross listed with Operations]
- Information Technology Project Management
- Information Technology Product Management
- IOT and Business
- Social Media and Web Analytics [Cross listed with Analytics]

#### Marketing Area

- Advanced Marketing Research
- Advanced Media Marketing
- Business to Business Marketing
- Consumer Behavior
- Design Thinking and Innovation
- Digital Marketing
- International Marketing
- Marketing Analytics
- Marketing Strategy
- Pricing Management
- Product and Brand Management
- Retail Management
- Rural Marketing
- Sales & Distribution Management
- Services Management – Integrating Marketing and Operations Management Perspectives [Cross listed with Operations]

#### OB & HR Area

- Conflict and Negotiation
- HR Analytics [Cross listed with Analytics]
- Industrial Relations & Labour Law
- Leadership: Concepts and Practices
- Learning & Development

- Managing Digitalized Organization
- Managing Organizational Change
- Performance Appraisal
- Talent Management

#### Operations and Decision Sciences Area

- Advanced Data Analytics
- Advanced Managerial Decision Analysis
- Consulting: Energy and Infrastructure
- Data Visualization [Cross listed with IT/Analytics]
- Enterprise Resource Planning Systems [Cross listed with IT]
- Operations Strategy
- Project Management
- Quality Management & Six Sigma
- Services Management – Integrating Marketing and Operations Management Perspectives [Cross listed with Marketing]
- Sourcing and Logistics Management

#### Strategy Area

- Applied Theory in Strategy and Competition
- Business of the future: Management and Sustainability [Cross listed with Economics]
- International Business
- Management Consulting
- Mergers & Acquisitions [Cross listed with Finance]
- Strategies in Emerging Markets

# ELECTIVES OFFERING FOR 2020-2022





# Master of Business Administration (Analytics)

The Master of Business Administration (Analytics) program at IIM Kashipur is a two-year full-time residential programme. The programme aims to prepare managers and future leaders who will shape the technology-oriented and data-driven world. The curriculum provides a comprehensive learning environment for students to adapt to the increasing demand for complex data analysis, understand different forms of analytics and enhance their ability to evaluate uncertain and dynamic business environments.

The balanced mix of academics, industry exposure and co-curricular activities grooms students to acquire knowledge, skills and attitude for leadership profiles so that they can seamlessly navigate the ever-changing business landscape.

The programme is divided into six terms; three terms in the first year and three terms in the second year. Each term is of around eleven weeks of duration. The first-year coursework of MBA (Analytics) shall be several courses in common with the Regular MBA program in Terms I, II and III. This shall provide a good foundation on Management foundations. MBA-Analytics students shall be doing certain analytics-core courses in Term I, II, III, that are not part of regular MBA I. During the summer internship, the participants get an opportunity to build a practical perspective of whatever they have learned in the classroom and to warm up themselves for deeper insight through elective and self-study course in second year.

## Course Structure 2020-22

### Master of Business Administration (Analytics) Program Duration: Two Years

#### Term I

Organizational Behaviour  
Business Statistics  
Financial Accounting  
Financial Markets  
Microeconomics  
Marketing Management I  
Mathematical Foundations  
Workshop- Written and Oral Communication

#### Term II

Decision Modelling  
Management Information Systems  
Corporate Finance  
Marketing Management II

Operations and Supply Chain Management  
Legal Aspects of Business  
Business Computing I  
Introduction to Business Analytics

#### Term III

People Management in Organizations  
Strategic Management  
Business Computing II  
Seminar on Research Methods  
Data Visualization  
Data Management & Big Data

#### Term IV

Applied Econometrics for Managers

Data Science and Machine Learning  
Social Media and Web Analytics  
Electives 1-4  
Dissertation- Part A

#### Term V

Natural Language Processing  
AI & Deep Learning  
Advanced Data Analysis  
Electives 5-8  
Dissertation- Part B

#### Term VI

Elective 9-14  
Dissertation- Final

## List of Electives

- AI and the New Economy
- Algorithms & Complexity
- Algorithmic Trading
- Blockchain
- Behavioural Economics
- Computational Intelligence
- Cryptography
- Computational Social Science
- Cyber-Security
- Digital Finance
- Privacy and Ethics of Digital World
- Digital Business
- Digital Marketing
- Digital Products and Design
- Digital Policy
- e-Governance and Smart Cities
- Economics of Information
- Econometric Machine Learning
- Financial Analytics
- Fintech
- Future of Work
- Game Theory in Digital Business
- Healthcare Analytics
- HR Analytics
- Industry 4.0 & Automation
- Innovation and Creativity in Digital Economy
- IT Product Management
- IT Project Management
- Marketing Analytics
- Marketing Research
- Multimedia Analytics
- New Venture Development
- Open Source Software Development
- Power & Negotiation
- Pricing and Revenue Analytics
- Simulation
- Sociology and Analytics
- Spatial Data Analysis
- Supply Chain Analytics





## Master of Business Administration for Working Executives (MBA-WX)

### About MBA (WX)

The MBA (WX) is an intensive two-year Post Graduate Programme in Management, especially designed for mid/senior level professionals. MBA(WX) is a specialized programme that provides a scientific approach to business decision making today's dynamic and competitive international business environment. MBA(WX) provides an opportunity for middle and senior level executives to refresh and upgrade their managerial skills without interrupting their professional activities. The MBA(WX) programme is a rigorous fully classroom based programme to be held during the weekends. The participants bring in their wide experience into the classroom and work on regular individual and group projects. Throughout the programme, the participants practice the concepts learnt in classroom at their workplace. This parallel learning and implementation process is very fundamental to this programme.

The participants can use their practical business expertise and the new ways of management thinking taught at the institute to change their approach to decision making. This will help them make the transition to general management from a technical or functional role. The elective portfolio allows them to specialize in certain subject areas or gain breadth across a range of business and management disciplines. The programme is also designed to help participants gain entrepreneurial skills to help them develop their own venture, or to implement new and innovative ideas within their organization. The MBA(WX) candidates will be awarded their degrees in the annual convocation of IIM KASHIPUR along with regular PGP participants.

### Objectives:

- To develop analytical, problem solving and decision-making capabilities by exposing the students to the use of various management tools and techniques.
- Develop leadership capabilities to act as change agents and be a source of motivation in the organization.
- To stimulate understanding of real business world through emphasis on practical cases that simulates real life situations.
- To inculcate values and attitude which provide them social awareness and responsibility.

## Executive FELLOW Programme in Management (EFPM)

IIM Kashipur's Executive Fellow Programme in Management (EFPM) is a doctoral level programme designed to address the academic requirements of professionals with rich practical experience who want to pursue in-depth research in some of the managerial issues. The main objective of the programme is to develop a pool of professionals well trained in academics and research methodology who can contribute for better industry academia interface through permanent or visiting assignments in management institutes and universities. The programme is committed to support the participants to excel in their area of research reflected in their publications of international standard. The Programme requires dedicated efforts of around four years – one year's Course Work followed by three years of Thesis Work. A fine balance is maintained between job pressure of participants and rigour of the programme through flexible mode of programme delivery. The programme is completed through multiple campus visits and leveraging on IT for continuous interaction between faculty and participants.



## DOCTORAL PROGRAMME - PHD


IIM Kashipur's Doctoral Programme - PhD is a full time residential doctoral programme. The main objective of the programme is to provide scholars with necessary skills to identify and research complex issues in the field of management. Doctoral Programme - PhD seeks candidates with outstanding academic backgrounds, intellectual curiosity and discipline needed to make scholarly contribution. The programme is committed to train individuals to excel in their area of research through publication of quality work of international standard. The Programme requires dedicated efforts of four to five years - two years Course Work followed by two to three years of Thesis Work. All Doctoral Programme - PhD Scholars are given fellowship and other financial support. Institute provides all kind of infrastructural support (library, on-line journals, database and other learning resources) required to conduct research work of international standard. Scholars are also sponsored to attend international workshops and conferences.



# CORE FACULTY



**A. V. Raman** Assistant Professor, OB & HR




Prof. AV. Raman obtained his PhD from the University of Warwick UK in 2013 specializing in the sociology of work and organizations and Industrial Relations. Before his PhD, he had completed his MPhil specializing in the same domain with distinction; which was preceded by a First class MA in Sociology from the University of Hyderabad, India. His doctoral ethnographic study of a commercial vehicle manufacturing plant of one of India's largest automotive firms examined the complex implications arising out of the imposition of lean manufacturing templates in a different geographical and cultural context such as India. He has taught doctoral and post-graduate students at XLRI, Jamshedpur, India from 2013 to 2016. His current and future research interests center around: - the implementation, experience and denouement of lean manufacturing for both managers and workers; trade union agency, leadership and mobilization and understanding the management labor dynamics in the manufacturing industry in India; HRM strategies and policies and their impact on Managerial sense making, understanding the ITES industry and its labour process and employment dynamics.

**SELECTED PUBLICATIONS**

- "Evaluating Change Management in an Indian Commercial Vehicle Manufacturing firm", Management and Labour Studies Sage, 2015, 40(1-2), pp 109-144
- Book Chapter- Workers response to restructuring of the Labour Process in a commercial vehicle plant Book Chapter- In Globalisation and Labour A festschrift to Professor Venkataratnam, Daanish Publishers Scholars without borders, New Delhi due for release in June 2016
- "Change Management, A Management Fad or an enduring Transformation? Teaching and Research Case Study, XLRI Case Study Repository 2015.
- Changing Workforce and Transforming Industrial Relations Scenario A Commentary on the 6th National Industrial Relations Conference of XLRI, Xavier School of Management, Management and Labour Studies, Sage, May 2014 vol. 39 number 2, pp 219-228
- Book Review of 'Japanese Work Places in Transitions', Work Employment and Society, Sage UK, Meyer-Ohle Hendrik, Volume 24, Number 4, p822 2010.
- Presented peer reviewed papers in numerous well-known academic conferences in the field of Industrial Relations & / HRM in Europe and India.

**Alka Arya** Assistant Professor, Operations Management & Decision Sciences




Dr. Alka Arya is a faculty member in Operations Management & Decision Sciences. She holds a Ph.D in Mathematics (Operations Research) from Indian Institute of Technology, Roorkee. She worked as an assistant professor at Indraprastha College for Women, Delhi University, India. She also worked as a Research Assistant in Operations Management at IIM Calcutta. Her research interest lies in areas such as Data envelopment analysis (DEA), Operations Research, Quantitative Techniques, Operations Management, Fuzzy DEA and intuitionistic fuzzy DEA, Fuzzy Optimization, Linear and Non-linear Programming Problems with Imprecise Data, Decision Science, and Intuitionistic Fuzzy Optimization. She is a reviewer at International Journal of Fuzzy Systems (Springer), Computers & Industrial Engineering (Elsevier), and International Journal of Finance and Economics (Wiley Online Library).

**SELECTED PUBLICATIONS**

- Alka Arya and Shiv Prasad Yadav, "A New Approach for Ranking DMUs in Presence of Infeasibility in Intuitionistic Fuzzy Environment", Iranian Journal of Fuzzy Systems, Accepted (SCI, IF=1.496) ISSN: 2676-4334.
- Alka Arya and Shiv Prasad Yadav, "Development of IFDEA models for IF Input-oriented Mix Efficiency: Case of Hospitals in India", International Journal of Operational Research, Accepted (Scopus, ABDC) ISSN: 1745-7653.

**Abhradeep Maiti** Assistant Professor, Economics




Prof. Abhradeep Maiti is associated with the Economics area at IIM Kashipur where he teaches courses on Microeconomics and Econometrics. His research interests include Applied Microeconomics and Applied Econometrics. Some of his research works involved estimation of labor demand, investigation of the effects of intervention on early childhood outcomes, estimating the effects of government policies on labor market outcomes, and figuring out the effects of technology on society. His works have been published in various peer-reviewed journals such as Journal of Regional Science, International Review of Law and Economics, Journal of Business and Economics Perspectives, and World Cultures. Prof Maiti obtained his Master's degree in Economics from the University of Oklahoma, USA and PhD in Economics from Middle Tennessee State University, USA. Prior to joining IIM Kashipur, he briefly worked as a Senior Economist for an analytics firm. He is also involved in corporate training and consultancy works.

**SELECTED PUBLICATIONS**

- Regional Variations in Labor Demand Elasticities: Evidence from U.S. counties (with Debarshi Indra). Journal of Regional Science, 2016.
- Effect of Joint Custody Laws on Children's Future Labor Market Outcomes. International Review of Law and Economics, 2015.
- Purchasing Power Parity under Flexible Exchange Rate Regime in Bangladesh (with Alauddin Majumder, and Ghassem Homaifar). Journal of Business and Economic Perspectives, 2015.

**Ashish Kumar** Associate Professor, Finance and Accounting



Dr. Ashish Kumar Garg has obtained his PhD in Finance from Haryana Business School, India. His PhD dissertation examined the Impact of Foreign Institutional Investment on Indian Stock Market. Prior to joining IIM Kashipur, he had worked with IIM Raipur and LBSIM, Delhi. He has a number of national and international publications to his account. His research work has appeared in Journals of International repute like Springer, Sage, EBSCO host database. He has also presented a number of research papers in international and national conferences. He has conducted MDPs for prestigious organisation like EIL, BHEL and NTPC.

He has taught various courses such as Financial Accounting, Management Accounting, Corporate Finance, Investment Management, Business Valuation, Fixed Income Securities, and Behavioural Finance. His research work is primarily focused on stock market, foreign investment and behavioural finance.

**SELECTED PUBLICATIONS**

- Garg, Ashish and Gulati, Rachita "Do Investors Herd in Indian Market" Decision, Volume 40, Issue 3 (2014), Page 181-196. Publisher: IIM, Kolkata & Springer International available at <http://link.springer.com/article/10.1007/s40622-013-0015-z>. (2013).
- Tripathy, Nalinprava and Garg, Ashish, "Forecasting Stock Market Volatility: Evidence from Five Emerging Markets" Journal of International Business and Economy (JIBE), Vol. 14 Issue 2, pp. 69-93. (2013) Publisher: College of Business, San Francisco State University & The Institute for Industrial Policy Studies, United States.
- Garg, Ashish and Bodla, B.S., "Impact of The Foreign Institutional Investments on Stock Market: An Indian Evidence" 'Indian Economic Review', Vol. 46, No. 2, pp. 303-322, ISSN 0019-4670, Publisher: Delhi School of Economics, Delhi University.

**Abhishek Srivastava** Assistant Professor, Operations Management & Decision Sciences




Dr. Abhishek Srivastava is an esteemed faculty member in Operations Management & Decision Sciences. He has completed his Ph.D. in Operations Management from IIM Kozhikode. He has pursued his masters in Fiber Science & Technology from IIT Delhi. He has worked as an Assistant Professor at Department of Textile Engineering, National Institute of Technology (NIT) Jalandhar, Punjab. He has also worked as a Senior Research Fellow at The Synthetic & Art Silk Mills Research Association Mumbai, Linked with Ministry of Textiles.

He was awarded POMS Emerging Economies Doctoral Student Award, Washington DC, USA in 2019 and Emerald Best Research Paper Award: XXII Annual International Conference of Society of Operations Management, IIM Kozhikode in 2018.

**SELECTED PUBLICATIONS**

- "Supply Chain Contracts in the Presence of Gray Markets" with Arqum Mateen. Decision Sciences Journal (ABDC journal ranking A\*) accepted on October 28, 2019
- "DATRI: Solving Donor's Dilemma for Saving Lives" with Narayanmurthy G, Reddy Sai Shiva Jayanth and Rajagopal, R., Krishnan R. Ivey Publishing accepted on 2018.
- "Contrasting Ideologies Between Generations in Sree Subramania Ayurvedic Nursing Home - A 400 Year Old Family Owned Organization" with Reddy Sai Shiva Jayanth and Narayanmurthy G. Emerald Emerging Markets Case Studies accepted on 2018.
- "Sarkar and Arqum Mateen. Transportation Research Part E: Logistics and Transportation Review Journal. Received 1st Round Revise and Resubmit decision on 8/9/14.

**Atulan Guha** Associate Professor, Economics




Dr. Atulan Guha holds a PhD in Economics from Jawaharlal Nehru University. He has also obtained his M.Phil and Masters degree in Economics from Jawaharlal Nehru University. He is currently Associate Professor in Economics at IIM Kashipur. He teaches Macroeconomic Policy Analysis, International Trade and Finance, Development Economics and Indian Economy.

Dr. Guha has done commissioned studies for various organizations including the UNICEF, State Finance Commission of Gujarat, and various ministries of Government of India. He had been consultant to Kerala State Planning Board. He was Member-Convenor of the Task Force on Special Economic Zones as well as member of the Plan Committee on Industries for 11th 5-year plan of Kerala State Planning Board. He is currently member of the State Advisory Committee of Uttarakhand Electricity Regulatory Commission (UERC).

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- Guha, A. (2015) "A survey on Corporate Saving, Corporate Tax and Surplus" In ICSSR Research Surveys and Explorations, Economics, Volume- Indian Industrialisation, edited by C.P. Chandrashekar, OUP
- Guha, A. and A. Tripathi. (2014). "Link Between Food Price Inflation and Rural Wage Dynamics." Economic & Political Weekly, XLIX nos 26 & 27, June 28, 2014
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- Guha, A. (2013). "Labour Market Flexibility in Indian Manufacturing." In Development on Trial: Shrinking Space for the Periphery, edited by Sunanda Sen and Anjan Chakrabarty, Orient Blackswan.

**Devendra Kumar Pathak** Assistant Professor, Operations Management & Decision Sciences




Dr. Devendra is a faculty member in Operations Management & Decision Sciences. He completed his Ph.D. in Operations and Supply Chain Management at Department of Management Studies, Indian Institute of Technology Delhi. He has worked as a professor at renowned institutes such as School of Business and Economics at Loughborough University, Department of Mechanical Engineering at ITM University, and School of Mechanical Engineering at Lovely Professional University. His research interests lie in areas such as Sustainable supply chain management, Performance management, Sustainable logistics performance, Logistics 4.0, Sustainable freight transportation, Fuzzy group decision making, MCDM techniques, Goal programming, and Structural equation modeling. He also has a good administrative experience and has achieved honors and awards for his exemplary work.

**SELECTED PUBLICATIONS**

- Pathak, D.K., Thakur, L.S., & Rahman, S. (2019). Performance evaluation framework for sustainable freight transportation systems. *International Journal of Production Research*, 57 (19), 6202-6222. (ABDC Ranking: 'A'; ABS Ranking: '3')
- Shankar, R., Pathak, D. K., & Choudhary, D. (2019). Decarbonizing freight transportation: An integrated EFA-TISM approach to model enablers of dedicated freight corridors. *Technological Forecasting and Social Change*, 143, 85-100. (ABDC Ranking: 'A'; ABS Ranking: '3')

**Harish Kumar** Assistant Professor, IT & Systems Area



Dr. Harish Kumar is an esteemed faculty member in the area of IT & Systems. He has pursued his Ph.D. in Information Systems from Department of Management Studies, IIT Delhi (2013-2018). His doctoral thesis "Indian Smart City Mission" dwelled upon solving various smart city challenges by leveraging IT. His work mainly includes Smart City Transformation, Smart Governance for Effective Implementation & Smart Neighbourhood design. His areas of interest include Business Intelligence, Business Analytics (using data mining) & Design Thinking.

**SELECTED PUBLICATIONS**

- Kumar, H., Singh, M. K., Gupta, M. P., & Madaan, J. (2018). Moving towards smart cities: Solutions that lead to the Smart City Transformation Framework. *Technological Forecasting and Social Change*, Elsevier (Available online, Corrected proof) Ranked A in ABDC, ABS 3\*, Impact Factor, 3.815
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**Devjani Chatterjee** Assistant Professor, OB & HR




Dr. Devjani Chatterjee holds a PhD in the Organizational Behaviour area from Industrial and Management Engineering Department of IIT Kanpur. She completed her Master degree in Commerce from the University of Calcutta with a First class. She worked as a faculty in the OB area at IMI Kolkata and also as a researcher at Commonwealth Business Council in London, UK on innovation mapping. Her current research interests are in the areas of organizational change management, behaviour of e-consumers, women empowerment, and organizational culture and design. She serves as a reviewer of many international journals of repute and is also the Editor of the "Journal of Open Innovation Technology, Market & Complexity", a Springer publication.

**SELECTED PUBLICATIONS**

- Devjani Chatterjee, "Leadership in Innovators and Defenders: The Role of Cognitive Personality Styles in Shaping them." *Industry and Innovation*, Vol. 21, No. 5, 2014. (Taylor and Francis).
- Devjani Chatterjee, "Management Control Systems and Hofstede's Cultural Dimensions: An Empirical Study of Innovators and Low Innovators". *Global Business Review*, Vol. 15, No. 3, (July-Sept), 2014. (Sage) Devjani Chatterjee, "Management Practices of Ambidextrous Organizations". *Asia Pacific Journal of Innovation and Entrepreneurship*, Vol 7, No. 2, August, 2013. (AABI).

**K. M. Baharul Islam** Professor, Communications & Chair COE, PPG




Dr. K M Baharul Islam has been teaching and researching in the area of Education, ICT for Development and Planning for almost twenty years. Starting his career as a faculty at NIT Silchar (1994-2002), he served a number of universities abroad and became a Reader at NCERT, New Delhi in 2002. Between 2007 and 2012, Dr. Islam served as the Chairman and CEO of the South Asian Regional Gateway set up by the Development Gateway (USA). Presently he is the Professor and Chairperson of Communications area at IIM Kashipur. He also holds the position of Chair at the Center of Excellence on Public Policy and Government at the institute. He also serves as a Fellow at the US India Policy Institute in Washington DC and as an International Fellow at the King Abdullah International Centre for Interreligious and Intercultural Dialogue in Vienna. Recently he has been selected as a National Fellow by the Indian Institute of Advanced Study, Shimla.

Besides teaching, Dr. Islam has also worked extensively with UN agencies starting as a Consultant for UNESCO in Cambodia in 1998. Later he worked on ICT Policy, Plans and e-Government Strategy with the UN Commission for Africa (UNECA) during 2003-2006. He developed e-Govt Strategies and National ICT plans for several countries. In 2006-2007, Dr Islam served under UNESCAP, Bangkok to conduct an ICT Access Survey in the Asia-Pacific region. He was working for African Development Bank as their Mid-Term NICTSP Review Consultant in Mauritius (2010-11). Presently, he is leading a major World Bank project on Environmental Impact in South Asia as its Program Director.

**SELECTED PUBLICATIONS**

- He has published widely with more than eight books and 30+ papers/articles to his credit. He is a public speaker, debater, TV commentator and communication specialist. He participated at the BBC World Debate in 2006 that brought him to international development communication limelight. He has written the chapter on ICT and Poverty Reduction for the first Encyclopedia of Digital Governance published in 2006.
- He holds three masters' degrees: LLM in Telecom and Information Technology Laws from the University of Strathclyde (UK), MA (English) from AMU, Aligarh and MBA from IK Gujral Technical University. He did two PhDs: one in Educational Technology and another in Transitional Justice. He also did his Post-Doctorate from Asian Institute of Technology (Bangkok) on new technologies in education. Besides he has also done B.Ed. specializing in Educational Planning and Administration. Dr Islam is a recipient of Majaz Gold Medal in MA and United Kingdom Telecom Academy Fellowship. Two of his past projects in India and Ethiopia have received The World Bank's Development Marketplace Certificate Recognition in 2003 and 2007.

**Dilip Kumar** Associate Professor, Finance and Accounting




Professor Dilip Kumar did his PhD research work at Institute for Financial Management and Research (IFMR), Chennai affiliated to University of Madras. Prior to joining IIM Kashipur, Prof. Dilip Kumar also worked as a faculty member at IFMR, Chennai and has taught various courses from the areas of finance and financial engineering. He is a Chartered Financial Analyst (CFA) charter holder from the Institute of Chartered Financial Analysts of India.

His research interests include: Extreme value volatility estimator – Bias correction procedures for efficient estimation of volatility; Robust volatility estimators and various areas related to asset pricing. He is also an Editorial Associate of the "Journal of Emerging Market Finance" published by Sage publication.

**SELECTED PUBLICATIONS**

- Dilip Kumar and S. Maheswaran (2014), "A reflection principle for a random walk with implications for volatility estimation using extreme values of asset prices". *Economic Modeling*, Vol. 38, pp. 33 – 44.
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**K. N. Badhani** Professor, Finance & Accounting



Dr. K N Badhani is a Ph.D. in Finance and an Associate Member of the Institute of Cost and Works Accountants of India (AICWA). Dr. Badhani was conferred with Dewang Mehta Business School Award for 'Best Professor in Financial Management'. He is also a rank holder in ICWA Final Examination of year 1995. He also qualified NET and was awarded Junior Research Fellowship by the UGC. Dr. Badhani has about 17 years of experience in teaching. Before joining IIM Kashipur, he has worked in Management Development Institute (MDI), Gurgaon, the Institute of Rural Management Anand (IRMA), Kumaun University, Nainital and HNB Garhwal University, Srinagar. His research interests include financial markets, econometric modeling and behavioral finance. He has 28 research papers published in international and national journals.

**SELECTED PUBLICATIONS**

- Badhani K N (2012), "Does Nifty have a Long Memory: Semi Parametric Estimation of Fractional Integration in Returns and Volatility", *Decision (Journal of IIM Calcutta)*, Vol. 39, Issue 3, pp: 86-100.
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**Kampan Mukherjee** Professor, Operations Management & Decision Sciences



Dr. Kampan Mukherjee is Professor of Operations Management & Decision Sciences. Currently, he is Dean (Planning and Development) and Chairperson, Center of Excellence of Sustainability in IIM Kashipur. He earned his PhD from Moscow Institute of Economics and Statistics as a government sponsored research scholar in 1988 and subsequently was associated with LAMSADE, University Paris Dauphine as Senior Visiting Fellow of Government of France in 1998.

As an established management educator with rich experience of teaching (22 years as Professor) Dr. Mukherjee established the Department of Management Studies and became university Dean (Academics) in Indian School of Mines (converted to IIT in 2015) before joining IIM Kashipur in 2014. His accomplishment in teaching is well reflected by overseas Visiting Professorship in European countries (France, Germany, Austria, The Netherlands and Finland, in particular), Australia and Dubai. He was also visiting Professor for teaching courses in PGP programs of XLRI Jamshedpur and IIM Shillong.


He published research papers in reputed journals like IJPE, EJOR, Omega, CEJOR, Technology Analysis and Strategic Management etc. With Supply Chain Management and Sustainability as current areas of interest, Prof Mukherjee pioneered research activities in India on management of Remanufacturing/ Reverse Logistics.

He was conferred Life Time Achievement award in Operations Management by Society of Operations Management in 2012. He was also extensively involved in industrial consultations including executive training programs or MDPs, particularly for core sector of Indian economy.

**SELECTED PUBLICATIONS**

- S. Mukherjee and K. Mukherjee, "Selection Decisions of Offshore ITO Service Providers for Strategic Alliances – an AHP based approach", International Journal of Business Information System, Vol 20, No 2, 2015, pp 238-269.
- P. K. Behera and K. Mukherjee, "Application of DEMATEL and MMDE for analysing key influencing factors relevant to selection of supply chain coordination schemes", International Journal of Information Systems & Supply Chain Management, Vol. 8, No. 2, 2015, pp. 49-69.
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**Kunal K. Ganguly** Associate Professor, Operations Management & Decision Sciences




Dr. Kunal Ganguly is a faculty member in the areas of Operations Management and Quantitative Techniques with Indian Institute of Management, Kashipur. He has done his BTech in Manufacturing Engineering from NIFFT, Ranchi, MBA from IIT Kharagpur and PhD from IIT Kharagpur. He has more than six years of experience in the industry and has worked with companies like Hindustan Motors Ltd., Global Information Systems Technology Ltd. and L&T in various fields of Operation, Quality Control and Training. For the past ten years he is associated with academics. He has worked as a faculty with IMT Ghaziabad and KIIT School of management, Bhubaneswar for nine years. He has conducted several training programs in the area of Operations Management. He has got publications in many reputed international journals. His areas of interest are Supply Chain management and Total Quality management.

**SELECTED PUBLICATIONS**

- Kunal Ganguly and S.S.Rai (2018) "Evaluating the performance indicators for supply chain information system implementation using IPA model" Benchmarking – an International Journal, Vol.25, Issue 6, No.pp. 1-23
- Kunal K. Ganguly, R.K. Padhy, Siddharth Shankar Rai, (2017) "Managing the humanitarian supply chain: a fuzzy logic approach", International Journal of Disaster Resilience in the Built Environment, Vol. 8 Issue: 5, pp.521-536

**Kumkum Bharti** Assistant Professor, Marketing



Dr. Kumkum Bharti holds a Doctorate Degree in Marketing from Indian Institute of Technology Roorkee, Uttarakhand and post-graduation from National Institute of Technology, Surathkal, Karnataka (Silver Medallist). She has over three years of teaching experience in the marketing area. She has taught previously in National Institute of Technology Kurukshetra, Haryana and FORE School of Management, New Delhi. She has taught various courses such as marketing management, sales and distribution management, strategic management etc. to postgraduate students in her previous work assignments.

Her research interest area includes the study of poor consumers, often called as Bottom (or Base) of the Pyramid (BOP), Service dominant (S-D) logic, co-creation, and qualitative research in marketing. Her work has been published in various journals and conferences such as Marketing Intelligence and Planning, International Journal of Market Research, Procedia, International Journal of Business and Emerging Markets, etc. She has attended more than 20 international and national conferences in India and abroad in the last five years. Her Ph.D. thesis focused on understanding value co-creation for the Bottom of the Pyramid (BOP) consumers. She has won Noel Doerr Gold Medal for the best paper presented in the 71st Sugar Technology Association of India (STAI), Hyderabad in 2013. She has worked on a project 'Co-creation in Social Entrepreneurship' in partnership with Copenhagen Business School, Denmark and FGV, Sao Paulo, Brazil.

**SELECTED PUBLICATIONS:**

- K Bharti, R Agrawal, V Sharma Literature review and proposed conceptual framework. International Journal of Market Research 57 (4), 571-604, 2015
- Bharti, K., Agrawal, R., & Sharma, V. (2015). Literature review and proposed conceptual framework. International Journal of Market Research, 57(4), 571-604.

**Madhurima Deb** Associate Professor, Marketing




Dr. Deb started her career as Assistant Manager in a Consulting company. As an Assistant Manager, she worked on numerous projects with clients like ITC, TATA, UBS etc. She obtained her PhD from Indian Institute of Technology Kharagpur. Her thesis was on 'CRM Practices in Indian Retail Sector'. She has over 4 years of research and 6 years of teaching experience. She has published papers in various Journals & Conferences of International & National repute. She is currently working in the area of Consumer Behaviour, Retail & Market Research techniques.

**SELECTED PUBLICATIONS**

- Deb, Madhurima & E. L. David, "An Empirical Examination of Customer's Adoption of m-Banking in India", Marketing Intelligence & Planning, Volume: 32 Issue: 4, 2014.
- Deb, Madhurima & E. L. David, "Evaluation of Retail Service Quality using Analytic Hierarchy Process", International Journal of Retail & Distribution Management, Volume: 42 Issue: 6, 2014.

**Kunal** Assistant Professor, Finance and Accounting



Dr. Kunal is working as Assistant Professor (Finance) at IIM Kashipur. He is expert of firm financing and has defended his Ph.D. thesis in the area of finance at Department of Industrial and Management Engineering, IIT Kanpur. His Ph.D. thesis deals with empirical investigation of effect of selective intervention policy towards Foreign Direct Investment (FDI) in Indian economy at micro, meso and macro level. For his doctoral research work, he has been awarded "Best Research Paper Award" at IIMA Doctoral Colloquium 2013 organized by Indian Institute of Management Ahmedabad, India. Beside his dissertation, he has done extensive work on private equity investment in India and financing problems with MSME, during his stay at IIT Kanpur. He has successfully completed "Master Teacher Programme" at prestigious Indian School of Business, Hyderabad.

He has been awarded gold medal for securing first rank in PGDM course at International Management Institute (IMI), New Delhi, India. He is M. Tech. (Aerospace Engineering) from IIT Kharagpur and B.E. (Mechanical Engineering) from Bhagalpur College of Engineering (Autonomous college of Department of Science and Technology, Govt. of Bihar). He taught "International Finance" at DualeHochschule, Baden- Wurttemberg (DHBW), Ravensburg, Germany (April- May 2013), as part of Faculty Exchange program between DHBW, Germany and Symbiosis International University, Pune, India. He has more than ten years of teaching and research experience. He has more than ten research publications in international journals and conference proceedings. Recently, he received "Best Research Publication in Journal Award" at IABE 2014 Las Vegas for the research paper titled 'Foreign Exchange Market, Money Market and RBI Intervention', published in European Journal of Business Research (EJBR).

He is co-ordinator of MoU between National Stock Exchange (NSE) and IIM Kashipur.

**Mala Srivastava** Professor, Marketing




Dr Mala Srivastava is a Professor in the Marketing area. She has a managerial experience of four and a half years in the industry and teaching experience of 21 years at post graduate level.

She is the Recipient of the Scholarship from 'Andrew Towl Endowment Fund' for the Harvard GCPCL program held in Boston in 2010. She was also awarded a grant by the Aditya V. Birla India Centre at London Business School for its first Indian Case Study Development Initiative.

She holds a Ph.D. in management from the University of Indore. Her current research is concerned with the qualitative techniques and blending it with quantitative research in the area of marketing. Her consultancy assignment includes clients like MTNL, Dun and Bradstreet and IRFT.

Five research scholars have completed their doctoral work under her supervision. She teaches subjects like Marketing Analytics, Pricing, Consumer behaviour and Brand management.

**Mayank Sharma** Assistant Professor, Information Technology & Systems



Dr. Mayank Sharma is an Assistant Professor at Indian Institute of Management Kashipur. He completed his Fellow Programme in Management from the Indian Institute of Management Lucknow in Information Technology and Systems area. He also holds a bachelor's degree in Electronics and Communications Engineering from National Institute of Technology, Calicut, India. He has also worked at Tech. Mahindra Pvt. Ltd. in the past.

His doctoral thesis focused on online communities in social networking sites from information system theories perspective. His research interests include online social network, online communities, E-commerce, information system theories and data mining applications.

**SELECTED PUBLICATIONS**

- Mayank Sharma, Pradeep Kumar & Bharat Bhasker. (2014). A Study of Factors Resulting to Online Community Formation, Journal of Information Technology Management. Vol. 25 No.2. (pp. 1-14).
- Mayank Sharma, Pradeep Kumar & Bharat Bhasker. (2015). Purchase Intention and Word of Mouth in Social Apps, International Journal of Web Based Communities. Vol.11 No.2. (pp. 188-209).

**Mridul Maheshwari** Assistant Professor, OB & HR




Prof. Mridul Maheshwari, faculty with Organizational Behaviour and Human Resource Management group, is a Fellow in Management from the Indian Institute of Management, Ahmedabad. In her doctoral thesis, she captured the experiences of Gender Dilemmas of Women at Work through qualitative narratives. She has been a University Topper in her Graduation. She has 7 years of academic experience in varied kinds of academic institutions.

Her research interests are: diversity and inclusivity for business sustainability, gender and entrepreneurship, work-life balance, HR in small-scale firms, and strategic human resource management.

She has publications in both international and national journals. She has presented papers in several renowned international journals on the theme of gender, diversity, and managing human resources. She has several working papers listed in international forums.

Her teaching interests are: Human resource management, Managing diverse workplaces, Managing competition for talent, Organisational behaviour, and Research methodology.

**Preeti Narwal** Assistant Professor, Marketing




Prof. Preeti Narwal holds a PhD in Marketing from DOMS, IIT Roorkee. Her areas of interest are to explore the viability of PWYW and other related participatory pricing mechanisms into different context like B2B and tourism. She also researches extensively on product-related cues to the exploration of other cues that can facilitate the PWYW consumer decision-making process and devising strategies that can help pricing managers and practitioners in designing sustainable, economic PWYW offers.

**SELECTED PUBLICATIONS**

- Narwal, P., & Nayak, J. K. (2020). How consumers form product quality perceptions in of fixed posted prices: Interaction of product cues with seller reputation and third-party reviews. Journal of Retailing and Consumer Services, 52, 101924. (Ranked A in ABDC Ranking, SSCI and Scopus Indexed, Impact factor: 3.58)
- Narwal, P., & Nayak, J. K. (2019). How consumers respond to social norms: an evidence from pay-what-you-want (PWYW) pricing. Journal of Consumer Marketing, 36(4), 494-505. (Ranked A category in ABDC Ranking, ESCI and Scopus Indexed)
- Narwal, P., & Nayak, J.K. Towards an Innovative Price Discrimination Strategy: Exploring Customers' Responses to Pay-What-You-Want pricing in Multi-Channel Retailing, Asia Pacific Journal of Marketing and Logistics. (Accepted) (Ranked A in ABDC Ranking, SSCI and Scopus Indexed, Impact factor: 1.276)

**Rahul Ashok Kamble** Assistant Professor, OB & HR




Prof. Rahul Ashok Kamble holds a PhD for his thesis on Professional identity as a substitute for charismatic leadership during crisis: an experimental approach in Centre for Human Resource Management and Labor Studies Tata Institute of Social Science. He has done Master of Management studies in HR and done MPhil in Sociology. Prior joining IIM Kashipur, Prof. Rahul Ashok Kamble has worked as an Assistant professor in various colleges like Amity Business School, Mukesh Patel School of Technology Management and Engineering and Sheila Raheja School of Business Management.

**SELECTED PUBLICATIONS**

- Kamble, R. A & Mulla, Z. R., "Professional Identity Neutralizes Charismatic Leadership Tactics in a Crisis", Journal of Indian Business Research, Accepted and Forthcoming, ABDC- 'C'
- Kamble, R. A., Kumar, R & Mulla, Z. R., (2017) Substitutes for Leadership Matters. Indore Management Journal, 9, 41-51

**Rajiv Kumar** Assistant Professor, IT & Systems Area



Dr. Rajiv Kumar is an esteemed faculty member in IT & Systems area. He has completed his Ph.D in Information Systems from IIM Ranchi. He has pursued his masters in Media & Sound Engineering from IIT Kharagpur. He has worked as an Assistant Professor at Amrita School of Business, Coimbatore & XISS Ranchi. He has also worked as a Research Associate at IIM Ranchi, prior to which he has also been associated with Samsung India Software Operation as Technical Lead.

His teaching experience includes Management Information Systems, Data Analytics, Using R and Python, Business Research Methods, Business Intelligence and Data Mining, Multivariate Data Analysis, Qualitative Research Methods (Ph.D. level)

**SELECTED PUBLICATIONS**

- Kumar, R., Sachan, A., Kumar, R. Impact of Service Delivery System Process and Moderating Effect of Perceived Value in Internet Banking Adoption. Australasian Journal of Information Systems (Accepted) [ABDC-A, ABS-1, Scopus Indexed]
- Kumar, R., Sachan, A., & Mukherjee, A. (2017). Qualitative Approach to Determine User Experience of E-Government Services. Computers in Human Behavior, 71, 299-306. [ABDC-A, ABS-3, IF-3.43, Scopus Indexed]
- Kumar, R., Sachan, A., & Mukherjee, A. (2018). Direct vs. Indirect E-government Adoption: An Exploratory Study. Digital Policy, Regulation and Governance, 20(2), 149-162. [ABDC-B, ABS-1, Scopus Indexed]
- Kumar, R., Sachan, A., Mukherjee, A. Adoption of E-government Services at Different Maturity Levels: A Qualitative Study in India. Journal of Global Information Technology Management (Under Review) [ABDC-B, ABS-2, Scopus Indexed].

**Rakesh Kumar Agrawal** Professor, OB & HR




Dr. Rakesh Agrawal holds a PhD in Behavioural Sciences (Dept. of Humanities & Social Sciences) from Indian Institute of Technology (IIT) Roorkee, besides being a B.Tech from IIT Bombay and M.Tech in Behavioural & Social Sciences from IIT Delhi. He has over fourteen years of experience in teaching and research. Before joining IIM Kashipur, he has worked with Institute of Management Technology (IMT), Ghaziabad and GLA Institute of Technology and Management, Mathura. Dr. Agrawal takes a keen interest in exploring and comprehending human behavior especially in relation to spirituality and higher principles of life.

He seeks to relate these to management and management education. His research covers areas such as business ethics, spirituality and management, stress in organizations, and employer branding. He has published in Journal of Human Values (Sage), Social Psychology of Education (Springer), Benchmarking, An International Journal (Emerald), Energy Conversion and Management (Elsevier), etc. He also has two book chapters on ethics, humanism and spiritual integrity to his credit (Palgrave).

**SELECTED PUBLICATIONS**

- S. Singh, A.D. Kodwani & R.K. Agrawal (2013). Role of Lifestyle Orientation and Perceived Organizational Functioning in Psychological Empowerment of IT professionals. Benchmarking: An International Journal, Vol 20(3): 396-418.
- R.K. Agrawal & P. Swaroop (2009). Effect of Employer Brand Image on Application Intentions of B School Undergraduates. Vision- The Journal of Business Perspective, Vol. 13(3): 41-49.



### Rama Krushna Padhy

Associate Professor, Operations Management & Decision Sciences


Dr. Ramakrushna Padhy has received his PhD from the Indian Institute of Technology, Kharagpur. He holds a B.Tech in Mechanical engineering and PG diploma in Industrial Engineering. Before joining IIM Kashipur, he held the position of Sr. Dy. Director at National Productivity Council (Under Dept. of Industrial Policy and Promotion, Ministry of Commerce and Industry), New Delhi. He has 16 years of consulting experience in operations management area with clients from public, private and government organizations: Airport Authority of India, NALCO, NTPC, Garden Reach Ship Builders, Reliance Industries, Aditya Birla Group, L&T, Bharat Gears Ltd, Ministry of Power, DCMSME, OMC, OPTCL, and various government departments, both at centre and state level. He was part of the team for execution and monitoring of the prestigious Lean Manufacturing Competitiveness Scheme (LMCS) formulated for improving the competitiveness of Indian industries by National Manufacturing Competitive Council (NMCC), Govt. of India.

**SELECTED PUBLICATIONS**

- Padhy, R.K., Sahu, S. and Das, R.K. (2011) 'Implementation of Six Sigma in Indian industries – a Delphi study', Int. J. Computer Aided Engineering and Technology, Vol. 3, No. 1, pp.19–33.
- Padhy, R.K and Sahu, S. (2011), A Real Option based Six Sigma project evaluation and selection model, International Journal of Project Management, Vol. 29, No.8, pp.1091–1102.
- Patra, P.K., Ray, A.K., Padhy, R. and Pattnaik, S. (2015) 'Electronic governance service quality: a study in the state of Odisha', Int. J. Services Technology and Management, Vol. 21, Nos. 4/5/6, pp.238–251.

### Safal Batra

Associate Professor, Strategic Management



Safal Batra is a faculty member in the Strategic Management area at IIM Kashipur since March 2015. He completed his masters from IIM Calcutta and doctorate from IIM Ahmedabad. His dissertation, exploring innovation in small businesses, was conferred the IFCl best thesis award at IIM Ahmedabad. His current research interests include entrepreneurial personality and cognition, performance of small businesses, and the dark side of entrepreneurship. He is specifically interested and engaged in developing tourism and agricultural start-ups. His research work has been published in International Small Business Journal, Journal of Knowledge Management, Australian Journal of Management, and Journal of Entrepreneurship, among others. He has been on the editorial board of New England Journal of Entrepreneurship. His research paper titled - "The seeds of legitimacy: Why some new ventures are more desirable than others", presented at the Southwest Academy of Management, was awarded the McGraw-Hill Distinguished Paper Award in 2017. He was selected for the Global Representatives workshop at the Academy of Management conference held in Orlando in 2013. He was a visiting Fellow at the National Taiwan University of Science and Technology in 2018.


Safal teaches core courses on Entrepreneurship and Strategic Management in the MBA program, as well as PhD seminar course on Entrepreneurship. He has designed and delivered many MDPs on Strategic Leadership and Management for corporates like Bharat Electronics, National Academy of Defence Production, NTPC, HAFED etc. He has also conducted numerous open MDPs on Strategic Management and Entrepreneurship through online channels. He is the chairperson of the "Foundation for Innovation and Entrepreneurship Development" - the entrepreneurship incubation centre at IIM Kashipur. The centre, run with the assistance of Rashtriya Krishi Vikas Yojana, and the Department of Science and Technology, seeks to incubate promising start-ups of Uttarakhand. He has been a visiting faculty at many institutes like IIM Shillong, IIM Amritsar and IMT Ghaziabad.

**SELECTED PUBLICATIONS:**

- Chaudhary, S., & Batra, S. (2018). Absorptive capacity and small family firm performance: exploring the mediation processes. Journal of knowledge management.
- Gupta, V. K., & Batra, S. (2016). Entrepreneurial orientation and firm performance in Indian SMEs: Universal and contingency perspectives. International Small Business Journal, 34(5), 660–682

### Rameshwar Shivadas Ture


Assistant Professor, OB & HR



Prof. Rameshwar Shivadas Ture was awarded PhD for the thesis on Pro-environmental behaviors at workplace: Role of individual & organizational factors from Indian Institute of Technology Madras, Chennai. He has done M. Tech. in Human Resource development and Management from IIT Kharagpur. Prior to joining IIM Kashipur, he worked as Assistant professor from department of Management in Amrita Vishwa Vidyapeetham, Amritapuri Campus. His areas of interest include Human resource management, Organizational Behavior and HR Analytics.

**SELECTED PUBLICATIONS**

- Ture R.S. and M.P. Ganesh (2018) Pro-environmental Behaviours at Workplace: An Empirical Study in Indian Manufacturing Organizations. Benchmarking: An International Journal, 25(9), 3743-3766.
- Ture R.S. and M.P. Ganesh (2014) Understanding pro-environmental behaviours at workplace: Proposal of a model. Asia Pacific Journal of Management Research and Innovation, 10(2), 135-145.
- Ture, R.S. and M.P. Ganesh (2012) Individual and organizational drivers of employee eco-actions: A conceptual framework. The Journal-Contemporary Management Research. Special Issue, 38-47.
- Ture, R.S. and M.P. Ganesh (2012) Effect of health consciousness and material values on environmental belief and pro-environmental behaviours. International Proceedings of Economics Development and Research, 43, 41-45




### Shobha Tewari

Assistant Professor, Strategy

Dr. Shobha Tewari is a faculty member in the area of Strategy. She is currently in the final stages of her Ph.D. in Strategy from IIM Bangalore. She has 7+ years of work experience with managerial and associate director roles primarily in Telecommunications, FMCG Research and Pharmaceutical Sectors. Her core areas of work include Strategic Planning –AOP and STRAPS, Business Intelligence, Incubating new projects, MIS and Reporting, Management Communication. Her research areas include Innovation, Family Business, Behavioral Strategy, Internationalization, Corporate Social Performance and Corporate Governance. Her teaching interests lies in International Business, Innovation in Business, Competition and Strategy, Strategy in Practice – Data and Insights, Learning from Strategy Practice Leaders. She is currently a member of Academy of International Business and has been honored with many academic awards.

**SELECTED PUBLICATIONS**

- Tewari, S; and Raghunath, S (2019), "To Be or Not to Be: How Slack Impacts the Choice of Internationalization Mode and Influence of Business Group Affiliation" Academy of International Business Annual Conference (24-27 June 2019), Copenhagen
- Tewari, S (2017), "The Balancing Act: Acquisition led Innovation in High Technology Family Firms-Evidence from Indian Pharmaceutical Industry" SMS Annual Conference (28-31 October 2017), Houston
- Tewari, S (2018), "Alliance Choice for Incumbents in High Technology Industries: Avoiding the Bait Fish" SMS Special Conference (7-9 June 2018), Oslo
- Tewari, S (2017), "Beyond Problemistic Search: Unravelling the Slack Innovation Relationship in Family Firms" SMS Annual Conference (28-31 October 2017), Houston



### Sabyasachi Patra

Assistant Professor, Operations Management & Decision Sciences


Dr. Sabyasachi Patra is a PhD from Industrial and Management Engineering, Indian Institute of Technology, Kanpur and a Master of Production Engineering from Jadavpur University. He has more than four years of experience in academics. Before joining IIM Kashipur, he has worked with Calcutta Business School, International Management Institute Kolkata (IMI-K) and Xavier Institute of Management Bhubaneswar (XIMB). He has taught several courses like Business Statistics, Operations Research, Risk Management, Database Management, Business Analytics, Management Game etc. at post-graduate level. He was also an active member of Business Analytics Certification Programme offered by Calcutta Business School in collaboration with SAS and offered several courses. His areas of research interests include parametric and non-parametric regression, statistical learning theories and its applications in business data analysis.

**SELECTED PUBLICATIONS**

- D. Chatterjee and S. Patra, (2014) "Identifying the Need and Implementing the Change Process through Collaborative Decision Making". Journal of Organisation & Human Behaviour, Vol. 3, No. 2 & 3.
- S. Patra, K. Shanker and D. Kundu. (2008) "Sparse Maximum Margin Logistic Regression for Credit Scoring" In the Proceedings of the Eighth IEEE International Conference on Data Mining (ICDM 2008). IEEE Press.
- S. Patra, K. Shanker and D. Kundu (2009) "An Efficient Credit Scoring Model Based on Bayesian Logistic Regression" In the Proceedings of the second International conference on Decision Sciences in Global Enterprise Management (ISDSI 2009).

### Smarak Samarjeet

Assistant Professor, Communications



Smarak Samarjeet holds an MBA in Marketing and HR from Utkal University, Odisha. He also has a Master of Arts degree in Mass Communication. He did his Ph.D. from Pondicherry University. He has taught courses such as Communication Theory, Online Journalism, Principles in Journalism, Advertising, Public Relations, and Development Communications at the Postgraduate level. He specializes in Digital Marketing, Social Media Marketing, Public Relations for Digital Media, Content Writing, Technical Writing, and Public Service Advertising (PSA). His research interests include Political Economy of Media, Rhetoric Studies, Semiotics Studies, Film Studies, Advertising, Feminist Media Studies, Ideological Analysis, Sentiment Analysis etc. He was one of the 100 young leaders selected, to represent India at the Women Deliver 3rd Global Conference at Kuala Lumpur, Malaysia in 2013.

**SELECTED PUBLICATIONS**

- Samarjeet, S. and Nivedhitha, D. Creating Baby Consumers in Global Capitalism. Humanities Circle, Vol. 2, Issue 2, 2014, pp. 45-63.
- Samarjeet, S., Gendered Portrayal and Ideological Positioning in Television Commercials: A Case Study in Das M.Ed.) Emerging Business Trends and Marketing Strategy (pp. 92-129). 2014. New Delhi: S.K. Books.
- Samarjeet, S. Invest in Youth – It pays. The Hindu. June 9, 2013. <http://www.thehindu.com/features/education/invest-in-youth-it-pays/article4794955.ece>.



**Somnath Chakrabarti** Professor, Marketing




Dr. Somnath Chakrabarti has done his PhD from Dept. of Management Studies, IIT Delhi; MBA from Oklahoma State University, Stillwater, Oklahoma, USA (through GMAT and TOEFL) and B.E. from Regional Engineering College (now NIT), Durgapur. While being at Hindustan Thompson (currently JWT India) he worked on Unilever (A.O.R.) account at Mumbai for about three years. He has gathered key international work experience while doing a stint on sales response modeling research in McCann Erickson, Sydney, Australia. He has been in academics and teaching since 2002. In academics, primarily he has worked at IMT Ghaziabad and Lal Bahadur Shastri Institute of Management (LBSIM), Delhi before joining IIM Kashipur in December 2012. His research papers have been published in reputed premier journals like Decision (IIM Calcutta); IIMB Management Review (IIM Bangalore); Metamorphosis (IIM Lucknow); International Journal of Advertising, UK (published from World Advertising Research Centre – WARC); International Journal of Consumer Studies, UK (published from Wiley Blackwell) and British Food Journal, UK (with Thomson Reuters impact factor of 0.520 and published from Emerald) among others. He is currently Chairperson (EFPM).

**SELECTED PUBLICATIONS**

- Factors Influencing Organic Food Purchase in India – Expert Survey Insights, British Food Journal, UK, 2010, Vol. 112, Issue 8, pp.902-915.
- Drivers of Ad spend Trends among Global Marketers, International Journal of Advertising, 2007, Vol.26, No.3, pp.387-397".

**Sunil Kumar Jauhar** Assistant Professor, Operations Management & Decision Sciences




Dr. Sunil Kumar Jauhar is a faculty member in Operations Management & Decision Sciences. He completed his Ph.D. in Operations and Supply Chain Management at IIT Roorkee. He worked as an Assistant Professor in Operations and Supply Chain Management at IIM Jammu. He also worked as a Postdoctoral Research Fellow (PDF) in Operations and Supply Chain Management at Ted Rogers School of Management, Ryerson University, Toronto. His research and teaching interest lies in areas such as Third-Party Reverse Logistics, Sustainable Supply Chain Management, Data Envelopment Analysis, Performance Measurement, Scheduling, Transportation, Soft computing techniques, Operations Management, and Project Management. He has been honored with many academic awards and invited for delivering speeches on these subjects.

**SELECTED PUBLICATIONS**

- S. M. Vadivel, A. H. Sequeira, S. K. Jauhar, V. Kumar (2019). Sustainable postal service design: Integrating quality function deployment from the customers perspective. International Journal of System Assurance Engineering and Management, (Springer, Scopus Index) (Accepted)
- S. K. Jauhar, S. H. Amin, H. Zolfagharinia "Third-party Reverse Logistics Partner Selection and Order Allocation in the Cellphone Industry" International Journal of Production Economics (R3) (Elsevier, SCI-IF 4.998)
- S. K. Jauhar, M. Pant (2016). Sustainable Supplier's Management Using Differential Evolution. Problem Solving and Uncertainty Modeling through Optimization and Soft Computing Applications, pp. 239-263, IGI Global

**Suraj Kumar** Assistant Professor, Finance and Accounting




Prof. Suraj Kumar holds PhD in finance from IIT Madras. He worked as an Industrial Development officer in Indian bank between 2010 and 2012. He worked as consultant for developing a Fintech Product, open platform for Equity fundamental and economic estimates through crowd sourced information for South Korean client through Cron J, Bangalore based IT Company – 2017. He also worked as Assistant Professor in IIM Jammu before joining IIM Kashipur. His areas of interest include Accounting, Corporate finance, Financial markets and Institutions, Fixed income Securities, Financial risk management, Technical Analysis, Mathematical Finance, Econometric methods with applications in business, Machine learning for Finance, Empirical research in finance, Market Liquidity and its Implications.

**SELECTED PUBLICATIONS**

- Kumar, Suraj, and Krishna Prasanna. "Liquidity in Asian markets: Intensity of Regional and global linkages." Applied Economics (2018): 1-14. doi.org/10.1080/00036846.2018.1489112
- Kumar, S., & Prasanna, K. (2019). Global Financial Crisis: Dynamics of Liquidity Risk in Emerging Asia. Journal of Emerging Market Finance, DOI: 10.1177/0972652719846323

**Tajinder Singh** Assistant Professor, Information Technology & Systems




Prof Tajinder Singh holds PhD in Computer science from NIT Hamirpur for his work on Machine Learning based on text mining in Social media. He has done B. Tech in Information Technology and M.Tech in Computer Science at Beant College of Engineering & Technology, Gurdaspur, (Punjab) India. Prior to joining IIM Kashipur, Prof. Tajinder Singh worked as Assistant Professor at University of Information Science and Technology, St. Paul The Apostle, Ohrid. His areas of interest include Text Mining, E-Commerce, Database Management Systems, Software Engineering and Machine Learning.

**SELECTED PUBLICATIONS**

- T Singh, MAhsan, M Kumari and TL Pal. "Sentiment Based Information Diffusion in Online Social Networks,"
- T Singh and M Kumari. Bayesian belief network based contextual polarity disambiguation in sentiment analysis.
- T Singh and M Kumari. Event Detection and Classification in Social Text Streams

**Utkarsh** Assistant Professor, Marketing




Dr. Utkarsh is a faculty member in Marketing. He completed his Ph.D in Marketing from University of Lucknow. He has worked as an Assistant Professor of Marketing at TAPai Management Institute, Manipal. Similarly, he has a teaching experience in Consumer Behaviour, Services Marketing, Digital Marketing, Marketing Management, Retail Management, B2B Marketing, Brand Management, Advertising Management, Sales and Distribution, etc. at other renowned institutions such as Jaipuria Institute of Management, Fortune Institute of International Business, and Department of Business Administration, University of Lucknow. He also has a good experience in administration and research work. His research interests lie in areas of Personality and Decision Making, Service Advertising, and Consumer Well-being.

**SELECTED PUBLICATIONS**

- Utkarsh; S Sangwan; P Agarwal (2019) Effect of Consumer Self-Confidence on Information Search and Dissemination: Mediating Role of Subjective Knowledge". International Journal of Consumer Studies. Vol 43(1) (ABDC Category A, ABS Grade 2)
- Utkarsh; P Agarwal; S Medhavi (2019) Effect of consumer self-confidence and previous experience on information source preference, International Journal of Indian Culture and Business Management, Vol 18(2), (ABDC 2016 Category C, ABS Grade 1)

**Vaibhav Bhamoriya** Assistant Professor, Economics



Prof. is a passionate institutional economist with almost 15 years of work-experience integrating Entrepreneurship, Sustainability and Livelihoods for promoting innovative institutions and business ideas to serve the ecosystem and society. He researches on sustainability, agribusiness and irrigation as well as social business making use of quantitative and qualitative methodologies.

He was awarded the Page prize for sustainability curriculum (2013) by the Darla Moore School of Business. He has published in national and international peer reviewed and popular literature, both conceptual and empirical work. He has consulted local as well as international organizations such as World Bank and ACIAR, and corporates such as ICICI, Godrej Agrovet, FCI and NABARD.

He delivers regular executive training programs. He has taught Agriculture Entrepreneurship, Finance, Marketing, Economics of Rural Urban Divide and Managing Sustainability over the years as a Faculty at IIM Indore and IIM Ahmedabad.



## Venkataraghavan K

Associate Professor, Information Technology & Systems

Dr Venkataraghavan holds a PhD in Information Systems from the Indian Institute of Technology Madras. He researches around the themes of Business Value of IT, Emerging Information Technologies and Machine Learning. His work has been published in IT journals such as Annals of Tourism Research, Group Decision and Negotiation, Information Systems Frontiers. His teaching interests are Data Science and Machine Learning, Artificial Intelligence and Neural Networks, and Enterprise Research Planning Systems.

Dr Venkataraghavan has an industry experience of eight years. Before joining academia, he worked as a principal data scientist at a telecom analytics start-up on Big Data Analytics. Earlier, he was an ERP package solution consultant at IBM and NTT India. He trains industry participants on the application of machine learning techniques using open-source technologies.

### SELECTED PUBLICATIONS:

- Krishnaswamy, V., & Sundarraj, R. P. (2019). Impatience characteristics in cloud-computing-services procurement: effects of delay horizon and situational involvement. *Group Decision and Negotiation*, 28(5), 961-990.
- Kulshrestha, A., Krishnaswamy, V., & Sharma, M. (2020). Bayesian BILSTM approach for tourism demand forecasting. *Annals of Tourism Research*, 83, 102925.

## Vivek Kumar

Assistant Professor, Strategic Management

Vivek Kumar is a fellow of XLRI Jamshedpur specializing in strategic management. He also holds a degree in electrical and electronics engineering from BITS-Pilani. Prior to entering academics, he has been associated with research and development departments of Mercedes-Benz and IFB Industries.

His research interests lie in the areas of social networks, business groups, corporate political activity, and corporate social responsibility. He has presented papers in these areas in conferences organized by Strategic Management Society, Academy of Management, and Academy of International Business.

His chief hobby is playing cards with his friends. Recently he has started learning the game of Contract Bridge to be able to play cards in professional tournaments.

### SELECTED PUBLICATIONS:

- Kumar, Vivek; Thakur, Munish; Pani, Saroj Kumar. *Corporate Political Activity: An Integrated Model*. Asian Social Science, Volume 11, Number 16, July 2015.



## Vivek Roy

Assistant Professor, Operations Management & Decision Sciences

Dr. Vivek Roy is a faculty member in the areas of operations management and decision science. He has done B. E Mechanical Engineering from GEC Raipur, M. Tech Production Engineering from IIT Varanasi and PhD from IIM Raipur. He has previously taught in Goa Institute of Management for 3 years. His areas of interest include Operations Management, Supply Chain Management, Logistics Management, Service Operations Management, Operations Strategy and Sustainable Supply Chain Management. He is currently working on research papers on areas like Logistical Capability Development, Food Chain Integrity, Supply Chain and IT Interface, Sustainable Production and Consumption and Service Failure Recovery Operations.

### SELECTED PUBLICATIONS

- Roy, V., Schoenherr, T. and Charan, P., 2018. The thematic landscape of literature in sustainable supply chain management (SSCM) A review of the principal facets in SSCM development. *International Journal of Operations & Production Management*, 38(4), pp.1091-1124. (ABS 4 /ABDCA/IF: 4.111)
- Roy, V. et al., 2018. Ensuring supplier participation toward addressing sustainability-oriented objectives of the mid-day meal supply chain: Insights from The Akshaya Patra Foundation. *The International Journal of Logistics Management*, 29(1), pp.456-475. (ABS 1 /ABDCA/IF: 2.226)
- Roy, V. and Singh, S., 2017. Mapping the business focus in sustainable production and consumption literature: Review and research framework. *Journal of Cleaner Production*, 150, pp.224-236. (ABS 2 / IF: 6.395) (ABDCA as per new ABDCA list)

## VISITING FACULTY

### Prof. Rajat Agrawal

Phd, Associate Professor-IIT Roorkee

### Prof. SP Singh

Ph.D., IIT Kanpur, PDF from NUS Singapore. He is faculty at IIT Delhi

### Prof. Imraan Saleem

Ph.D. A.M.U., Aligarh 1991 ii. M. Phil. A.M.U., Aligarh 1989, Professor, Department of Commerce, Aligarh Muslim University, Aligarh

### Prof. Debabrata Das

Ph.D. (Operations Management & Decision Sciences), SJM School of Management, IIT Bombay, India, Assistant Professor, National Institute of Industrial Engineering, Mumbai

### Prof. Archana Tyagi

Ph.D. (Psychology) current association with IIM Kashipur and NMIMS Global Access School for Continuing Education as an Adjunct faculty; with Your DOST.com as an advisor; and a Coach with Leaders Today, Switzerland

### Prof. Sunil Ashra

Ph.D. Economics 1999 Jawaharlal Nehru University, New Delhi, M.Phil. Economics 1995, Jawaharlal Nehru University, New Delhi, Currently heading the Economics Department at MDI. Also teaching at MDI since April 2004

### Prof. Manas Paul

Ph.D., IGIDR Mumbai, Currently Professor & Area Chairperson of Economics, Environment & Policy Area at IMT Ghaziabad

### Prof. Bikramjit Rishi

Post Doctorate (Funded by European Union) Ph.D. and MBA, 18 years' professional experience and currently an Associate Professor (Marketing) at Institute of Management Technology (IMT), Ghaziabad, India

### Prof. Maitrayee Mukerjee

Fellow in Rural Management, Institute of Rural Management Anand & Executive Programme in Business Analytics, MISB Bocconi, Mumbai, Four years of industry experience in software development followed by eight years of teaching MIS/SIS, ICT-D/e-Governance, Analytics and General Management at IIM Kashipur, Dhirubhai Ambani Institute of Information and Communication Technology, Gandhinagar and Central University of Gujarat

### Mr. Rahul Nainwal

Oxford University, Chevening Gurukul Fellowship on Leadership and Excellence at St Cross College with a focus on Politics, Public Policy and International Relations (2019), Institute of Rural Management, Anand, India, Post Graduate Diploma in Rural Management, Indian School of Public Policy (ISPP), Visiting Faculty: 2019-Present, Centre for Urban and Regional Excellence (CURE) Delhi, Advisor-June 2019-Present.

### Prof. M. Akbar

M.Sc. & M. Phil. (Statistics) from AMU Aligarh and M. Phil. and Ph.D. (Entrepreneurship) from JNU, New Delhi, He is a scholar, consultant and teacher/trainer in the strategic management & Entrepreneurship area of IIM Lucknow for last 26 years with 31 years' experience of teaching/training in Indian and foreign Institutions.

### Prof. Harsh Vardhan Samalia

Phd. Indian Institute of Information Technology & Management, Gwalior, India – 2010, Associate Professor, IIM Shilong

### Prof. Supriya Sharma

Fellow Programme in Management (Organizational Behavior) from IIM Ahmedabad, CIIE Initiatives, IIM Ahmedabad, VP Research

### Prof. Prantosh Banerjee

P.G.D.M. (IIM Calcutta, 1987) and FPM (equivalent to PhD; IIM Ahmedabad, 2016, B. Tech. (IIT Kharagpur, 1985), Visiting Faculty in a few select management institutes

### Mr. Samuel D Rajkumar

B.E (Computer Science and Engineering) Karunya Institute of Technology, Bharathiar University, Coimbatore, MBA (Systems and Marketing) Thiyagarajar School of Management, Madurai Kamarajar University, Madurai, More than 16 years of experience in the IT Industry, Kotak Mahindra Bank Limited, Chennai, Associate Vice President (July 2018 to till date)

### Prof. Rajeev R Singh

MBA (WX) from Indian Institute of Management, Kashipur-2018, M.A. (Economics) specialization in International Economics-Jawaharlal Nehru

University, Over 15 years (Management Consulting, Policy advocacy & Economic Research), Ingenious Infraconsulting Private Limited - Founder Director & CEO

### Prof. Ashish Sen

BE(Mech) from VNIT (Nagpur) in 1984, and is a PhD in Human Resource Management, Dr. Ashis Sen is Managing Director at Ashis Sen Coaching and Consulting

### Prof Rishi M Sanwal

PGDM-IIM Ahmedabad-1999 – 2001, B. Tech (Mechanical) IIT Bombay - 1995 – 1999, Focusing on Management education as a visiting / guest faculty across management institutes

### Prof. Ashutosh Dash

Dr. Ashutosh Dash, a member of Finance faculty, has graduated in both Commerce and Business Administration with finance specialization and holds a doctorate degree in Mergers & Acquisitions from Utkal University, Bhubaneswar. He has qualified NET conducted by UGC and has pursued his Faculty Development Programme from Indian Institute of Management (IIM), Ahmedabad. Associate Professor, Finance, MDI Gurgaon

### Dr. Sushil Pasricha

Master of Business Administration from Faculty of Management Studies (FMS), University of Delhi in 1988. Post Graduate Diploma in Sales & Marketing from Faculty of Management Studies (FMS), University of Delhi in 1985, Pursuing Ph.D., Manav Rachna International Institute of Research and Studies

### Prof. Subhash Rastogi

Fellow of NITIE, Industrial Engineering, NITIE, Mumbai, Dr Subhash Rastogi, has 46 years of experience with world-class B-Schools, MNCs, Corporate Education & Professional Bodies.

### Prof. Ramendra Singh

PhD from IIM Ahmedabad, MBA from XLRI, Associate Professor in the Marketing Group at Indian Institute of Management (IIM), Calcutta

### Prof. Vedanarayanan

Graduate from one of India's top 5 b-schools - SPJIMR, Mumbai (2004-2006). Electronic engineer from Madras University (SRM Engg College, 1998-2002, Chief Marketing Advisor/ Mentor – Playablo, AlphaBeta, Others (January 2017 – Present)

### Prof. Priyanka Verma

Ph.D. Operations Research 2004-2010 IIT Kanpur, Prof Priyanka Verma is an Assistant Professor in Industrial Engineering and manufacturing systems (IEMS) at NITIE, Mumbai

### Prof. Anil Pathak

Ph.D. in Psychology from Nagpur University, Nagpur, Dr. Anil Anand Pathak is Associate Professor and Chair of OB Area at the Management Development Institute, Gurgaon

### Mr. Vivekanand

MBA, Monash University Melbourne, Vivek Anand is a data visualization consultant with 17 years of experience

### Prof. Venkatesh Krishnamurthy

PGD, IIM Bangalore, Product innovator; marketer; technologist; Co-founder, Fee Plaza LLP, a profitable Fintech startup; Director, Collaborative Infotech Systems Private Limited, a software technology company

### Prof. S N Raina

PGDM, IIM Bangalore, visiting faculty in Indian Institute of Management Rohtak (since 2013), Kashipur (since 2017), Jammu (2019), Amritsar (2016-17) and Raipur (2017)

### Prof. Asit K Berma

Ph.D., Faculty of Management Studies, University of Madras, Currently he is a Professor in Marketing and Digital Area at IFIM Business School, Bangalore

### Prof. Vijaya V

Ph.D.(HRM), IIT Madras, Dr. Vijaya.V is a faculty of IIM Trichy and is a clinical Psychologist trained in Organisational psychology, psychometry

### Prof. A P Arora

Fellow, IIM Ahmedabad, Prof. Ashok Pratap Arora has taught at Management Development Institute, Gurgaon, Indian Institute of Management Calcutta and many other IIMs.

### Prof. Sudarshan Naidu

Institute of Rural Management Anand (IRMA), Fellow Programme in Rural Management, Specialization: Marketing, Associate Professor, Marketing Management, School of Management and Entrepreneurship Shiv Nadar University, Greater Noida

# Student Exchange Programme

IIM Kashipur is expanding its international partners portfolio. We have entered into a partnership with Linnaeus University, Sweden; Soochow University, Taiwan; University of Lima, Peru; Turiba University, Latvia; Kardan University, Afghanistan; Salford University, United Kingdom; Woosong University, South Korea; Tel Aviv University, Israel; ESDES Lyon, France; ALBA Graduate Business School, Greece; Aalborg University, Denmark; AIT, Bangkok; FPT School of Business, Vietnam and ICPE Slovenia.

The purpose of the exchange programmes is to instill qualities like global leadership, cross-cultural management, global market immersion and also a cultural exchange based upon the academic and cultural interchanges with the aforementioned universities through mutual assistance. As per the MoU, the institutes have decided to collaborate in areas including the programmes offered at their institutions through activities relating to business education of the following types:

- Trimester Exchange of Students
- Short-Term Exchange of Students,
- Exchanges of Faculties,
- Development of Joint Research Activities.

11 students have attended the trimester exchange programme in the year 2019-20. Also, 24 students attended the first ever short term exchange programme (STEP) hosted at our partner institution - ALBA Graduate Business School, Greece. Besides enriching sessions on the prevalent business scenario and cultural learnings, the students also got an opportunity to visit a number of cities in and around Europe, significantly adding to their cultural and business exposure.





## MoUs signed by IIM Kashipur with Foreign Universities

<b>2019</b>				
Afghanistan 	Latvia 	Peru 	Sweden 	United Kingdom 
 Kardan University	 Turiba University	 University of Lima	 Linnaeus University	 University of Salford
<b>Taiwan</b>				
 CTBC Business School		 Soochow University		
<b>2018</b>				
Israel 	South Korea 	Denmark 	Greece 	Slovenia 
 Coller School of Management Tel Aviv University	 Woosong University	 Aalborg University	 Alba Business School	 ICPE
<b>2016</b>				
Thailand 	Vietnam 	<b>2013</b> France 		
 Asain Institute of Technology	 FPT University	 ESDES Business School		

 ICPE Slovenia	 AIT Bangkok	 Salford University UK
 Coller School of Management Israel	 Aalborg Denmark	 Woosong University South Korea
 FPT School of Business Hanoi Vietnam	 ESDES Business School Lyon France	 ALBA University Greece
 Kardan University	 University of Lima	 CTBC Business School
 Soochow University	 Linnaeus University	 Turiba University



# Committees

## Academic Committee

The Academic Committee at IIM Kashipur helps to maintain and promote the academic activities in the institute. The committee exercises hands-on management, where it strives to maintain an agreeable balance between the Programs office and the student fraternity of IIM Kashipur. We act as a bridge between students and management for any academic activity, address students' concerns regarding course structure, study material and examination schedule and assist the office to maintain and formulate classroom rules and standards. The committee also strives to stay abreast with the developments and trends in the corporate world, and conduct workshops with the help of industry experts to inculcate the required skills and knowledge within the students.

The committee has taken initiatives like conducting workshop on Cryptocurrency in collaboration with Finstreet, and a seminar on Digital Marketing in collaboration with IIIDE, among other activities done within the academic year like assisting in Electives selection and helping the students with their studies by conducting regular Peer-learning sessions.

In addition to this, the committee collects regular feedback from the students to help keep the quality of education to the best of standards.



## Alumni Relations Committee

Any organization's alumni are the reflection of its past, representation of its present and a link to its future. The Alumni Relations Committee at IIM Kashipur was set up to strengthen the relationship among Alumni, Students, Faculty and Staff. This committee aims to foster and nurture this relationship to help students leverage the industry exposure and vast experience gained by our alumni, in the course of institution building.

The Alumni Relations Committee acts as a platform to facilitate interaction with the alumni and updates them about the current happenings in the institute. It engages our alumni through its various initiatives like the Alumni Mentorship Program, AI-Speak Guest Lecture series and AI-Prep Webinar sessions, SARATHI newsletter and many more to guide the students in their career prospects. To help our alumni reminisce their memories, the committee invites them to the campus for HOMECOMING every year during Agnitraya, IIM Kashipur's annual flagship event. The committee also organizes Alumni City Meets in various cities across the country for the alumni network.

Alumni Relations Committee coordinated the successful launch of the Alumni portal to enable our alumni to stay connected with their fellow alumni and enrich the association of our alumni with the alma-matter. The committee is currently working on many new initiatives including setting up an Alumni Association.



## Corporate Relations Committee

The Corporate Relations Committee (CRC) is the official liaison between IIM Kashipur and the Corporate world for all non-placement activities.

The Corporate Relations Committee is committed to promote and facilitate interaction between academia, industry and students to act as a facilitator in building, maintaining & enhancing the corporate presence of the institute. Our primary focus is to bridge the expectation gap that exists between industry and the student community.

### Roles and Responsibilities:

We achieve our goals by inviting industry leaders for guest lectures that culminates in an interesting discussions across a range of diverse topics.

This year CRC conducted guest lectures in various domains like Finance, Marketing, Operations and HR through industry leaders from organizations like Bain Capital, Henkel Adhesives Technology, Myntra Jabong, MRF, Kary Group, Capgemini to name a few.

We also focus on providing live projects to the students of IIM Kashipur that gives them a hands-on experience as to get the required industry sensitization before actually going out in the corporate world. This year CRC floated projects from leading companies like Dish TV, Ashok Leyland, Reliance Industries, Scale Labs, Faber Infinite to name a few.

Moreover, CRC's role is not limited to guest lectures and live projects, the committee is also on the lookout for various other opportunities which are beneficial and add to the creative and critical thinking of the students of IIM Kashipur. Further, we work for setting up Mutually Beneficial Strategic Partnerships with companies looking for a Long Term Relationship with a growing Educational Institution like ours.



## Cultural Committee



Cultural diversity and propensity towards cultural endeavours fosters not only a complete learning arc but also the ability to go beyond the set deliverables of a course. This is one of the most enviable attributes of IIM Kashipur. Boasting a range of cultural events that spur engagement, competition and overall development, the Cultural Committee is forged in this very vein. We act as the facilitator and catalyst, and

infuse the campus with fervour and excitement for the entire year. In this rigorous curriculum the committee helps in relieving stress, and give everyone a home away from home.

The events we host here are as diverse as the people found within these hallowed walls are. Right from the various cultural get-togethers, celebrating different spheres of Indian cultures to the coveted

gems of cultural competitiveness such as Kacofonia, a cultural war among sections, the committee also makes sure that students participate heavily in these events. Also, the culminating pinnacle of extravagance Agnitraya, that hosts reputed colleges from across the country while at the same time fostering an inimitable festive environment, is the piece-de-resistance.

## Infrastructure and IT Committee

The Infrastructure and IT Committee acts as a liaison between student community and college administration for all the infrastructure and IT related issues and facilitate the students a safe, hygienic and comfortable stay in the campus. The committee is responsible for smooth operation of Gymnasium, supervising shops and canteens within campus and ensure allocation and maintenance of facilities within hostel blocks.

As a major initiative, the committee has facilitated the setup of Gymnasium inside the campus. The committee has streamlined student's grievance redressal through online portal which is directed to concerned department and ensure its timely closure. Apart from this, soon committee is going to launch dedicated student website for smooth planning and execution of internal college affairs.

The committee also collaborates with various other student bodies and provide required support and facilities to successfully organize college events.

The committee holds regular meetings with college administration and IT department to discuss existing issues in the campus and suggest infrastructural changes to create conducive campus environment for students.



## International Relations Committee 2020

The International Relations Committee (IRC) is responsible for forging and maintaining multiple partnerships of IIM Kashipur on the global platform. The IRC team is responsible for collaborations with the universities across the world and facilitating activities like Trimester and Short-Term Student Exchange Programs, Faculty Exchange Programs and Joint Research Programs as well as planning and coordinating meetings with International Delegates visiting IIM Kashipur. The committee has successfully helped the institute to collaborate with fifteen universities such as Tel Aviv University (Israel), Woosong University (South Korea), Salford University (United Kingdom), ESDES Lyon (France) et cetera.



In 2019, the team successfully organized its first ever flagship event – Model United Nations with the aim of fostering global sensitivity and sparking discussions on current global issues. The IRC team is in relentless pursuit of maintaining a vibrant image of IIM Kashipur at the international platform. Model United Nations is an educational simulation, an academic activity, in which students primarily can learn about diplomacy, international relations, and the United Nations. In addition, MUN involves and teaches participants speaking, debating and writing skills, along with critical thinking, teamwork, and leadership abilities. It is meant to engage students and allow them to develop a deep understanding regarding current world issues. It provides an opportunity for students across the country to debate on issues that concern world leaders and to draft resolutions in response to these global issues along with developing IIM Kashipur's vision of developing leaders who can perform globally.

## Media & Public Relations Committee

The Media and Public Relations Committee of IIM Kashipur is responsible for the image, the sound and the brand IIM Kashipur creates in our nation. Media and Public Relations Committee manages and facilitates the Institute's relationships with neighboring communities; local, state, and national government; the media; and the general public.

MPRC advances information and communications related to the Institute's mission to drive academic excellence through a



variety of managed media channels. It aims at creating, fostering, and managing professional relations with each of these entities.

The team maintains a strong relationship with media houses and handles the press releases and media including TV coverage of all the events that take place at IIM Kashipur. Their scope of work includes crafting social media campaigns for the official channels of IIM Kashipur, managing the IIM Kashipur website – structuring it, adding relevant content, and updating the website with the latest happenings on the campus.

## Mess Committee

Mess Committee of IIM Kashipur is responsible for providing best and healthy food to the students. It is an independent, non-profit organisation that caters to the need of 600 plus stakeholders, students, faculty, officials throughout the year. The present mess infrastructure includes completely air-conditioned seating facility and a calm ambience overlooking the vibrant campus that presents a refreshing experience for everybody.



The Committee takes utmost care to incorporate the preference of every student, as much as possible, while deciding and planning the menu. Arrangement for special food/facilities for students during their fasts and festivals is done by the mess on every festive occasion. Being proactive is extremely important in the face of dynamic and ever-changing environment the Committee has to operate in. Each member is given a responsibility to look after one of the various work profiles like procurement, finance, HR and general management for the Mess.

The mess is run by students who get an all-round exposure of running an organisation with an in-house inventory management, sourcing, budgeting, financing and HR management division making the team competent of handling an actual business while meeting the target of timely operation every day, every meal, all-round the year, so that all students are served nutritious meals to help them cope with the rigour at IIM Kashipur, each and every activity concerned with food, right from deciding menu to managing staff, is handled by the Student members.

The mess committee has a dedicated line-up of experienced cooks, trusted vendor management system, proper procurement channels with extensive quality checks imbibed within the value chain to make sure that the end result is top quality, tasty and timely delivery of food every time. In the process, the members learn valuable management lessons like punctuality, quick decision making, flexibility, inventory management, people and resource management, cost controlling to name a few. Thus, this committee lives by our Institute's motto of 'Learning by Doing'!

## Sports Committee

*"Sports ideally teach discipline and commitment. They challenge you and build character for everything you do in life"*

Management is doing things right; leadership is doing the right things. It requires discipline, assertiveness, ability to work as a team and a willingness to compete without fear of failure. Playing any kind of sport brings out the leader in you. The Sports Committee takes pride in developing these traits in the future managers of IIM Kashipur. It grinds and strives daily to develop a vibrant sporting culture in the institute. We believe that Sports is the best teacher in life, and it teaches us to take the challenge by the horn, step back if needed and jump high to score the winning basket. Life in an IIM is no less



than SANGRAM, so this committee presents you the chance of showcasing your skills and hit the anxiety out of the park. Prarambh is a year-long accumulation of cultural, sports, literary, gaming competitions between the senior and the junior batch of that academic year. With every event and a cumulative score, the Prarambh Cup awarded to the batch with most points. Sangraam The Sports Section War is a battle among the sections. It provides the exposure of intense competition as well as builds the bond among the students as they together play for the pride and glory of their respective sections. Chakravayuh is an exclusive inter IIM Sports tournament for the IIMs in the northern region of our country.



It is a 2-day event which witnesses an active participation of players in more than 15 sporting events. It gives the students a platform to test their will amongst the best & also, to build relations among the students of other IIMs. Agnitraya is the Annual Flagship event of IIM Kashipur. The event is an amalgamation of Management, Cultural and Sports events, which are thoroughly celebrated amidst the winter chill. This eclectic event witnesses many sports played between the colleges which come from across the nation. Super Sixes is the annual Hostel War in which different Hostel Blocks lock horns in the game of Cricket to decide the ultimate conqueror. KPL is our annual flagship event based on the format of IPL but involves multiple Sports. The event is conducted over a span of one month & it experiences the highest level of enthusiasm & competition. The committee also provides its students an opportunity to participate in sports events across various premier B-Schools.

## Kashipur Premier League

The Kashipur Premier League is a multi-sport tournament based on an IPL-like format where the owners use their managerial skills in a bid to multiply their investment by strategically picking up the best players over various sports for their teams. The event kicks off with a typical IPL-esque auction where the players who have signed up go under the hammer. The auction, which was live telecasted to the students, is a nerve racking and exciting prelude to the league. The bidding was done by teams owned by students of IIM Kashipur wherein more than 150,000 Rupees was pumped in by the owners. The KPL 6.0 edition witnessed huge participation with around 120 students going under the hammer. Right from the day of team Auction to the day of Finals, the commitment and energy has been at epitome without any fluctuation from the teams during the sixth version of the event. The show began with power packed performances by the students along with the presence of a huge number of spectators. The KPL 6.0 not only gave the students the excitement and the nerves of owning a team, but also the chance to hone-up their management skills to put up a new team altogether and gun for the trophy. The teams became an emotion during the event & it was finally concluded with LFC becoming the Champions of KPL 6.0. Above all, the Sports community of IIM Kashipur has always dwelled on the writing, PLAY HARD, PLAY FAIR.

*"Sports transcends beyond the absolute, for what it represents is far greater than the ability to Comprehend"*

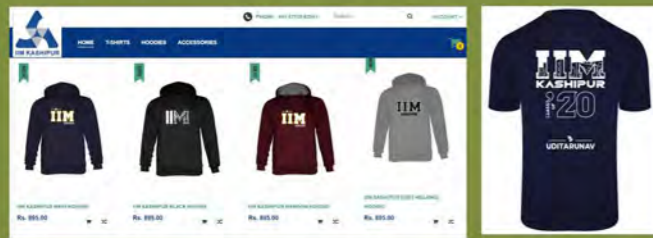
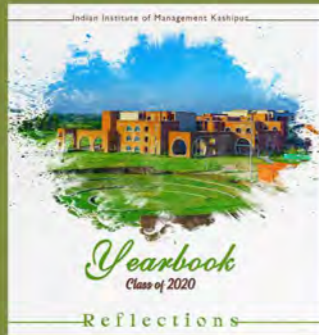
# Cells

## Creative Studios

“Creativity involves breaking out of established patterns in order to look at things in a different way.”

The Design Cell (Creative Studios) is an integral part of IIM Kashipur responsible for designing of logos, yearbook, jackets, jerseys, kits, banners, brochures, posters, hoodies, batch t-shirts for all Committees, Clubs and Cells of IIM Kashipur, among many others that depicts our image to our visitors. Creative Studios manages the only official merchandise store of IIM Kashipur (iimkashipur.campusmall.in). It promotes the design and creative thinking of students for prosperity in future.

Creative Studios tries to put all the requests received from different clubs and committees regarding designing and collaborates with them to fulfil the requirements.



## ECell

The concept of an Indian Institute of Management was put in place to groom meritorious students to become the business leaders of today and tomorrow – individuals that push the nation forward and act as role models to look up to. Imbibing this culture of progress, the Entrepreneurship Cell of IIM Kashipur actively works towards fostering the spirit of entrepreneurship within IIM Kashipur. The E-Cell has three major objectives –

- Facilitating the growth of existing entrepreneurial endeavors by students
- Furthering the entrepreneurial essence within the IIM Kashipur campus
- Pushing the growth of an intrapreneurial mindset to apply in the industry

The team has always believed in delivering the highest quality of work and has not compromised at any stage. Throughout the year, the E-Cell conducts multiple events of note to strategically accomplish its stated objectives. An enabler behind the entrepreneurship community of the institute, E-Cell would further work to aid nearby institutes in gaining the entrepreneurial resources for the mutual benefit of the Indian startup ecosystem. The E-Cell has a network of investors, consultants, advisors, and experts to guide the entrepreneurial minds in their journey ahead.

## Sponsorship Cell

Like building a masterpiece, building a Brand is a collaborative project built on trust. Every brand needs a shot at this kind of relationship. The Sponsorship cell is involved in bringing potential sponsors to the table and striking mutually beneficial sponsorship agreements while building and maintaining the trust and respect.



Co-Curricular Activities are the life saviours amidst the demanding academic Curriculum and this is where our Institute has numerous of them. The Sponsorship Cell fits nicely into the scheme of things as the Cell coordinates with the corporates to bring sponsors to this Institute's events and student run initiatives. The ultimate objective of the Sponsorship Cell is to make the Institute Events bigger, better and flushed with required funds. We aim to grow the reach of both our institute and our partners in the process!

## Team Insite

Team Insite of IIM Kashipur is the student body responsible for being the first point-of-contact for prospective students and help them with their queries pertaining to the college and the courses that the college has to offer.

Along with this, the student body is also responsible for handling any admission related queries for the upcoming batch. Up until the end of the induction period for the students, Team Insite remains their sole point-of-contact for any queries.

In addition to the above-mentioned responsibilities, the student body is also responsible for conducting 'City-Meets' and reach out to potential aspirants on different social media platforms and help address their queries regarding the entire selection process.



# Clubs

## Academic

### Consilium

“Without strategy, execution is aimless. Without execution, strategy is useless.” - Morris Chang

This student body strives to create a culture of deep analysis, data backed research and assertive presentation to drive home the points and perspective that you believe in. The purpose is to add value to the organizations/entities they work with, understand their business processes, areas of improvement and provide a holistic solution for improvements in the same.

The area of work cuts across all major domains like Finance, Marketing, Operations and Human Resources. They prepare themselves through organizing multiple events and seminars, their close interaction with the industry professionals and facilitating guest sessions for the batches.

The club regularly organizes interactions with eminent personalities from the consulting industry aiming to bridge the gap between the industry and the academia. It also considers its responsibility to make the members aware of the fundamental matrices and frameworks used in the field of consulting. The club aims to hone the case-solving skills of its members and to make them learn a structured way to go about with the analysis of complex problems.



## ECONS - Economics Club

Econs - Economics Club of IIM Kashipur is one of the student clubs with a focus on global and regional economics. The vision of this club is to bring together economics enthusiasts inside and outside the campus to discuss and debate various macroeconomic events across the world. Economies are ever-changing with different policy decisions and requires frequent analysis. The club intends to create awareness about the importance and relevance of economic issues and how they



affect the existing business environment. The name of the club 'Econs' is taken from the term used by Nobel laureate economist Richard Thaler to address an economically rational person or the classic 'Homo economicus'. The club organizes a national level B-school competition called Arthashastra during Agnitraya the cultural fest of IIM Kashipur. The club also has a monthly newsletter which addresses the multi-facets of Economics, current affairs, outlooks and presents them to the readers in a simple way.

## HRhythm

HRhythm is the HR club of IIM Kashipur. It aims to nurture the interest of students in the HR domain and help them bridge the gap between Industry and Academia. With ever-changing trends in the industry such as the introduction of artificial intelligence, etc., HRhythm strives to provide knowledge to future HR Leaders and help them in developing interpersonal skills while maintaining the equilibrium between HR's in Top management positions and maintaining the trust of employees in the organization. The Club conducts various activities throughout the academic year. Pragyan: a nationwide case study competition is the flagship event of the club. It invites students to solve real life HR issues in the industry and is judged by prominent industry leaders. Negotiator, Scribble Dribble and HRresilience are other such events which helps students in putting their learnings to the test. The club also publishes its own monthly newsletter known as HRadiance which includes recent industry trends and covers various other topics related to the HR domain.



## OnYourMark

OnYourMark-The Marketing Club of IIM Kashipur creates an amenable and nurturing ethos for the students of IIM Kashipur in all matters related to the field of marketing. The major objective of the club is to develop interest among the students and provide them with actual industry exposure. We seek to help students explore their careers in the field of marketing and thus provide a cogent support in their industry recruitment process. The club also focuses on helping the students have a clear and comprehensive understanding of marketing through various activities like interactive workshops, seminars, quizzes, competitions and case studies.

OnYourMark has been organizing the Marketing Summit of IIM Kashipur every year where there is an interaction between the Leaders of Industry and academia to introduce the students with the latest business trends. This year the theme of the summit was “What's Trending” with keynote speeches on the topics- Content Marketing, Customer Relationship



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### Operations and Supply Chain Management Club

The Operations and Supply Chain Management Club at Indian Institute of Management is a club that carries out works in order to expose students to the field of operations, production, operation research, supply chain and related activities. The "OSM Club" invites numerous elite industrial personalities in the field of operations and supply chain during the event "Coalescence" to guide the students and make them acquainted with all the skills required by the industry. The club organises various article writing



competitions, quizzes and case study competitions in the name of OPSCRIBER, OSMOSIS and OPERACLE respectively that features students from top b-schools in the country. In Academic year 2019 to 2020, the club had collaborated with many B-Schools for the case study competition. Apart from this the club provides numerous instances to get close to operations through various in-house competitions, Industrial visits, simulation games, knowledge sharing session, etc. The club had collaborated with Ashok Leyland, IOCL, Devarpan, etc for Industrial visits in the academic year 2019 to 2020. As an academic club we strive towards promoting operations and supply chain related knowledge among students and work for their betterment meanwhile keeping our events playful and make learning a joy.



### The Finance Club

The Finance Club is aimed at fostering financial acumen among the students of the institute. The club's primary objectives include enhancement of student's skill-set through knowledge sharing sessions and providing hands-on experience through various events including virtual stock trading simulations. The Finance Club provides support and guidance to the students for clearing major certifications like



CFA, FRM, and FLIP. The club aims to impart practical knowledge through industry interactions with its "Money Matters" series wherein, industry professionals give the students a deep understanding of various subjects within the domain. The Finance Club also manages "Pragati", IIM Kashipur's student-run investment fund, which has consistently provided more returns as compared to the market benchmarks. It also publishes "The Finance Gazette", a monthly newsletter that aims at providing insight into important financial affairs.

### TITAN

TITAN, The IT and ANalytics Club of IIM Kashipur aimed at fostering students of IIM Kashipur to develop a better understanding of the IT & Analytics domain. Throughout the academic year, we conduct various activities to foster the domain culture. The "TITAN" invites industry stalwarts to provide better exposure in this domain to the students through IIM Kashipur's one of its kind event "Coalescence". This year we had guests from elite organizations like ZS Associates, FabHotels, Star India, etc. Moreover, TITAN facilitates the students in getting certifications like Microsoft Office, Business Analytics. Additionally, the club conducts real-time case study competitions by collaborating with corporates and also helps students academically as well by conducting peer learning sessions.



### Interest Based

#### Ecology Club

The Ecology Club of IIM Kashipur is a dedicated student body working towards adoption of environment friendly activities and ideas for the development of sustainable campus. It is an initiative by a few like-minded individuals who felt it necessary to get together and do something for the place they live in. We focus on reduction of plastic usage, taking care of all the animals, promoting reuse, restoration of waterbodies, creating awareness about water and electricity consumption. We coordinate with multiple student bodies of the campus towards making IIM Kashipur a greener and cleaner campus.

We promote various awareness campaigns related to environment with a belief that minor changes adopted by a majority create considerable impact. We conducted competitions like 'Best out of Waste', 'Green Art' and also raised funds for Australian bushfires incident. Sustainable Development is our goal, and everyone is welcome to join us.



### Expedition Club

"Life is either a daring adventure or nothing" – with this, we bring you Expedition Club, the official corner for wandering souls of IIM Kashipur. We represent the home of nomads and wanderers sharing a passion for the Tourism Industry. Being in Uttarakhand, the club promotes tourism and fitness among the business community. With 'La Tour de Kashipur' cycle rides, 'Explorers of IIM Kashipur' competition, 'Paryatan Quiz' competition and 'The Unexplored' article series Expedition Club is spreading awareness about the sector that is contributing 6.23% of gross GDP and 8.78% of total employment of India. As IIM Kashipur's logo depicts the triple bottom line of the People, Planet, and Profit, this club's mission is to promote sustainable tourism on our beloved planet earth.



### FLCC

Language is the road map of a culture. It tells you where its people come from and where they are going. Learning a language and its culture can sometimes be a challenging and frustrating experience. Don't forget that speaking a second language, not only opens new doors but also has numerous other advantages. A different language and culture are a different vision of life.

We at FLCC have a mission of disseminating foreign culture and increasing awareness of multitudes of languages in the IIM Kashipur fraternity. We do that by conducting different events like foreign language workshops, webinars from foreign professionals for social and cultural submersion and we likewise celebrate foreign festivals like Hallowe'en. There is one well-known adage "Learn a new language and get a new soul."



### GAMBIT

Gambit is the official gaming club of IIM Kashipur. Although we are an interest-based club, we welcome all the gaming freaks and enthusiasts to be part of our family. The club conducts various events related to video games and strategy games throughout the academic year. You name the game and we have it. Everyone deserves a break once in a while especially when you are part of a rigorous course like MBA in IIM Kashipur. We provide a perfect platform for every individual to relax, bust their stress, compete with peers and prove their superiority in the arena via thumb smashing and brain teasing activities. We organize events ranging from Counter Strike, FIFA, NFS, Tekken to Poker nights, Mafia, PUBG and many more. Our biggest event of the year - UGL – is an intra-college gaming event spanning across two days with various events happening parallelly day in and day out.



The bottom line is **"We don't die! We respawn!"**



### Toastmasters

The IIM Kashipur Toastmasters Club is a part of the Toastmasters International, a non-profit educational organization that teaches public speaking and leadership skills through a worldwide network of clubs. Through its weekly meetings and unique culture, the club aims to provide a platform to all its members to master the art of communication. Toastmasters' education program, Pathways, gives exposure to a learning experience that makes leaders. Competitions, ranging from area level to international level, throughout the year help manifest the true talent of an individual.



### Kaptured

Kaptured is not just an interest based or non-academic club, but it serves as the visual coverage body of IIM Kashipur. The club is responsible for the coverage of all the happenings inside the walls of IIM Kashipur as well as every major events related to IIM Kashipur. We cover the flagship event 'Agnitraya' and other major events such as Uttistha, Coalescence and TedX. We showcase the beauty of IIM



Kashipur to the outside world through beautiful perspectives of our captured visuals. The club also encourages the budding photographers of IIM Kashipur by featuring them in the social media handles of Kaptured and organizing events such as photography workshops and photo-walks. We turn moments lived in IIM Kashipur into cherishable memories that a member of this IIM family can take away, revisit anytime and remember for lifetime.

### Parivartan

Parivartan is the Social responsibility club of IIM Kashipur. We aim to contribute to society in a meaningful manner by utilizing our managerial expertise and skills. Parivartan "Centre for Integrated Development" is committed to forging ties with NGOs, voluntary non-profit organizations, and government institutions and corporate. We take initiatives in coordination with these organizations to bring some meaningful change in the society by working on three verticals i.e. Education, Health and Environment.



Working in Parivartan club, students can develop their leadership, team building and project management skills through a well-designed CSR program. This is a substantial value addition to students apart from the satisfaction gained from their meaningful societal contribution.



### Parwaaz-Dramatics club at IIM Kashipur

"All the World's a stage and most of us are desperately unrehearsed" were the words said by Sean O'Casey and it holds very apt in the modern world. The dramatics club –Parwaaz, at IIM Kashipur organizes various events throughout the year to bring out the nine emotions(Navrasa) which are Shringara (love/beauty), Hasya(laughter), Karuna (sorrow), Raudra (anger), Veera (heroism/courage), Bhayanaka (terror/fear), Bibhatsya (disgust), Adbutha (surprise/wonder), and Shantha (peace or tranquility) to the real world and gives the platform to showcase the theatrical talent of our students. Apart from entertainment it helps to portray some of the burning issues of the society with the help of Nukkad Nataks, Stage plays, monologues and many other form of performing arts.

In the 2 years of its founding, we have organized many stage plays, nukkad nataks, mimes, competitions etc which acted as a stress buster and provided a third perspective of life to the budding managers of the future. We also participated in various B-School dramatics competitions and shown the acting talent of the students of IIM Kashipur.



### Quest

The quiz club aims to develop a holistic culture of quizzing at the Institute.

The club provides an effective platform for those who want to showcase their wits across various genres such as Business, Entertainment, General Awareness and Literature to name a few. Our core ideology is that, "It's not only knowing the right answer that matters, but the ability to ask right questions."

Based on this we conduct year-round events to prepare the students for corporate and national level quizzes. Through "Kashipur Quizzing League" we foster a competitive environment, by conducting "Weekenders" series we



highlight the importance of consistency and our quizzes and sessions focused on analysing competitions that help in building a cohort of proactive individuals. Competitive environment, Consistency and Cohort, the 3Cs which sums up our vision.

### Reverb

MUSIC can bring back a thousand memories and create a million more! From striking conversations about a favourite track to dancing our hearts out in merriment, from Prayers to Partying, a LOT can happen over music.

Reverb, as the name suggests, echoes the enthusiasm and love of the students for music. This student body aims at providing a platform for all those who love to perform, be it in a band or just jamming it out with your buddies on a lazy evening! So join them here in this Pitch Perfect journey to bring about the best of musical experience and opportunities to Amp-up your spirit and music culture in this harmonious legacy they are creating.



### The Motion Picture Club

*"Cinema is not only a source of entertainment but also a medium of teaching life lessons."*

The Motion Picture Club brings movies and management together in IIM Kashipur. We believe movies are an important part of our society which help in both relieving stress and learning multiple things.



Through screening movies related to management, TMPC aims to generate a discussion about the learnings those movies provide and we as a club also pass on various insights which may be of help to the IIM Kashipur fraternity.



TMPC conducts multiple events throughout the year which act as a learning platform for the members wherein they can learn skills



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## Foundation for Innovation and Entrepreneurship Development - FIED

The incubation center at IIM Kashipur, FIED, has been established with an aim to leverage the Indian start-up ecosystem to provide a platform for paradigm shift from job seekers to job creators to the denizens. It offers an ecosystem of likeminded peers and experienced mentors to solve organizational, operational and strategic issues faced by the start-ups incubated and the country at large

### Focus Areas:

Situated in Uttarakhand where a wide variety farming practices are being followed due to its land topography adds to opportunity and need of promotion of agri-preneurship in the region. Presence of the SEZs (Special Economic Zones) and industrial region in its vicinity adds to its further advantage. FIED aims to encourage entrepreneurship in following sectors:



- Agriculture
- Social Entrepreneurship
- FinTech
- Tourism
- Ayurveda
- Logistics

### Programmes Offered

With appropriate funding from DST and Ministry of Agriculture, FIED offers a range of opportunities to aspiring entrepreneurs:



### R-ABI

Under the RKVY (Rashtriya Krishi Vikas Yojana), Ministry of Agriculture, FIED aims to build an ABI (Agriculture Business Incubator) and promote the start-ups in Agriculture and allied sectors.



### NIDHI-TBI

Under the NIDHI (National Initiative for Developing and Harnessing Innovations), Department of Science and Technology, FIED aims provides an opportunity to knowledge based and innovation driven enterprises.

### Summer Entrepreneurship Program

Under this policy the students have the option to do an internship with FIED. With a stipend support, the aspirants can work on their business model for 2 months or create a prototype

## Wellness Coordinators

At IIM Kashipur we have Wellness Coordinators, responsible for the physical and mental health and wellbeing of the students. The basic function is to act as a facilitator between medical facilities available in & outside the campus and the students.

Inside the campus we have a doctor visiting 6 days a week. We have a pharmacist and a paramedic available 24X7. For mental wellbeing of the students, we have tie up with online councillor YourDost, to discuss issues such as how to relieve stress, how to manage time etc. In case of emergency, we have night ambulance in campus and we also have tie up with a hospital, which sends an ambulance, and the service is available 24X7.

All the students at IIM Kashipur are medically insured. Hence any treatment at the hospital is borne by the insurer.

The team also conducts regular events such as blood donation camp, counselling sessions etc to keep the students engaged.



## Design Innovation Centre

Design Innovation Centre (DIC) 'NAVAASHAY' – नवाशय, is one of the twenty DICs being set up in the country by the Ministry of Human Resource Development (MHRD), Government of India under the national initiative for setting up of Design Innovation Centre. The centre aims to develop design and innovation culture in the Institute by primarily addressing the problems of the North-West Himalayan region and other national priority areas. It dovetails the presence of three partner institutes (hub) – Indian Institute of Technology Roorkee (IIT Roorkee), (spokes) - National Institute of Technology, Uttarakhand (NITUK) and G B Pant University of Agriculture & Technology (GBPUA&T). नवाशय facilitates its partners to forge mutually beneficial linkages to initiate and assist innovation activities and act as a catalyst and facilitator for Innovation in the country.

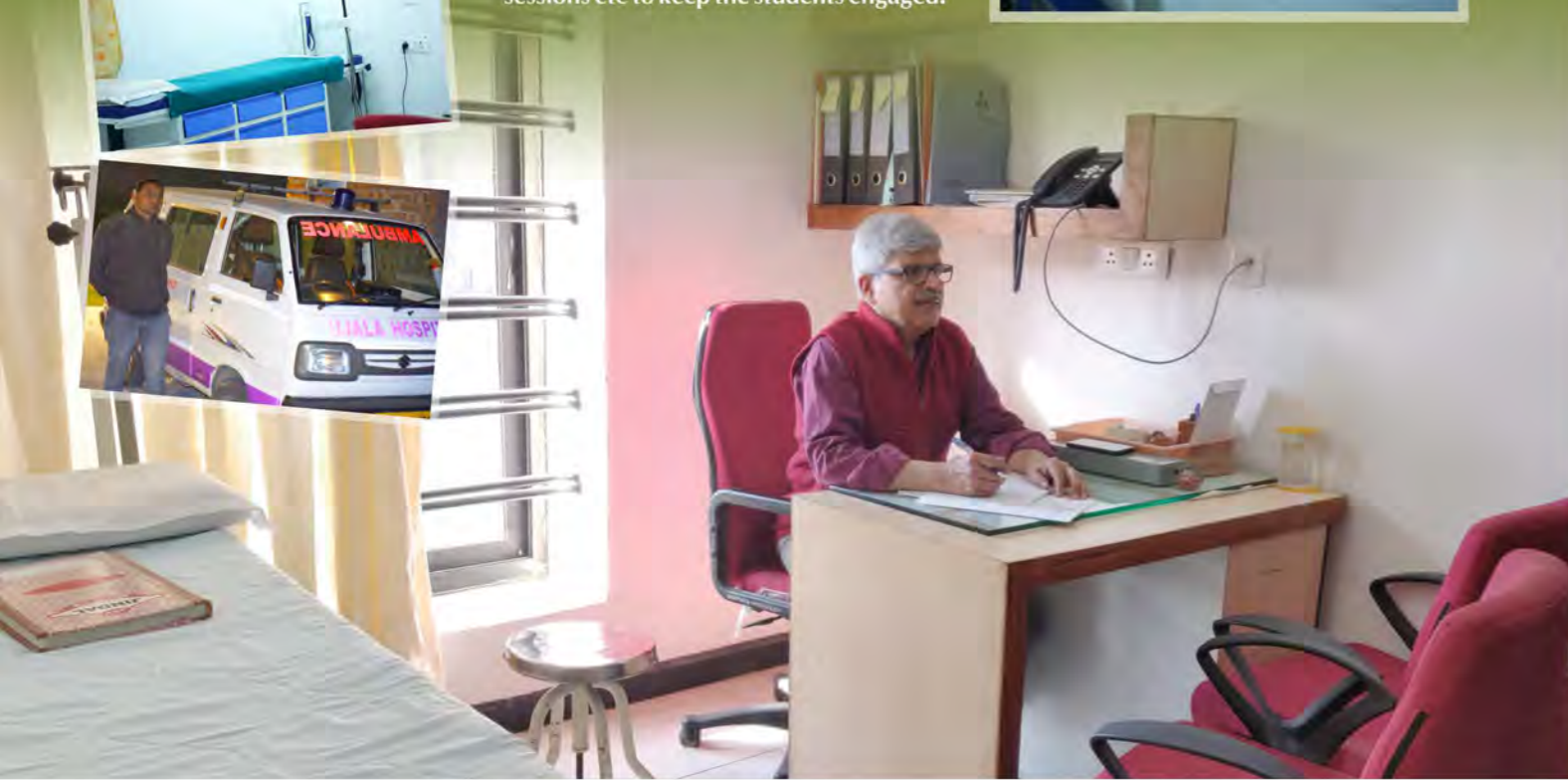


### Vision

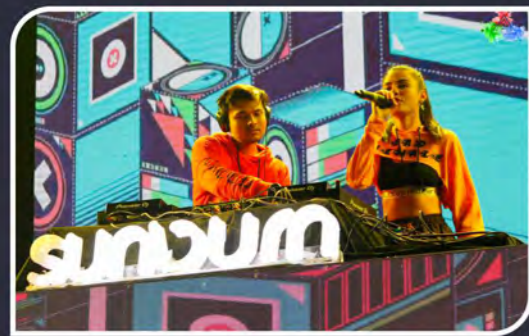
To develop a culture of innovation, design thinking and creative problem solving by disseminating the knowledge in every sphere of the society.

### Objectives

- To promote design innovation as a discipline.
- To promote a culture of innovation and creative problem solving.
- To facilitate evolution of new models of academia-industry interactions as well as academia-social interactions and develop institutional networks for innovations in the thematic areas such as agriculture, healthcare, water harvesting, crop protecting etc.
- To create an ecosystem facilitating students and faculty to take their innovative ideas from classrooms to labs, labs to market.
- To promote knowledge sharing and collaboration amongst industry, academia, government institutions, research laboratories, etc.



# AGNITRAYA



Indian Institute of Management Kashipur organised Agnitraya 2019, the Sixthth Edition of its annual Cultural, Sports and Management festival from November 8th – 10th, 2019. Agnitraya is a Sanskrit word meaning three sacred fires, a sacrifice performed to appease the Gods. Success can be thought of as the temple to which one needs to light the three sacred fires of humility, endurance and dedication. On achieving them, we become complete. The name seeks to symbolize this triad and also the events which were conducted in the fields of Management, Cultural and Sports.

- The enthralling cultural events began on 8th November, which included Dance, Singing, Drama, Fashion and Art competitions. The participants from various institutions across North India have exhibited their artistry with impressive spirit and resilience. The hysterically funny comedy night by Aakash Gupta and Nishant Tanwar followed by the spectacular show by Zephyrtone on Sunburn fest and the breathtakingly stupendous performance by Hardy Sandhu left the audience awestruck.
- The sports competition amongst the top B-schools and other colleges were spread over the 3 days of the festival. The teams were brimming with energy, enthusiasm, and determination to win their respective matches. The events saw participation from reputed institutions like IIM, KIET, Uttaranchal University etc. They contested in Cricket, Volleyball, Basketball, Table Tennis, Futsal and Badminton
- The management area challenged the participants on case study competitions and simulations in the fields of Marketing, Consulting & Strategy, Operations, Finance and Social Business. The events saw participation from colleges all across the country.
- This year we also had our inaugural MUN event which saw participants from colleges across the nation.





## Samanvaya 2020

This year saw many challenges due to the pandemic and hence motivated the people to explore new ways of working.. The educational institutions enforced with similar motivation saw more and more innovative ideas coming in regarding the events that were usually done in offline mode such as Samanvaya hosted by IIM Kashipur. Digital medium was leveraged to the best of its capacity to make Samanvaya a success this year too with the HR professionals with vast knowledge and unchallenged experience coming together to interact with the future management professionals. This not only gives a platform to students to understand the corporate world better but also acts as a bridge between today and tomorrow.

### Samanvaya Digital Chapter 1

IIM Kashipur hosted its first digital HR conclave of Samanvaya on June 7th based on the topic “Engaging Employees in a Time of Crisis”. The conclave saw many industry leaders coming together and sharing their views on the best practices during such unprecedented times.

It was an honour to host the guests mentioned below:

1. Suma Vishakh - Head HR at CapitaLand
2. Tarishi Kamra - Associate Director, Human Resources-TA Lead at PepsiCo
3. Shruti Mishra - Lead - Talent Acquisition (India) at Puma Group
4. Chaitra Mehra - Talent Acquisition Specialist at World Resources Institute
5. Dr. Devjani Chatterjee - Assistant Professor, OBHR at IIM Kashipur (Moderator)

### Samanvaya Digital Chapter 2

The second leg of the event took place on 21st June and was centered around the topic “The importance and methodologies of upskilling in current times”. The event was graced by the following eminent personalities:

1. Ankita Singh - Senior VP & Global Head: HR, Admin, Travel & IT, CIGNEX Datamatics
2. Richa Prasad - HR Business Partner, Samsung Electronics
3. Sonam Saraf - Senior HR, Tonic Worldwide
4. Sanjana Ramesh - HR Manager, Tonic Worldwide
5. Atulaya Goswami - HR Head (India Subcontinent), UPL Ltd

### Samanvaya Digital Chapter 3

The third leg of the pan-industry conclaves was hosted on 28th June revolving around the following topic, “Workforce Planning for Competitive Advantage Post-COVID-19”. We thank our reputable panelists who have graced the event.

1. Rajesh Rathikota - Head of the Group - Talent Acquisition, Hyundai MOBIS
2. Aditya Pal Singh - Director - Head Talent Acquisition India, Informatica
3. Karan Barua - Talent Acquisition Manager and HRBP, Aditya Birla Fashion & Retail Ltd

4. Neetu Singh - Head Talent Acquisition and Development, FarEye
5. Akshra Tripathi - Talent Partner - University Relations, Adobe India Systems

### Samanvaya Digital Chapter 4

After 3 successful chapters of conclaves, IIM Kashipur started with a theme based series of conclaves started with the theme of “Best Practices in the COVID Era and Beyond” discussing the Challenges and Opportunities in the Pharmaceutical & Healthcare Industry. We express our gratitude to our panelists:

1. CSrinivasulu - Senior Advisor - HR, Lupin Limited
2. Gaurav Malhotra - Managing Partner, Ikizia Advisors
3. Farhat Umar - Senior VP - Group HR Head, Mankind Pharma Limited
4. Sameer Tamhane - Senior VP - HR, IPCA Laboratories Limited
5. Piyush Upmanyu - HR Business Partner, Stryker

IIM Kashipur plans to conduct similar conclaves in Fintech, Consulting and FMCG sectors to increase our corporate reach and provide exposure of the corporate world to our students.



THEME  
“Best Practices in the COVID Era and Beyond”  
7<sup>th</sup> JUNE | 6 p.m.



THEME  
“Best Practices in the COVID Era and Beyond”  
21<sup>st</sup> JUNE | 6 p.m.



THEME  
“Best Practices in the COVID Era and Beyond”  
28<sup>th</sup> JUNE | 6 p.m.



THEME  
“Best Practices in the COVID Era and Beyond”  
12<sup>th</sup> JULY | 6 p.m.



## Uttishtha

Entrepreneurship is constructive disruption at its core, and the effect of the entrepreneurial spread was for all to see at Uttishtha 2019. Uttishtha is the annual fest organized by the Entrepreneurial Cell of IIM Kashipur to celebrate the entrepreneurial spirit in the region. In 2019, Uttishtha was an entrepreneurial spectacle that the state had never witnessed before. Surpassing all expectations, the two-day event not only brought the IIM Kashipur fraternity closer to the Indian startup ecosystem but also the general public who saw the promise in the disruptive innovations of the Indian entrepreneurs who made their presence felt in the event.

The theme of the first day was to hear from some of the biggest names in the Indian startup ecosystem about their viewpoint on entrepreneurship as a whole. With the event being inaugurated by the Director of IIM Kashipur, Prof. Kulbhushan Balooni, the IIM Kashipur students got to hear interesting tales from the senior

faculty of the institute about their experiences with entrepreneurship. The stage was then set for the stalwarts of the industry to share their thoughts on the scope of entrepreneurship at that time, and gave everyone a peek behind the curtains of the glitz and glamor that has represented entrepreneurship as of late.

Keynote speeches were conducted by the following experts –

- Vikram Duggal - Managing Partner, Ikel Venture
- Jatin Singh - Founder, Skymet Weather and Village Cover
- Mukesh Malik - CEO Project GK, Partner Ah Ventures
- Sunil Chawla - Chief General Manager, NABARD

The keynote speeches were followed by a panel discussion on the topic 'Economic Slowdown: Boon or bane for startup ecosystem?' moderated by Vikram Duggal with a panel comprising of Anil Taneja, Regional Director, Ph.D., Chamber of Commerce & Industry; Anu Meena, Founder, AgroWav, and Mr. Jatin Singh, Founder, Skymet Weather and Village Cover.

While the IIM Kashipur students were interacting with the experts throughout the day, a startup bootcamp had been organized for the school students from the vicinity of the campus to usher in the spirit of entrepreneurship to a fascinated audience and introduce them to the concept of entrepreneurship in a manner that had not been done before. The students were addressed by experts and entrepreneurs who shared their stories with them and took questions from the students.

With the first day being dominated by the theoretical aspects of entrepreneurship, the second day revolved around the startup fair which would allow all to see

the startup ecosystem in action. The day started on a high with the second day activities being given the green light by Shri Trivendra Rawat, the Honorable Chief Minister of the State of Uttarakhand. With this, the Foundation for Innovation and Entrepreneurship Development (FIED), the incubation center of IIM Kashipur, which organized the event along with the E-Cell of IIM Kashipur brought its first major initiative in the R-ABI program to a close. The first cohort of the incubation programs SAHAS and SAKSHAM received their graduation certificates from the Chief Minister himself. The Chief Minister then personally interacted with each of the entrepreneurs in the cohort and visited their stall in the startup fair, providing them further motivation in their journey to success. 30+ startups were a part of the initial R-ABI program, and were an integral part of the startup fair which hosted 100 stalls. The fair was then open for all to see and experience, with people coming from areas in and around Kashipur to visit the spectacle that was Uttishtha 2019. A footfall of 8000+ was a testament to the disruptive nature of innovation and the hard work put in by the organizing team to successfully implement one of the biggest startup events in the state.

After the graduation ceremony, the members of the R-ABI incubation program pitched their business ideas in front of a panel of experts to raise funds for their future operations, as decreed by the initiative by the Government of India. To give the students attending the startup bootcamp a taste of what the entrepreneurial process looks like, some of the students were allowed to make elevator pitches in front of the experts and received feedback on their thinking process.

Uttishtha 2019 ended with a small cultural ceremony which saw a hearty participation from the young school students of the area and the IIM Kashipur students as well. Together, the campus rejoiced and celebrated the festival of entrepreneurship having experienced two days of exhilaration which comes to define the entire entrepreneurial journey.



# Corporate Competition Achievements 2019-20



**"There are no secrets to success. It is the result of preparation, hard work, and learning from failure."** - Colin Powell

Established in 2011, IIM Kashipur is now in the tenth year of its operation. For an institute which aims to drive academic excellence and establish itself as one of the top business schools in India, a span of nine years is not that long. But the recognitions speak a different story. The year 2019-20 was a precursor to what we could expect this year when IIM Kashipur completes its ten-year journey. Its decadal journey is marked by many admirable moments, but, with its umpteen embellishing accomplishments, 2019-20 shines the brightest. The Institute had many break-the-glass-ceiling moments as students, in spite of all odds, went on to register gigantic victories. The academic rigour and the case-study based pedagogy instilled students with resolve, perseverance, patience and ingenuity. The highly competitive culture, learning from peers and the zeal to win it big, ensured that we made it to the podium.

Bagging titles of **3 National Winners, 3 National Runner-up, 6 National Finalist and 3 National Semi-Finalist**, the students exerted their dominance across all spheres and dimensions. **ICICI Beat the Curve** was the first major national competition, last year, to witness the competitive intellect of our students. **Chirag Dixit and Shubham Agarwal of Team Ideates** cruised their way from being the Campus Winners to **National Winners**. Open for only a few select top B-Schools, the competition structure mandated multiple levels of filtering to choose the best of all. The campus winners were required to visit ICICI's digital villages and come up with their finale entries. The efforts put by the team fructified as they emerged to be the 'True Champions'.

Beat the Curve set a strong precedent for the Kaspian. It was followed by **Airtel's national case-study competition, iCreate** which saw huge participation, as the competitive fervour kept booming. A different day, a different competition but the results remained the same. **Amandeep and Ajitesh Dani**, the two competition maestros of IIM Kashipur, went ahead to make it big as they handsomely **won the competition**. Interestingly, IIM Kashipur was in the wild card category. But as they say – 'The power of one can move a mountain'. With tens of thousands of teams competing against one another in a rather grilling competition, a small mistake would have cost big. But the Team of two was impeccable. The results were announced in December, ending the year on a high note. 2019 was coming to an end, but IIM Kashipur had just begun.



There was no looking back now. An ocean of opportunities was in front of us, and everyone was anxious to dive with an aim to explore the depths. The B-School competitions became a practice pitch as more and more students started participating in an attempt to hone their skills and make themselves corporate-ready. The underlying objective was to take every corporate competition head-on and exhibit their top-drawer capabilities. Securing the **first and third position in TVS Credit E.P.I.C Analytics Challenge** was a testament to the dexterity of our students with case studies. **Manpreet Singh Saluja and Bhagesh Godhwani** emerged as the winner and second runner-up respectively. Moreover, team of **Shubham Dantre, Shivam Bandeja and Manpreet Singh Saluja** also emerged as the **first runner-up in the TVS Credit E.P.I.C Strategy Challenge**. It was an apex moment for our Institute.

The competition prowess backed by a-cut-above-the-rest



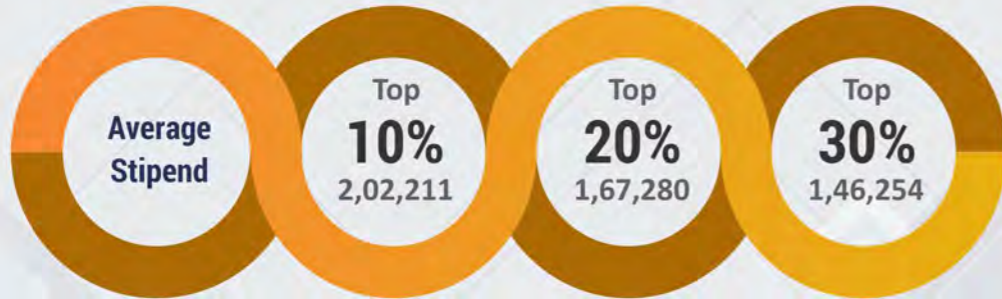
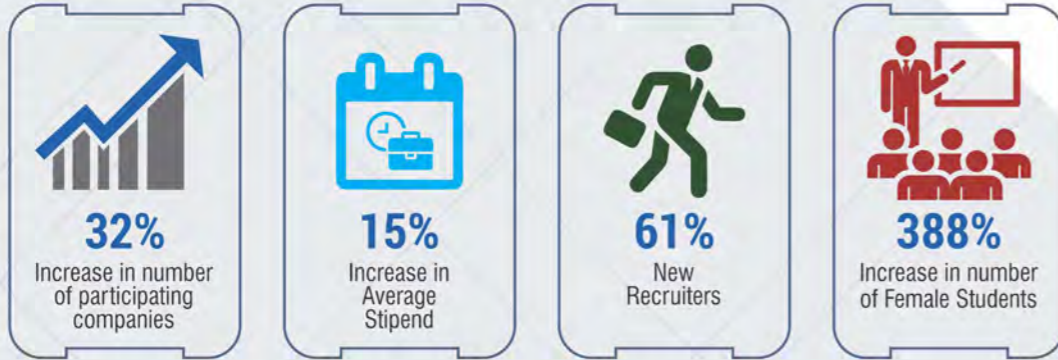
attitude has transformed into stellar performances by our students. With every passing competition, the juggernaut of IIM Kashipur keeps growing formidable. From being the **national finalists at L&T OutThink and Tangram – The Piramal Challenge** to the zonal winners in **RBI Policy Challenge**, the achievements know no boundaries. Success in competitions like **Reliance T.U.P, KPMG Challenge and Infosys Ingenious**, which provide opportunities to a range of B-Schools across India, is a manifestation of the intellectual finesse of IIM Kashipur students and speak volumes of their quality. Being **National Semi-Finalists** in these is in no-way an underachievement. With every milestone, the resolve to perform strengthens.

The journey to the top of the ladder has just begun. The hunger for more and the desire of being second-to-none keeps pushing every Kaspian. The Institute continues to tread on the path of excellence as students, the torch-bearers of its legacy, keep marching ahead.

	 ICICI Beat The Curve Challenge 2019 <b>NATIONAL WINNERS</b>	 TVS Credit E.P.I.C Analytics Challenge <b>NATIONAL WINNERS FIRST RUNNER-UP</b>	 Airtel iCreate Product Challenge 2019 <b>NATIONAL WINNERS</b>	 Bada Asaan hai Contest <b>NATIONAL WINNERS</b>
	 One Plus ETPrime Intellect 2020 <b>NATIONAL WINNER</b>	 TVS Credit E.P.I.C Strategy Challenge <b>FIRST RUNNER-UP</b>	 AGS HORIZON 2019 <b>SECOND RUNNER-UP</b>	 TANGRAM- The Piramal Challenge <b>NATIONAL FINALIST</b>
	 L&T OutThink 2019 <b>NATIONAL FINALIST</b>	 UltraTech India Next Campus Edition 2019 <b>NATIONAL FINALIST</b>	 Business Cipher Challenge <b>NATIONAL FINALIST</b>	 Infosys Ingenious 2019 <b>NATIONAL SEMI FINALISTS (3 teams)</b>
	 KPMG Ideation Challenge <b>NATIONAL SEMI FINALISTS (2 teams)</b>	 Reliance T.U.P 5.0 <b>NATIONAL SEMI FINALIST</b>	 Future Generali Get Set Go <b>CAMPUS WINNERS</b>	 RBI POLICY Challenge 2020 <b>ZONAL WINNERS</b>

## Summer Placement 2019-21 | Highlights

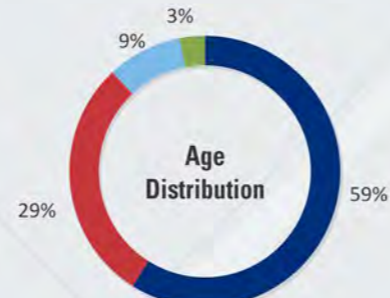
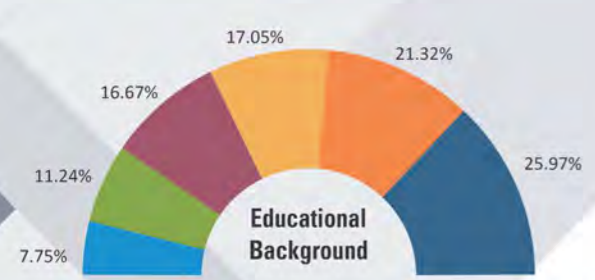
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### HIGHLIGHTS OF THE SEASON



### STATISTICS OF THE PLACEMENT SEASON



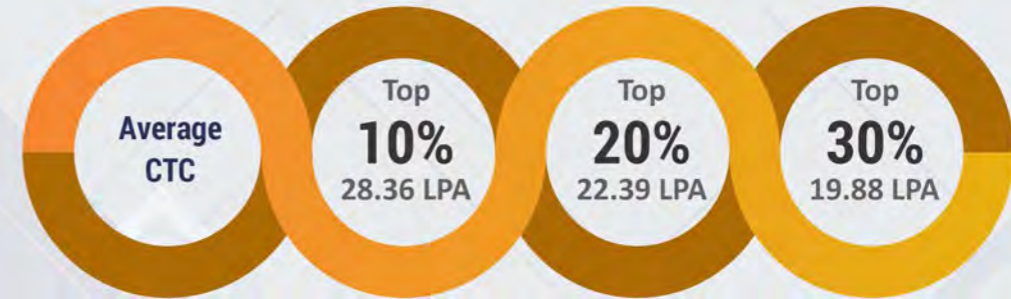
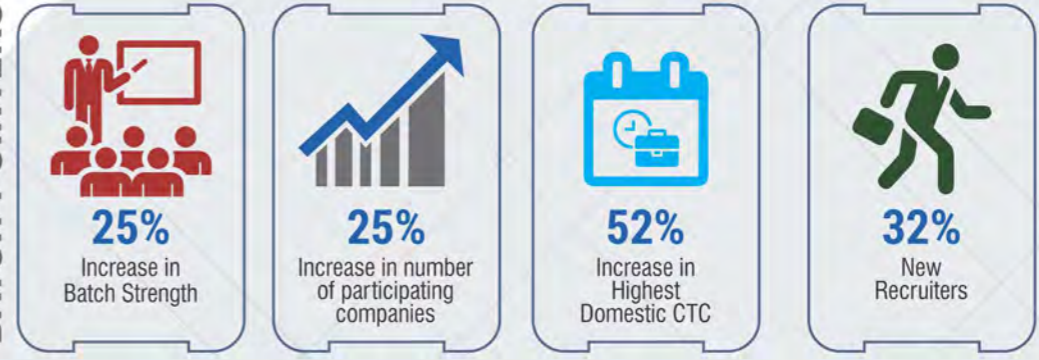
■ Civil  
■ Finance, Commerce, Economics  
■ Others  
■ Computer Science  
■ Mechanical, Automobile  
■ Electrical, Communication, Power

■ Freshers  
■ 1 to 12  
■ 13 to 24  
■ 25 to 36  
■ >36

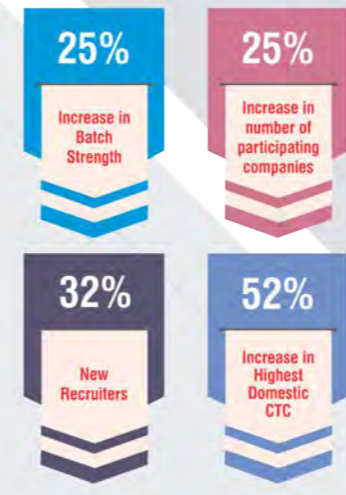
■ <24  
■ 25-26  
■ 27-28  
■ 29+

## Final Placement 2018-20 Highlights

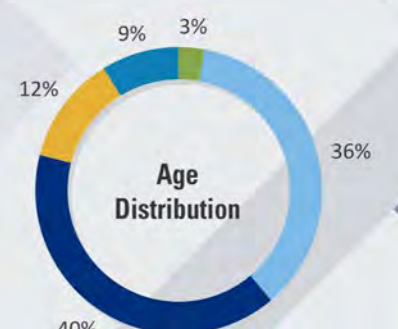
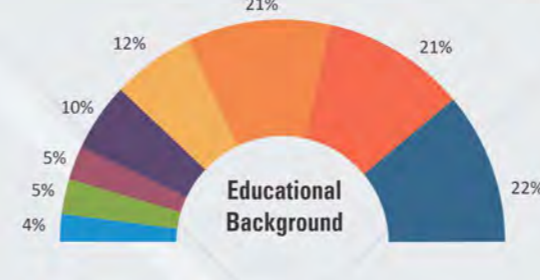
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### HIGHLIGHTS OF THE SEASON



### STATISTICS OF THE PLACEMENT SEASON



■ Metallurgy  
■ Civil  
■ Others  
■ Electronics  
■ Telecommunication  
■ Finance, Economics, Commerce  
■ Mechanical, Automobile  
■ Electrical Engineering, Power  
■ Computer Science

■ Freshers  
■ 1 to 12  
■ 13 to 24  
■ 25 to 36  
■ 37-48  
■ >48

■ <22  
■ 23-24  
■ 25-26  
■ 27-28  
■ 29+

# Our Recruiters 2018 - 20



# Corporate Speaks

Product Management is building the product right and building the right product

**Mansi Sanghavi**  
Axis Bank  
Assistant Vice President

Thought leadership will be a key pillar in your upcoming company's overall brand.

**Varun Jain**  
LinkedIn  
Account Director

Expertise of R, SQL and Data Visualization is required to sustain career in Analytics

**Kumud Sharma**  
Lenovo  
Global Analytics

Companies with strong promoters, competent management, sound business model will perform well over time

**Sachin Sodhi**  
Kotak Wealth Management  
Associate Director

If consulting firms are able to upgrade and adapt their services and solutions as per the market trends and the current CoVid scenario, then the clients will definitely seek their services. The safety of employees will be utmost priority!

**Anurag Dua**  
PricewaterhouseCoopers  
Partner

If your business is not designed to serve your customer online, then you are a dinosaur and you will die a quick death.

**Mohit Saxena**  
Inmobi  
Co-founder

The businesses needs to make sure that they are solving real problems and this is the biggest insurance against any kind of pandemic

**Karan Gambhir**  
Google Play  
Head. Strategy and Operations

Best example of a supply chain is a home kitchen by moms

**Dr. Rakesh Sinha**  
Reflex Supply Chain Solutions  
Founder

This year is only about survival. Whoever is resilient will emerge stronger

**Mitesh Shah**  
BookMyShow  
Head of Finance

In 8 weeks of 2020 the world has evolved to 2030. Everything in the world has gone to digital

**Roopa Bhandarkar**  
Capgemini  
VP. Financial Services

FMCG's demand wouldn't be affected during the pandemic. Pandemic will transform Kirana stores to glorified Kirana Stores.

**Gaurav Pundir**  
Spaar Hypermarkets  
Ex AVP & head

## Alumni Speaks

Explore, Research & Grow – These three words describe my experience at the institution. Explore uncharted territories with the clichéd pedagogy and live in one of the coolest places in India. Research under the guidance of learned & accomplished faculty.

Get the podium to grab the opportunity to grow.

The course and the experience gave me the autonomy to choose courses/live projects in which ever field I wanted to; and I fondly did that. As one of the greatest founders said, you can only connect the dots looking backwards and not forward. Looking back at IIM Kashipur; I feel it fits very rightly in my life's baffling collage.

**Chanchal Chakrachhattri**  
Senior Product Manager  
ICICI Bank

IIM Kashipur has proved its academic merit, strong and qualified faculties & case-based teaching pedagogy by spectacular performance in numerous national level corporate case study competitions.

In the last few years, Students have successfully solved LIVE critical problems faced by companies like Amazon, Airtel, ICICI Bank, Reliance, One Plus, ET Prime, United Health Group, Indiamart among others & have secured PPI & PPOs for their innovative solutions.

**Shubham Agrawal**  
PPO Holder- RBL Bank

IIM Kashipur offers a holistic experience with great learning and growth opportunities. With inculcation of different methods of case-studies, live projects, brainstorming sessions, presentations help the students gain a worldwide perspective and accelerate the learning.

Apart from academics, there are so many activities, clubs, committees, events, sports and recreational facilities to help students be familiarize with the saying "Work hard, party harder" and make the entire experience remarkable.

**Akansha Garg**  
HR Manager, Pine Labs

IIM Kashipur provided excellent avenues to learn, explore and grow not just the hard skills but also contributed significantly to grooming students into a complete package ready for industry. The entire family of students, faculty and alumni are a cohesive unit that engages with the commitment to excellence in various disciplines.

**Pramodh Nareshkumar**  
Product manager, Addverb Technologies

The time at IIM Kashipur was nothing less than a roller coaster ride. Its curriculum, both within and outside the classroom, along with continuous support from faculty has enabled us to tackle various business scenarios with a more pragmatic and holistic approach. The course structure and activities are designed in a way which encourages students to test and implement their ideas in both team and individual capacity. It has helped me a lot in handling my current roles and responsibilities and I am sure it will help the current and future students, at a time when the business world is full of uncertainties.

**Sangam Ghosh**  
Assistant Manager,  
Marketing, BPCL

The spirit of IIM Kashipur is what sets it apart from other top B-schools. The institute draws immense strength from this spirit which each student exhibits during the two years at campus and then as an alumnus. With each passing year, the institute has strengthened its position in the industry with peers being envious about- the spirit of IIM Kashipur!

**Kunal Kalkundri**  
Sales Manager, Coca Cola

IIM Kashipur is the best thing that has happened to me. Not only it has helped me in developing my professional acumen but has also helped me grow as an individual. The remote location of the campus, helped us in becoming self-sustainable while looking out for each other. The Institute gives you an opportunity to pursue an MBA less ordinary.

**Sohon Sengupta**  
Product Manager,  
Century Ply India Pvt Limited

The life at IIM Kashipur is an adventurous journey filled with numerous quizzes, presentations, and case study competitions. The curriculum and pedagogy equip the students with the necessary skills to make a mark in the corporate world. Away from academics, multiple clubs and committees organize events across the year to keep up the entertainment quotient high. The sprawling campus with mountains in the backdrop provides an enchanting ambiance for learning by doing.

With unique initiatives like FIED, unique programs like MBA in Analytics and numerous MOU's & Foreign Exchange Programs with leading universities across the globe, IIM Kashipur is staying relevant and resilient to cater to the needs of the society and students.

**Dingoo Karthick**  
Assistant Manager,  
LatentView Analytics





## ABOUT KASHIPUR

Located in southern Uttarakhand, with the mighty Himalayan foothills in the background, presenting a scenic view of snow-clad peaks in winters, Jim Corbett National Park and Nainital a drive away, Kashipur offers a plethora of unexplored getaways making it a true adventure lover's dreamland.

The abundance of natural resources, flora and fauna is strikingly evident in Kashipur. Brief sudden showers are common and they refresh the air and surrounding plantations with a brighter hue of green. The negligible pollution level presents clear blue skies by day and a blanket of stars at night.

Everything comes together to present Kashipur as an inviting place for nature lovers, photography fans and trekking enthusiasts. A pleasant change from the urban jungle, Kashipur offers synergy with all walks of life.

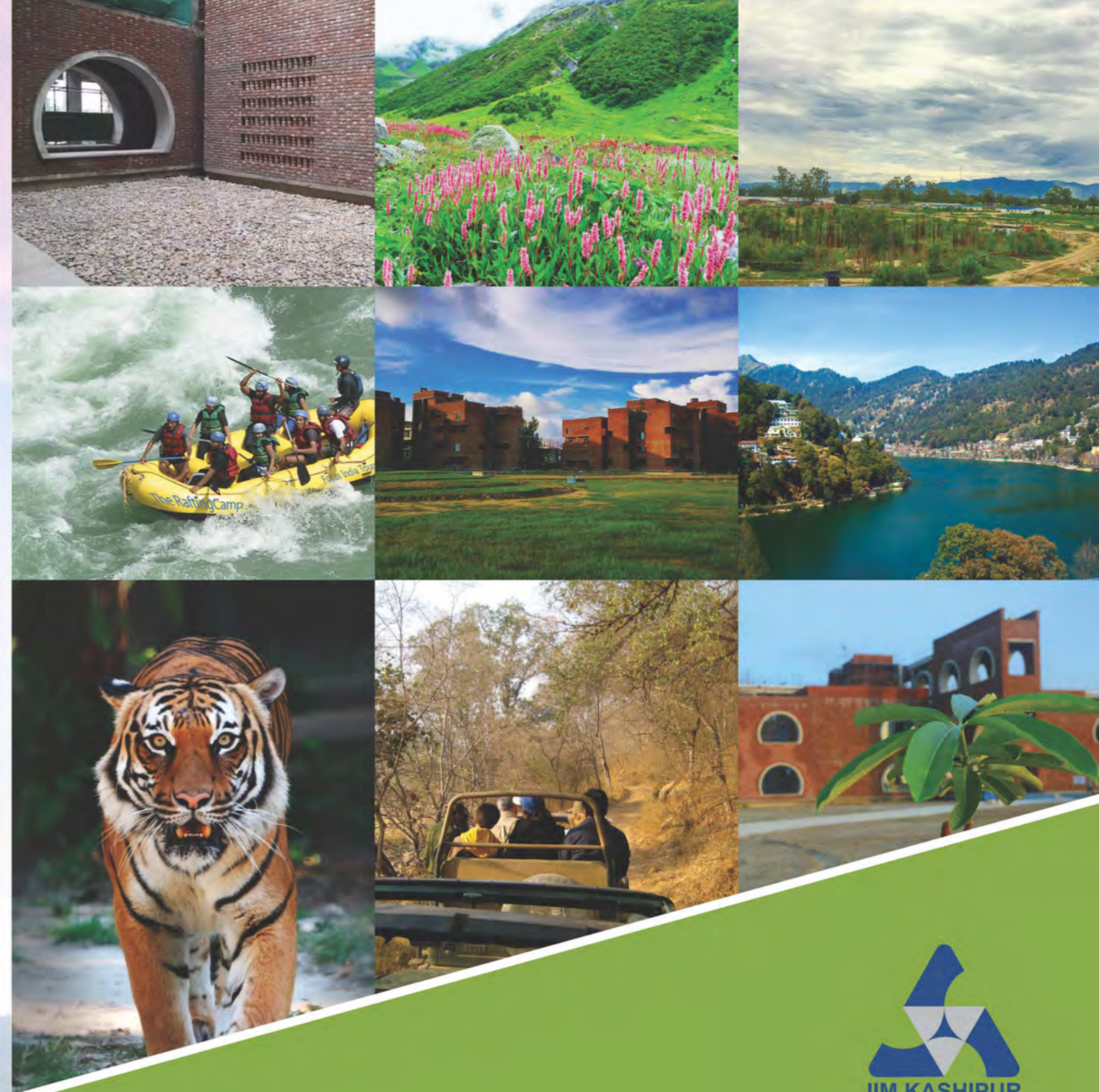
## HOW TO REACH KASHIPUR

Located at about 220 km to the east of Delhi, Kashipur is connected to major cities by road and rail. From Delhi, NH-24 leads to Moradabad after which a 50 km stretch directs to Kashipur.

IIM Kashipur is located on Bazpur Road, about 5 km from railway station.



BY ROAD		
From	To	Cab Services
Delhi	Kashipur	Arranged by IIM Kashipur
BY TRAIN		
Train Name	From	To
<b>Uttar Sampark Kranti Express</b> (UTR SAMPRK K EX)	Delhi Old Delhi Station (DLI) (Departs) 16:00 hrs	<b>Kashipur Station (KPV)</b> (Arrives) 20:05 hrs
<b>Ranikhet Express</b> (RANIKHET EXP)	Delhi Old Delhi Station (DLI) (Departs) 22:35 hrs	<b>Kashipur Station (KPV)</b> Arrives) 04:02 hrs
Frequent Trains ply from Moradabad (MB) to Kashipur (KPV)		
BY FLIGHT		
Airline	From	To
<b>Air India</b> AI-9815	Delhi (DLH) 12:15 P.M.	<b>Pantnagar (PGH)</b> 1:00 P.M.
Pantnagar Airport to IIM Kashipur - 60 min. drive by road		



**B**usiness education deals with the triple bottom line of People, Planet and Profit. Education is based on the triple foundation of humility, character and righteousness. This is to nurture a social conscience that delivers performance and excellence across cultures, functions and geographies - again a triad.

This concept drives inspiration from this triad of things and tries to depict a central conscience through the blue triangle within the larger triangle which swirls out in all the three directions yet maintains its colour - the conscience.

The symbol also depicts the flexibility and intermingling of triads - the different personal, professional and social forces - through the arcs and the creation of the triangles in the negative space, yet maintaining connectivity with the roots (conscience) through the colour. The symbol shows that you may go out and swirl and churn in the outside world but the core conscience given is so sustainable that it will never lose its effect - its colour (blue).