



भारतीय प्रबंध संस्थान तिरुचिरापल्ली

INDIAN INSTITUTE OF MANAGEMENT TIRUCHIRAPPALLI



CAMPUS CONNECT
JANUARY 2014



IIM
TRICHY



IIM
TRICHY



From the Editor's Desk

“Where the mind is without fear and the head is held high
Where knowledge is free...
Where tireless striving stretches its arms towards perfection...”
Rabindranath Tagore, Gitanjali, XXXV

The immortal words of our national poet have always been a source of inspiration to us at IIM Trichy. As this fledgling institution begins to take flight, they motivate us to reach greater heights. As a public institution, we have many stakeholders – the industry and managers who recruit our pass-outs, the government which provides funding and support, our students who are our *raison d’être*, and the society in which we are situated. All our activities are oriented towards fulfilling the needs of these different stakeholders.

On the industry-interaction front, along with numerous guest lectures and seminars, IIM Trichy organized its first HR Conclave at Chennai. The event provided a platform for interaction with industry leaders, and getting to know their perspectives on management and education. Our Learning Resource Centre organized a very successful book exhibition, which brought publishers, faculty and students together. IIM Trichy also had a Vigilance Awareness Week, which comprised of activities meant to eliminate corruption, and improve transparency and propriety in our day to day activities. These are only a few amongst the numerous activities conducted by the Institute.

Our faculty and students are the pride of IIMT. Many of our faculty members presented their research at leading national and international conferences. Some of our faculty published their work in top-tier international journals. Our students too made the institute proud by winning various national-level business competitions and bringing laurels to the institute. Less than three years since it was founded, IIM Trichy is involved in numerous academic and social activities. This newsletter is meant to provide our stakeholders with a glimpse of what happens at IIM Trichy. We envisage it to be more than a mere vehicle for information. We hope the newsletter helps in forging an emotional bond between IIM Trichy and our stakeholders, and so we have called it Campus Connect. We hope you find what we present here informative and interesting!

Prof. Hari Sreekumar
(Editor)





IIM Trichy – an Introduction

Indian Institute of Management Tiruchirappalli (IIMT) is the eleventh IIM and was instituted on January 4, 2011 by the Hon'ble Minister for HRD and Telecommunication, Shri. Kapil Sibal, under the patronage of the Government of India. IIM Trichy is fortunate to be guided by a Board comprising eminent personalities in fields as diverse as finance, law, education, entrepreneurship and advertising. The Board is headed by Shri. M. Damodaran, IAS (Retd.), a thought leader and distinguished person in the fields of administration and finance. The Institute also has an excellent and committed team of faculty members, ably led by Director Dr. Prafulla Agnihotri.

IIM Trichy started its academic journey in June 2011 with 84 students in the first year of its Post Graduate Programme (PGP). Currently, the Institute offers three academic programmes:

- Post Graduate Programme in Management (PGPM)
- Post Graduate Programme in Business Management (PGPBM)
- Fellowship Programme in Management (FPM)

The current PGP batch comprises 108 students. IIM Trichy was the first amongst the recently recently established IIMs to start a Doctoral Programme. The Institute is aiming to significantly increase its research footprint, and contribute significantly to new knowledge in the field of management. The Institute has also established a centre in Chennai, where it conducts the PGPBM programme for working executives. The Programme enables knowledge dissemination to practitioners, while enabling the Institute to establish closer links with the industry.



Students at IIM Trichy



Inauguration of the 2013-15 PGP Batch

Learning Resource Centre at IIMT

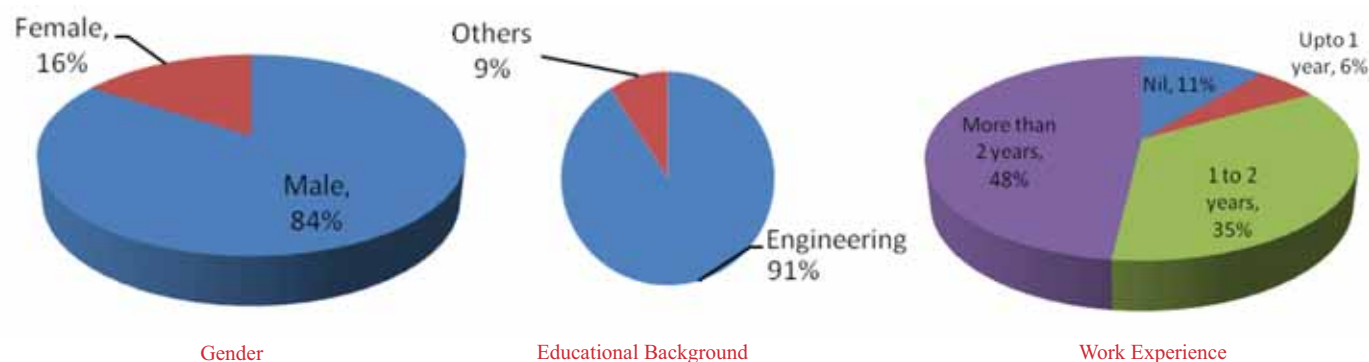
About Tiruchirappalli

Tiruchirappalli, or Trichy as it is popularly referred to, is one of the oldest inhabited settlements in Tamilnadu, with historical records dating back to the second millennium BC. The city is located in the Kaveri delta region, considered to be the cultural heartland of Tamilnadu. Trichy has also been home to various eminent personalities such as C.V. Raman, A.P.J. Abdul Kalam and former President of India R. Venkataraman. Trichy is also one of the industrial hubs of Tamilnadu, with large manufacturing organizations such as the Bharat Heavy Electricals Limited, and numerous small and medium enterprises. Trichy also has a large number of educational institutions.



The 2013-15 PGP Batch: A Brief Profile...

The current batch of PGP students comprises a diverse mix of bright youngsters, from various parts of the country. In all, the batch has 108 students.





Institute Events

The HR Conclave

IIM Tiruchirappalli organized its maiden HR Conclave on 20th September, 2013 at the Hilton, Chennai. The event turned out to be a huge success with active participation from corporate and academic fronts. The objective of the conclave was to offer a forum for the industry and academia to come together and share the latest knowledge and practices in the field of HRM.

The event was inaugurated by Mr. Ashok Thakur, IAS, Secretary, Ministry of HRD, Govt. of India. Dr. Prafulla Agnihotri, Director, IIM Tiruchirappalli and Prof. V. Gopal, Dean of Academics, IIM Tiruchirappalli also addressed the gathering during the inauguration.

This was followed by the first panel discussion on “Leadership and Change”. The invited panelists were Mr. Sasi Sunkara, Partner, McKinsey India, Mr. K. Ganesan, VP-HR, TCS and Mr. Muthu Kumar Thanu, CHRO, TAFE. The discussion was moderated by Prof. Abhishek Totawar of IIM Tiruchirappalli. The discussion started with defining leadership in various contexts and appreciating how leaders are superior to managers. The panel opined that effective leaders should not just accommodate change but anticipate and lead change.

The panelists emphasized the importance of situational leadership over personal excellence. The evolution of leadership as a collection of processes from being an attribute of a person has also been discussed. The panel felt that understanding and adapting to cultural differences in the global context of present day has gained importance and leadership is not an aspect limited to corporate world but is relevant in all other scenarios. The participants, including corporates, students of IIM Tiruchirappalli and other business schools took this opportunity to interact with the panelists and get cues to carve their way to be the leaders of tomorrow influencing change.

The second panel discussion went on with the theme “Talent Retention” for which the panelists were Mr. Dharmarajan, VP-HR, Head of Buildings & Factories, L & T; Mr. Krishna Bhagvan, Director HR, Motorola Solutions; Mr. Rajesh Padmanabhan, Corporate VP/ CHRO, Capgemini and Mr. Prince Augustin, Executive VP-Group HR and Leadership Development, Mahindra and Mahindra. The discussion was moderated by Prof. Vijaya of IIM Tiruchirappalli.

The group dealt with aspects like retention of talent physically, mentally and emotionally. Some of the panelists spoke about retention of technical talent and the effect of the aura of managerial positions cannibalizing technical talent. They emphasized the importance of



Shri. Ashok Thakur, IAS declares the Conclave open

Members of the audience at the HR Conclave, Chennai

Panel Discussion at the HR Conclave

Institute Events

emotional connect an employee should have with his work and organization especially after being in a firm for more than a couple of decades.

They also noted that flexibility is an important factor to retain and nourish talent today as against rules and systems of the earlier days. But they added that this flexibility should be in line with the goals of the organization. The influence of cultural differences and diversity was discussed by this panel too and it opined that the techniques of Human Resource Management should be customized to suit the need of the hour.

The post lunch session was equally interesting and interactive with a panel discussing on “Redefining Culture for Employee Engagement”. The panelists were Mr. Samir Agarwal, Principal, BCG; Mr. C. Mahalingam, Executive Coach and HR Advisor (he was with firms like IBM, Phillips India and Meritor Fuelite formerly); Mr. Soma Valliyappan, Life Member, NHRD; Ms. Vidya Muralidharan, HR, Business Partner, Ashok Leyland and Dr. Karthikeyan, MD, Gemba Consulting. The discussion was moderated by Prof. Mouloud Madoun of IIM Tiruchirappalli.

The panel said that developing emotional engagement with oneself is the first step of nurturing engagement of an employee with the organization. One of the panelists disagreed with the notion of equating engagement with entertainment and told that engagement should help an employee gain mastery over her task, give freedom to express and explore and create a sense of purpose that is beneficial to her, to the organization and to the society on the whole.

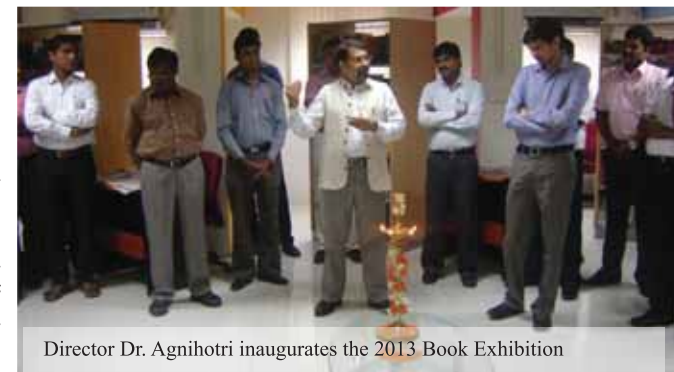
The panel said that true engagement stems from personal interaction with the employees with respect towards their ideas. The panel also said that any personal development program should be need based and focused and should not just be a ritual.

The valedictory by Mr. Awadesh Krishna, MD, Global Head- HR, Nomura Ltd., gave a wonderful finishing touch to the proceedings of the day. He said that Human Resource Management is as much a science as any other domain of management or technology. He pressed on the importance of change and described HR as “the profession of the century”. He encouraged the young HR professionals to stand up for their profession. He later interacted with all the students personally and cleared queries in topics like the feasibility of inducing change in others, the challenges of being an HR manager in the corporate world and the role of HRM in public sector enterprises.

The event was concluded with a vote of thanks by Prof. Mouloud Madoun and Prof. Abhishek Totawar of the institute.

Book Exhibition at the Learning Resource Centre

IIM Trichy takes pride in fostering a culture that is conducive to knowledge creation and dissemination. The Learning Resource Centre (a.k.a. Library) headed by Librarian and CKO Dr. Elavazhagan serves as the node around which knowledge-related activities of the institute take place. While e-books and electronic databases are increasingly being used, the Library as a physical space, with physical books continues to be important and relevant. The LRC organized the second Book Exhibition of IIM Trichy on the 22nd of October 2013. The annual Exhibitions provide an opportunity for publishers to present their works, and helps faculty members to remain abreast of the latest developments in their fields.



Director Dr. Agnihotri inaugurates the 2013 Book Exhibition



Book Exhibition at the Learning Resource Centre

Director Dr. Prafulla Agnihotri inaugurated the Exhibition. Around 10 select and reputed international publishers were invited to display their publications. More than 3000 new titles, CDs and DVDs were displayed during the Exhibition. More than 700 titles were selected on the same day at a cost of around Rs. 28 lakhs, which helped to enhance the LRC physical collection.



Vigilance Awareness Week

As a reputed public institution, IIM Trichy is expected to set an example in terms of adhering to the highest standards of honesty and integrity in dealings with stakeholders. As part of this broad mission, the Institute observed a Vigilance Awareness Week from the 28th September to 2nd November. Various activities such as anti-corruption pledges, seminars and lectures were held at the Institute. Shri. K. Ganesan, AGM (Vigilance), BHEL Trichy presented an engaging seminar on "Promoting Good Governance."



Shri. K. Ganesan talks on promoting good governance

Prof. V. Gopal, Dean (Academics) administers the Anti-Corruption Pledge

"Mentoring the Mentors" Programme

Academic pressure, high levels of competition and the wish to excel result in considerable stress on students. Some students find it difficult to cope with such pressure, and go through avoidable distress and trauma. During such situations, it is important that faculty members play a supportive role, and help the student through mentoring, listening to the student, or directing her to a competent counsellor. IIM Trichy wishes to provide an enabling and stress-free environment to students. With this intention, the Institute organized a workshop for its faculty members at Thanjavur. The programme was imaginatively christened "Mentoring the Mentors." (Courtesy Prof. Suresh Paul Antony, PGP Chairperson!).

The programme was anchored by Madhukar "Sharad" Sakorkar, a reputed trainer and corporate coach. Held in a serene location on the banks of the Kaveri, the programme helped faculty members to introspect on the different roles they played – as teachers, as facilitators, as guides, seniors and mentors to students. Sharad organized various interesting activities such as discussions, thought exercises, and role plays to help draw out the various modalities and nuances of mentoring. The programme was a resounding success, and the Institute is operationalizing a full-fledged Mentoring and support-providing mechanism for its students.



Sharad Sakorkar in an informal interaction with faculty members

Faculty members engaged in brainstorming and discussion

Faculty Activities

Apart from their regular teaching, IIMT faculty members proved their mettle through publishing in top journals, conference presentations, and by writing book chapters and articles in the popular press. Our faculty also represented the Institute through guest lectures and addresses at numerous institutions.

Research

Journal Papers

1. Elavazhagan, K. and Udayakumar, M.S. (2013). Use of e-Resources in the BITS, Pilani – Hyderabad Campus: A Study. *International Research Journal of Library and Information Science*, 3(3), 470-479.
2. Manikandan. K.S. (forthcoming). Beyond Institutional Voids: Business Groups, Incomplete Markets, and Organizational form. *Strategic Management Journal*.
3. Manikandan. K.S. (2013). Why Conglomerates Thrive (Outside the U.S.). *Harvard Business Review*.
4. Nilakantan, Kannan (2013). Estimation of Career Progression and Growth Properties in Markov Manpower Systems with a Competitive Climate. *International Journal of Business and Systems Research*, 7(3), 292-317, doi: 10.1504/IJBSR.2013.055321.
5. Nilakantan, Kannan (2013). Replenishment Policies for Warehouse Systems under Cyclic Demand. *International Journal of Business Performance and Supply Chain Modelling*, 5(2), 148 – 176, doi: 10.1504/IJBPSM.2013.053491.
6. Poruthiyil, P.V. (2013). Weaning Business Ethics from Strategic Economism: The Development Ethics Perspective. *Journal of Business Ethics*, 116(4), p.735–749
7. Senthil, S , Srirangacharyulu, B. and Ramesh, A. (2014). A Robust Hybrid Multi-Criteria Decision Making Methodology for Contractor Evaluation and Selection in Third-Party Reverse Logistics. *Experts Systems with Applications*, 41(1), 50-48, doi: 10.1016/j.eswa.2013.07.010.
8. Srirangacharyulu, B. and Srinivasan, G. (2013). An Exact Algorithm to Minimize Mean Squared Deviation of job Completion times about a Common due date. *European Journal of Operational Research*, 231(3), 547–556, doi: 10.1016/j.ejor.2013.06.017.
9. Varman, Rohit and Sreekumar, Hari. (forthcoming). Locating the Past in its Silence: History and Marketing Theory in India. *Journal of Historical Research in Marketing*.



Faculty Activities

Conference Presentations

1. Chadha, Alka and Ying, Zhiliang (2013). TRIPs, Innovation and Survival of Indian Pharmaceutical Firms. *10th Annual International Conference on Small and Medium Sized Enterprises: Management-Marketing-Economic Aspects*, Athens, Greece, July 29-August 1.
2. Elavazhagan, K. (2013). Developing a Hybrid Library from the Scratch. *Entrepreneurial Approaches to Librarianship, Entrepreneurship Development Institute of India*, Ahmedabad, December 26-28.
3. Tennyson, Godwin. (2013). Intelligent Selection of a Server among Parallel Identical Servers. *2013 Winter Simulation Conference*, Washington, DC, USA, December 8-11.
4. P.J. Lukose, Jijo (2013). Financing Constraints and Investments in R&D: Evidence from Indian Manufacturing Firms. *VIII Annual Conference on Forum for Global Knowledge Sharing*, IIT Bombay, Mumbai, India, October 25-27.
5. Nithyananda, K.V. (2013). Half Yearly Report. *IMTFI 5th Annual conference, Institute for Money, Technology and Financial Inclusion (IMTFI)*, University of California, Irvine, California, December 4-6.
6. Pattnayak, Sanja Samirana and Chadha, Alka (2013). Health Care Expenditure and Income in Emerging Economies: The Case for Inclusive Growth. *Pan-IIM World Management Conference: Emerging Issues in Management*, Goa, India, May 30 – July 1.
7. Pattnayak, Sanja Samirana and Chadha, Alka (2014). Is Health Care Really a Luxury? The Debate Revisited with New Evidence from Emerging Economies. *9th International Business and Social Science Research Conference*, Novotel World Trade Centre, Dubai, UAE, January 6-8.
8. Sundaravalli, Narayanaswami (2013). GNU Linear Programming Kit (GLPK). *International Conference on Operations Research for Data Analytics and Decision Analysis (ICORDADA 2013)*, University of Kashmir, India, October 21-23.
9. Totawar, Abhishek K. (2013). How does Organizational Justice Moderate Job Satisfaction and Organizational Commitment? Explaining with Psychological Capital. *3rd Biennial Conference of the Indian Academy of Management (IAM) 2013*, IIM Ahmedabad, Ahmedabad, India, December 12-14.
10. Totawar, Abhishek K. (2013). Justice, Satisfaction, Commitment: Mediation of Quality of Work Life and Psychological Capital. *The 73rd Annual Meeting of the Academy of Management*, Orlando, Florida, USA, August 9-13.

Book Chapters

1. Manikandan, K.S. (2014). A Synthesis of Organizational Learning and Knowledge Management Literatures. *Knowledge Management and Competitive Advantage: Issues and Potential Solutions*, IGI Global, Hershey.

Editorships of Journals

1. Sundaravalli, Narayanaswami (2013). *Annals of Management Science*, Franklin, USA, International Center for Business & Management Excellence.

Invited Talks and Lectures

1. Agnihotri, Prafulla (2013). HR in the New Era of Corporate Governance. National Institute of Personnel Management, Madras Chapter, Chennai, November 16.
2. Antony, Suresh Paul (2013). Inaugural Address, event at St. Joseph's Institute of Management, Tiruchirappalli, Tamil Nadu, India, July 22.
3. Elavazhagan, K. (2013). Implementation of RFID in Libraries. National Institute of Technology Trichy, Tiruchirappalli, Tamil Nadu, India, August 23.
4. Gopal, V. (2013). Inaugural address, Workshop on Financial Econometrics, Bharathidasan University Tiruchirappalli, Tamil Nadu, India, November 10.
5. Nithyananda, K. V. (2013). Chief Guest's Address, Nehru Arts and Science College, Coimbatore, Tamil Nadu, India, August 2013.

Faculty Activities

Invited Talks and Lectures

6. Totawar, Abhishek. (2013). Social responsibility towards Health. Petroleum and Explosives Safety Organisation (PESO), Sivakasi, Tamil Nadu, India, September, 6.
7. Sethu, G. (2013). Theme Address on Frugal Engineering. Sir. Visvesvaraya's Birthday (Engineer's Day) and Annual Day Function, Institution of Engineers, Trichy Chapter, September 15.

Significant External Appointments and Felicitations

1. Director Dr. Prafulla Agnihotri was nominated as an External Member of the Academic Council at NITIE, Mumbai.
2. Mr. Cyril Shroff, Member of the Board, IIM Trichy, was nominated as member of the Board of Directors of the Financial Planning Standards Board India, Mumbai.



Dr. Prafulla Agnihotri delivers his talk on HR at the NIPM Madras Chapter

Research Highlights of This Issue

Poruthiyil, P.V. (2013). Weaning Business Ethics from Strategic Economism: The Development Ethics Perspective. *Journal of Business Ethics*, 116(4), p.735–749.

In his paper on business ethics, Prof. Poruthiyil argues that there is a transformation in the core of business ethics. Senior scholars are demanding a radical revision of ethos which govern management research and practice. In its current state, arguments that champion social commitments of businesses are impulsively sweetened with assurances that strategic (i.e. economic goals) of a firm would remain undisturbed. Poruthiyil's paper charts this recent turn away from strategic economism. While agreeing with the concerns raised by scholars, Poruthiyil observes that business ethicists need not reinvent the wheel and develop frameworks on their own.



The key conceptual contribution made by the paper is the introduction of 'developmental ethics' a field that have observed much earlier that in inequitable societies, like India, economic goals of firms and governments need not always be in concurrence with the well-being of vulnerable groups. Rather, in most cases an untethered charge for wealth and national glory tends to leave societies and the environment irreparably damaged. Social change may be inevitable to improve living conditions and development ethicists accept that cruel choices may be necessary. Nevertheless, humanism demands that social policy be designed in a manner that ensures an equitable distribution of the pain and suffering – it is unacceptable that some groups skim off the benefits while the helpless bear the brunt of suffering.

Such humane arguments and sophisticated insights already available in development ethics, Poruthiyil argues, can help business ethicists wean themselves quicker off strategic economism. The paper also makes a case for the adoption of a comprehensive framework built by development ethicists for public policy which can also benefit business practitioners when formulating their corporate strategies. This framework emerged from the realization that seven interlinked aspects of a human life are inviolable, no matter how urgent a social change may be. These are human wellbeing, equity, empowerment, environmental sustainability, human rights, cultural freedom, and integrity against corruption.

Srirangacharyulu B. and Srinivasan G. (2013). An exact algorithm to minimize mean squared deviation of job completion times about a common due date. *European Journal of Operational Research*, 231, p.547-556.

Prof. Srirangacharyulu examines the problem of assigning priority to customer requests to ensure optimum levels of service quality. In situations where a number of customer requests arrive in simultaneously, determining the order of processing these requests is an important problem. This problem is also important where a number of jobs pertaining to a single customer have to be processed and then delivered on a promised delivery date (due date). Knowing the processing times of these requests (jobs), the problem of finding the job order that gives the minimum value of 'Mean Squared Deviation of job completions times about a common due date' has been considered in this paper. The important tools which are used independently in such optimisation problems are 'Branch and Bound method' and 'Dynamic Programming'. In this paper these two tools are affectively combined to develop a new method, which is much superior to any method available in literature for solving this problem.



Research Highlights of This Issue

Manikandan, K.S. and Ramachandran, J. (forthcoming). Beyond Institutional Voids: Business Groups, Incomplete Markets, and Organizational Form. *Strategic Management Journal*.

Diversified Business Groups are a common feature in emerging economies like India. But, they challenge conventional wisdom – received from the West – that diversification destroys value. The dominant answer, currently, is that business groups add value to member firms by compensating for the voids created by the lack of market institutions and intermediaries that are taken-for-granted in the advanced economies like the US. Consequently, business groups are expected to reduce their scope or even implode, as emerging economies liberalize and adopt Anglo-American style market institutions. This has not happened. Business groups continue to thrive even after nearly two decades of economic reforms in India; and so is the case in several other emerging economies. This suggests that filling institutional voids may not be their only *raison d'être*.



In this paper, Manikandan and Ramachandran suggest that business groups inherent characteristics can explain their continued growth and performance. In particular, they focus on two defining aspects of business groups – their diverse business portfolio and multi-entity organizational form – and their role in providing business groups with greater growth opportunities. Business group affiliates have a privileged position to assess and access group wide resources, and hence identify privileged strategic opportunities that are not perceived by their standalone counterparts. Moreover, unlike the conventional multi-divisional (or M-form) organizations wherein the different businesses are organized under a single legal umbrella, business groups organize their businesses as separate legal entities with independent governance and management structure. This organizational form helps business groups better navigate, vis-à-vis M-form organizations, the challenge of managing diverse businesses in critical areas such as resource allocation, decision making, and design of incentive systems. Affiliates are thus motivated, perceive, and are able to capitalize on growth opportunities that may have otherwise been lost. These characteristics become even more valuable in the post-reform period marked by a burst of growth opportunities in the external environment. Empirical analyses on a sample of Indian firms over the period 1994–2010 support these hypotheses.

Business groups, in short, are not organizational anomalies; indeed, they should be viewed a viable, stable and effective way of managing diverse businesses.

Ramachandran, J., **Manikandan, K.S.**, and Pant, A. (2013). Why conglomerates thrive (outside the U.S.), *Harvard Business Review*, 91(12), p.110-119.

This article by Ramachandran, Manikandan, and Pant, complements the earlier paper by proposing business group organizational form, or the G-form organization, as a viable alternative to the stark ‘divisionalize or divest’ choice faced by the developed economy manager in organizing and managing diverse businesses. Additionally, the authors highlight the recent organizational innovation of leading Indian business groups in leveraging the inherent strength of G-form organization – viz., the creation of a dynamic Group Centre.

As the policy environment became less restrictive, the core owners of leading Indian business groups – such as Tata, Aditya Birla, and Mahindra Groups – shifted their role from helping their affiliates overcome institutional voids, to helping them formulate strategic goals, build organizational capabilities, find resources, and achieve their growth aspirations. Over time, this led to the development of a formal Group Center. The Group Center has two key responsibilities: (i) strategy work and (ii) identity work. Strategy work involves driving a three-part

Research Highlights of This Issue

agenda: sensing distant opportunities, pursuing stretch opportunities, and shepherding combinative opportunities. A business group's brand, motto, reputation, and organizational identity are important sources of value. Tasked with the responsibility of nurturing and leveraging these sources of value, the Group Center's identity work involves: refreshing identity, reinforcing values, and multiplying goodwill. The article provides the managers of business groups an inventory to assess themselves on their effectiveness of their Group Centers in performing these two key responsibilities. The inventory classifies Group Centers into four types – viz., absentee landlords, venture capitalists, clan leaders, and evangelical architects – and offers pointers in transitioning to the ideal role of evangelical architects.

In short, a business group, particularly one led by a dynamic Group Center, enables the pursuit of shareholder value at affiliate level as well as strategic value at the group level. This makes business groups a winning organizational form even for the managers of the West!

IIMT at Chennai

The second batch of **Post Graduate Programme in Business Management (PGPBM)** for working executives commenced at IIM Trichy's Chennai Centre on July 8, 2013. Ms. Sindhuja Shankar, Head – Human Resources, The World Bank, Chennai, was the Chief Guest and delivered the inaugural address. The incoming class has an average work experience of 7 years and represents a wide variety of industry sectors ranging from IT & ITES to automotive to financial services.

During the inauguration, merit Certificates were awarded to Mr. Sathivel Dhanusu and Mr. Kannan Subramanian, students of the first batch of PGPBM, for topping their class in the first two academic terms.



Ms. Sindhuja Shankar, Chief Guest, delivering the Merit Certificates to Mr. Sathivel Dhanusu (L) and Mr. Kannan Subramanian (R)

Student Activities

IIM Trichy organized a TEDx event on 6th October 2013. The prime purpose of TEDx IIM Trichy was to build a powerful speaker program, seeking extraordinary voices in our local community who have a unique story or an unusual perspective and convey it in an interesting way.

TEDxIIMTrichy was aiming at positioning the institute as a centre for sustainable development and breeding ground for creative ideas. It extended its impact to the ecosystem of Trichy of which the institute is an integral part. In doing so, it aimed to bring together the unsung heroes of the locality and those who had the potential to create a positive change in the society.

TEDx speakers at IIM Trichy

- Mr. Nammalvar. G who is an Indian Organic Farming scientist hailing from the Thanjavur district of Tamil Nadu spoke on food security and explained the need for organic farming.
- Mr. Senthil is working towards providing the families in his village, Thenur with health care, employment and education and he spoke on creating choices in the villages of India.
- Mr. Gopalakrishnan reaches out to the rural heartlands of the southern districts of Tamil Nadu to nurture students who aspire to become civil servants. He shared with us his views on how important it is to spot talent in kids when they are young and help them nurture it so that they become "good citizens".
- Mr. Eshwar Vikas, a young scientist and entrepreneur who patented his very own dosa maker and is now building a business around it, spoke on how automation can make a difference in the way we consume food.
- Mr. Berlin Russ Jose, is a social worker who prides himself on being a father figure to dozens of children who are battling HIV. He shared with us his views on the situation of kids and sex workers with HIV and what could be done to make the much needed difference.
- Ms. Jenitha Anto is a physically challenged person. She has overcome her disabilities to win the Gold for Chess at the IPCA world Chess Championship held at Czechoslovakia. Ms. Anto spoke on how being physically challenged does not affect the achievements one can attain.
- Ms. Rani Muralidharan is the executive director of GK Sons Engineering Enterprises Pvt Ltd. With the help of WEAT, a self-help group for women, she reaches out to dozens of women and handholds them in their entrepreneurial journeys.



IIM Trichy students conduct a flash mob to publicize the TedX event



Student Activities

Participation by IIMT students in various inter-collegiate competitions

The students of IIM Trichy participated in many competitions organized by other institutions and b-schools of repute. Some of the highlights of the participation are provided below:

Xpressions, XIMB

Xpressions is the annual B-School fest organized by the student community of XIMB, in their endeavor to foster interactions with the corporate world and other B-Schools. This year Xpressions was conducted from 8th to 10th of November 2013. Kurukshetra is one of the toughest business simulation games in the country and the flagship event of Xpressions. The game tests contestants on their ability to understand the complexities of a business case and make cross functional decisions that impact the profitability of a virtual company. Teams from the best B-Schools from all across the country battled it out in the online round to make it to the top 8. The winning teams were invited to Bhubaneswar to play the final two rounds, Kurukshetra (the business simulation module) and Chakravyuh (the outdoor module).

To the consistent belonged the spoils of victory, Dibyadarshan Acharya and Abhinandan Gupta, Team Spartans from IIM Trichy emerged as the clear winners of Kurukshetra, 13 and were awarded a cash prize of Rs. 35,000 along with trophies and certificates.



IIMT students Dibyadarshan Acharya and Abhinandan Gupta at "Kurukshetra"

Passion, IMT Ghaziabad

Passion, the annual management and cultural fest of IMT Ghaziabad is considered to be the 'Mecca' of B-school fests. The best management brains from the top institutes across the country compete with each other as they try to prove their mettle in a plethora of events spanning diverse areas of knowledge and fields of interest. Displays of prodigious skill, rare talent and the participants' desire to succeed by pushing their personal boundaries, are the hallmarks of this mega event. If the mornings are full of intense competitions, the evenings comprise energy-filled cultural events that are sure to create excitement. Spread over a period of three days, Passion is a scintillating experience that exemplifies the essence of student life at IMT.

Tatva is the flagship event of IMT Ghaziabad and the most sought after challenge - one of its kind, across the best business schools. It offers students a unique opportunity to showcase significant contributions that they have made to their respective organizations, in the course of their Summer Internship. These are subjected to a rigorous evaluation process by various stalwarts in the Industry, who preside over as

Student Activities

judges. TATVA 2013 was a national competition open to all business schools. It is an individual event but multiple entries from the same institute were allowed. Students who had completed their summer internship of 2013 were eligible for participation.

From IIM Trichy, Bala Teja Swaroop participated in this event and secured 1st place in the HR domain.



Launchpad, IMI Delhi

IIM Tiruchirappalli came out victorious at IMI Delhi's Launchpad '13 which was conducted in association with HCL and ICES.

The event featured students from prominent B-schools across the country such as IIM Ahmedabad, FMS Delhi and IIM Rohtak to name a few. Post a rigorous screening round, the competition was trimmed down to 6 teams. The final challenge involved drawing up innovative strategies for HCL's Digital Marketing Campaign. The competition was judged by HCL's Kavita Khushalani - Brand Manager, Saloni Seth – Senior Executive, Marketing & Advertising and Harshit Pandey – Campus Recruitment, University Relations. The winners - IIM Tiruchirappalli's Navin Kumar L., Mohit Kumar and Ayushee Nigam – have received Pre-Placement Interviews (PPIs) from HCL.





Editorial Team

Prof. Abhishek Totawar
Dr. K. Elavazhagan
Prof. Godwin Tennyson
Prof. Hari Sreekumar
Prof. G. Sethu



IIM-Tiruchy Makes it to Top 20, Emerges First in State

By S Vinod Arundhan

Tiruchir: Indian Institute of Management Tiruchy (IIM-T) has climbed into the top 20 of the list of 100 Indian Institutes of Management (IIMs) in the world, according to the annual survey conducted by the Association to Advance Collegiate Schools of Business International (AACSB) in the United States.

For more than a decade, the IIM-T has been ranked in the top 100 of the world's top 100 business schools. In the latest survey, it has moved up to the 20th position, a significant improvement on its previous ranking of 35th.

The IIM-T is one of the 100 Indian Institutes of Management (IIMs) in the world, according to the annual survey conducted by the Association to Advance Collegiate Schools of Business International (AACSB) in the United States.



Altogether 200 prominent B-schools that were recognised by appropriate authority were invited to participate in the survey.

The IIM-T is one of the 100 Indian Institutes of Management (IIMs) in the world, according to the annual survey conducted by the Association to Advance Collegiate Schools of Business International (AACSB) in the United States.

The IIM-T is one of the 100 Indian Institutes of Management (IIMs) in the world, according to the annual survey conducted by the Association to Advance Collegiate Schools of Business International (AACSB) in the United States.

HR/HRD departments which conducted the survey had received the list of 100 Indian Institutes of Management (IIMs) in the world, according to the annual survey conducted by the Association to Advance Collegiate Schools of Business International (AACSB) in the United States.

The IIM-T is one of the 100 Indian Institutes of Management (IIMs) in the world, according to the annual survey conducted by the Association to Advance Collegiate Schools of Business International (AACSB) in the United States.

The IIM-T is one of the 100 Indian Institutes of Management (IIMs) in the world, according to the annual survey conducted by the Association to Advance Collegiate Schools of Business International (AACSB) in the United States.

The IIM-T is one of the 100 Indian Institutes of Management (IIMs) in the world, according to the annual survey conducted by the Association to Advance Collegiate Schools of Business International (AACSB) in the United States.

The IIM-T is one of the 100 Indian Institutes of Management (IIMs) in the world, according to the annual survey conducted by the Association to Advance Collegiate Schools of Business International (AACSB) in the United States.

Times of India
dt. 01/12/2013 pg. no. 3

The Hindu
dt. 21/10/2013 pg.
(education plus) no. 3

IIM-Tiruchi wins

In IIM Delhi's Launchpad '13 which was conducted in association with HCL and ICES, the team from IIM Tiruchirappalli emerged the winner. The event saw participation from students from various B-schools across the country. The final challenge involved drawing up innovative strategies for HCL's Digital Marketing Campaign. The IIM-T team members, Navin Kumar L, Mohit Kumar and Ayush Nigam, have also received calls for pre-placement interviews from HCL.



IIM-Tiruchi team.

IIM-Trichy's HR conclave to be held in Chennai

TIMES NEWS NETWORK

Trichy: The Indian Institute of Management (IIM) Trichy is organising a human resources management (HRM) conclave in Chennai this month to offer a forum for the industry and academia to come together and share the latest knowledge and practices in the field.

The IIM Trichy's maiden HRM exercise is slated for September 30 at The Hilton, Chennai.

The forum would enable practising managers as well as faculty members and students of HRM to interact with senior managers from leading professional companies. The event will feature debates and discussion by senior managers and industry leaders.

The panelists have been selected from the best in the industry across all sectors. Senior managers (vice presidents and above) from Nomura, Essar, L&T, TAFE, TCS, Capgemini, Motorola Solutions, HPCL, Murgasappa Group, McKinsey and BCG have already confirmed their participation as resource persons, said an official.

Registrations are currently open through the website at till September 10, 2013.

The forum would enable practising managers as well as faculty members and students of HRM to interact with senior managers from leading professional companies

Indian Express
dt. 21/09/2013 pg. no. 4

Indian Express
dt. 17/10/2013 pg. no. 3

Poor Economy Kills ₹5,000 Crore Research fund

Express News Service

Chennai: The setting up of a ₹5,000-crore corporate research and development fund on the lines of the National Science Foundation in the US has been put on the back burner due to the slump in economic growth, Union Minister for Human Resource Development secretary Ashok Thakur said here on Friday.

Speaking at the inauguration of the Human Resource Development Foundation (HRDF) in Chennai, Thakur said the fund was one of the recommendations made by the N R Narayana Murthy Committee on Corporate Sector Participation in Higher Education.

"This (the fund) was conceived when the economy was doing good, but now with the slowdown of the economy, the fund for promoting sector collaboration between the industry, government and academia is not being implemented," he said.

Mr. Murthy had suggested that the fund be created by the corporate sector in India and the Central government. "It is a fund operating with a transparent and robust funding mechanism run as a trust for research and development in all Indian universities and higher education institutions," Mr. Thakur said.

Times of India
dt. 01/09/2013 pg. no. 3

Times of India
Destination Education
dt. 24/06/2013 pg. no. 10

IIM-T Wins Prestigious Event

Express News Service

Tiruchir: Indian Institute of Management Tiruchy (IIM-T) students team won Launchpad '13, an all India level competition conducted by International Management Institute (IMI) in New Delhi.

IIM-T came out victorious at IMI Delhi's Launchpad '13 which was conducted in association with HCL and ICES. The event featured students from prominent B-schools across the country such as IIM-Ahmedabad, Faculty of Management Studies, (FMS) Delhi and IIM-Rohini, a release from IIM-Tiruchy said.

After a rigorous screening round, the competition was narrowed down to six teams.



The final challenge involved drawing up innovative strategies for HCL's Digital Marketing campaign. The winners were IIM-Tiruchy's L, Navin Kumar, Mohit Kumar and Ayush Nigam. All of them were given pre-placement interviews (PPIs) from HCL, the IIM-T release further added.

GROWTH PLAN FOR SUCCESS

PRAFULLA AGARWAL, Director of IIM Trichy, talks about his plans for the institute and the need for greater industry B-school relations

PRAFULLA AGARWAL, Director of IIM Trichy, talks about his plans for the institute and the need for greater industry B-school relations

The IIM Trichy is organising a human resources management (HRM) conclave in Chennai this month to offer a forum for the industry and academia to come together and share the latest knowledge and practices in the field.

PLACEMENTS

M.C.C.

Contents

From the Editor's Desk	1
IIM Trichy – an Introduction	2
Institute Events	4
Faculty Activities	7
Research Highlights of This Issue	10
IIMT at Chennai	12
Student Activities	13

CAMPUS CONNECT

The Newsletter of IIM Trichy

Indian Institute of Management Tiruchirappalli

Thanjavore Main Road, Thuvakudi, TIRUCHIRAPPALLI - 620 015, Tamil Nadu, India

E-Mail : iimt@iimtrichy.ac.in Ph:+91-431-2505000 Fax Ph:+91-431-2501124

Designed by: SUJH Consultancy url: sujh.in