



भारतीय प्रबंध संस्थान तिरुचिरापल्ली  
INDIAN INSTITUTE OF MANAGEMENT  
TIRUCHIRAPPALLI



CAMPUS CONNECT

JUNE 2014

VOL. 1, ISSUE 2



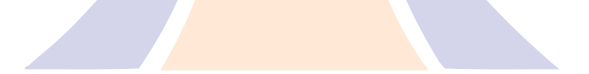
ज्ञानम् अनन्तम्  
IIM  
TRICHY



ज्ञानम् अनन्तम्



ज्ञानम् अनन्तम्  
IIM  
TRICHY



ज्ञानम् अनन्तम्  
IIM  
TRICHY



ज्ञानम् अनन्तम्  
IIM

### *From the Editor's Desk*

We are happy to bring to you the second issue of Campus Connect. IIM Trichy celebrated its third Foundation Day early this year. We can look back upon the past three years, and feel happy that we have achieved quite a bit, though much more needs to be done! IIMT aims to contribute meaningfully to the educational eco-system where it is based. As part of these efforts, we organized a successful Technical Education Quality Improvement Program (TEQIP), which was attended by many academic and administrative personnel. The Institute also launched some programs through the interactive learning mode, meant for working executives who wish to update their knowledge and skills in various domains of management. The Learning Resources Centre remains active as ever, adding new books, journals, databases and other learning facilities to our academic resource collection. Our editorial team faces the happy predicament of having to choose what to present from such a multitude of activities and events!

Our small but skilled faculty body has grown, with a few more members joining our family. You will be introduced to them in this issue. IIMT passed yet another significant milestone when the second batch of PGP students convoked this year. We are happy that these students have been placed in leading Indian and international companies. We are proud to have contributed to their journey towards becoming the thought leaders in their chosen fields. We wish them the very best!

*Prof. Hari Sreekumar*  
(Editor)





## *Institute Events*

### **The Third Foundation Day**

IIM Trichy celebrated its Third Foundation Day on the 4th of January 2014. As part of the celebrations, there was a panel discussion on “Manufacturing sector: a source of global competitiveness for India.” The panelists were Mr. A.V. Krishnan, Executive Director, BHEL Trichy, Mr. S.R. Subramanian, Executive Vice-President (Machinery and Industrial Products IC), Larsen and Toubro, Ms. Rani Muralidharan, Chairperson-CII, Trichy Zone and Dr. Prafulla Agnihotri, Director, IIM Trichy.

At the discussion, the panelists shared their insightful views on the manufacturing sector with the audience. Mr. Subramanian opined that the manufacturing sector could record tremendous growth if logistics and taxation issues were resolved. He pointed out that there was a tremendous amount of talent in the region, which could be harnessed to produce innovations. Mr. Krishnan highlighted the importance of the manufacturing sector in terms of its sheer size and ability to create jobs and spur economic growth. Ms. Rani Muralidharan presented the perspective of micro, small and medium enterprises, stressing on the need for the manufacturing sector to focus on quality, process improvement, safety and health issues. Dr. Agnihotri argued that the manufacturing sector was of critical importance for the country to be globally competitive. Dr. V. Gopal, Dean (Academics) of IIMT moderated the discussion.



Mr. Subramanian, Exec. VP, L&T addresses the audience at the Third Foundation Day of IIMT

## *Institute Events*

### **The Second Convocation**

IIM Trichy held its Second Annual Convocation on the 15th of March 2014, at the site earmarked for the new campus. Mr. A.M. Naik, Group Executive Chairman, Larsen & Toubro, was the Chief Guest for the function. Mr. Naik while addressing the graduates, stressed on the importance of values, transparency and commitment to society. Citing his own example, Mr. Naik also pointed out that what mattered was a person's work and deeds, and not the degree or institution that he or she is associated with. Mr. M. Damodaran, Chairman, BOG of IIM Trichy exhorted the pass-outs to pursue happiness in their careers and personal lives, and live according to their beliefs and potential.

Director Dr. Prafulla Agnihotri presented the various achievements of the students and faculty members of IIM Trichy. He urged the graduates to aim for high achievements, and at the same time remain compassionate to colleagues and juniors. Chairman Mr. M. Damodaran presented the diplomas to graduating students, and Mr. Naik presented the medals. 104 students were awarded the Post Graduate Diploma in Management.



Mr. A.M. Naik, Group Executive Chairman, L&T addresses the graduates at the Second Annual Convocation



[L to R, starting from third person] Dr. Prafulla Agnihotri, Mr. A.M. Naik and Mr. M. Damodaran with the medal-winners





The convocating batch with faculty and BOG members

### TEQIP

The Ministry of HRD, Government of India has certain objectives with regard to Higher Education in India. According to the 12th Five Year Plan, higher education in India needs to be aligned with global trends and knowledge development. In line with these objectives, IIM Trichy was selected by the Ministry of HRD to conduct a Technical Education Quality Improvement Programme (TEQIP) for other institutes.



Director and faculty members of IIMT with TEQIP participants



Dr. Agnihotri addresses participants at the TEQIP

The TEQIP programme of IIMT was specially designed to orient Principals, Vice - Principals, and other academic and administrative personnel who have a leadership role to play in designing quality education programmes and run them in their institutions based on quality standards. Certificates of participation were issued to the attendees. The TEQIP was scheduled for five days, from 10 to 14 February 2014, and heads of 27 educational institutions from 3 states – Andhra Pradesh, Tamilnadu and Puducherry participated in the Academic Leadership Programme. The programme was held at the Chennai centre of IIM Trichy.

## *Institute Events*

### **Chairman's visit to the campus**

Chairman of the BOG of IIMT, Mr. M. Damodaran, visited the campus on the 14th March 2014. Mr. Damodaran had an informal interaction with faculty members. He also took a tour of the institute and its facilities, and interacted with the PGP students.

### **Language Learning Corner at the LRC**

The ability to speak and understand multiple languages is a crucial business skill in today's inter-connected world. Moreover, understanding other languages broadens one's outlook, and enables greater access to other cultures. With these aims, the Language Learning Corner (LLC) at the Learning Resources Centre was inaugurated by Director Dr. Agnihotri on the 4th January 2014. The LLC is a part of the broader "Language Lab" set-up at the LRC. It is a self-learning centre, equipped with user-friendly digital learning materials, and provides a wonderful opportunity to the library users to enhance their speaking, reading and writing abilities in Asian and European languages.



### **Hindi Classes for non-teaching staff**

The HR department of IIMT organized Hindi learning classes for non-faculty members. A local resource person was engaged to impart basic knowledge of Hindi. Staff members were also provided with learning materials and resources to improve their understanding of the language.





### *Institute Events*

#### **Launch of new programs at IIMT**

The Institute has also launched certificate programs for working executives through interactive learning mode, in collaboration with NIIT Imperia. Three programs have been launched as of now – Finance Essentials for Managers, Post Graduate Certificate in Brand and Advertising Management, and Post Graduate Certificate in Business Management. The response to the programs has been good, with many working professions using them as an opportunity to enhance their professional knowledge and skills.



PGCBAM participants during a campus visit to IIMT

#### **PGPHRM Program at Chennai**

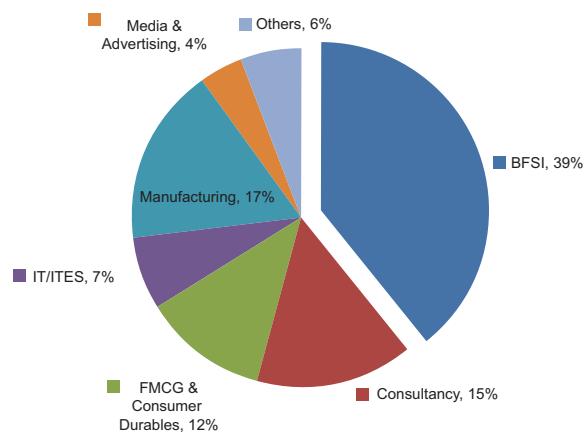
IIM Trichy is launching the Post Graduate Programme in Human Resource Management (PGPHRM) for working executives at its Chennai Centre from July 2014. PGPHRM is envisaged as a complete management programme for those who want to create a niche for themselves in a career in HR. The curriculum includes a broad range of general management courses, core conceptual and application based HR courses, HR electives and a live industry project. Students have the option of specializing in one of the five HR sub-specializations – viz., employee relations, organization development and change, HR analytics, employee engagement and global HR and diversity. Industry HR managers and leaders will contribute to the delivery of the programme in a significant way along with competent internal faculty. Classes will be held in the evenings for four days a week.



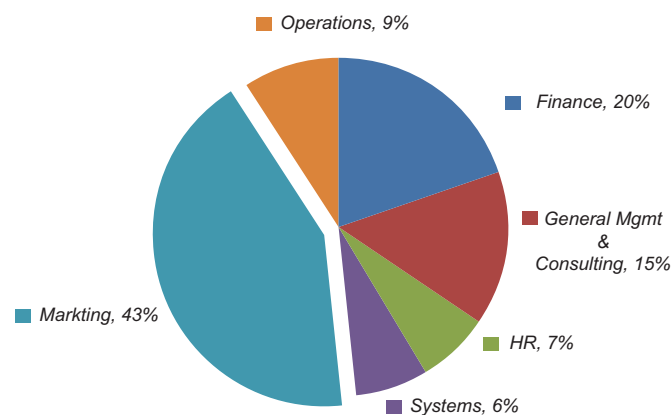
## Summer Placements

IIMT successfully completed summer placements for its PGP 2013-15 batch with 45 companies participating in the process. All 94 students registered for summer placements received summer internship offers.

Prominent recruiters from various sectors such as BFSI, FMCG, Media & Advertising, Manufacturing, Consultancy and IT/ITeS participated in the institute's summer placement process. Some of the recruiters are as follows: World Bank, RBI, Citibank, Mahindra GMC, KPMG, Cognizant Business Consulting, ICICI Bank, Dabur, Mapro, TAFE, Genpact, HCL, Saint Gobain, TVS Rubbers, Emami, HCL Axon, Marmore, L&T, Indus Law, TTK Prestige, TCIL, ICCL (BSE), IIFCL, Garuda Vaayu Shakti Ltd., Lapiz Digital, Reliance Broadcast Network, Draft FCB Ulka, Explico Consulting, PrequateMindworks, DoodleBlue, Basket Option, Simplify 360, Index Advisory, Nodwin Consulting, Knowledge Faber Consultants, DCB Bank, United Biscuits, Kshatriya Sports, Hidesign, ACH Consultants, Metis India and MyDeals24x7.



Classification by Sector



Classification by Function



## Summer Placements

### Summer Placement Statistics \*

Number of Students in the batch	107
Number of Students registered for Summer Placements	94
Number of Students offered Summer Internships	94
Highest Stipend offered for the Internship period	Rs. 1,40,000
Average Stipend offered for the Internship period (Top 25 Percentile)	Rs. 95,909
Average Stipend offered for the Internship period (Top 50 Percentile)	Rs. 66,108
Average Stipend offered for the Internship period (Top 75 Percentile)	Rs. 51,042
Average Stipend offered for the Internship period (All offers)	Rs. 42,657

\* Stipend statistics exclude travel allowances and daily allowances offered by many companies.

## Final Placements

IIM Trichy successfully completed the final placement process for the 2012-14 batch of the two year post graduate programme in management. All 85 students who had registered for final placements have been placed. The industry reinstated its faith in the institute as past recruiters along with new recruiters took part in the process this time around. The recruiters were impressed with the diverse views, out of the box thinking, enthusiasm and keenness shown by the students.

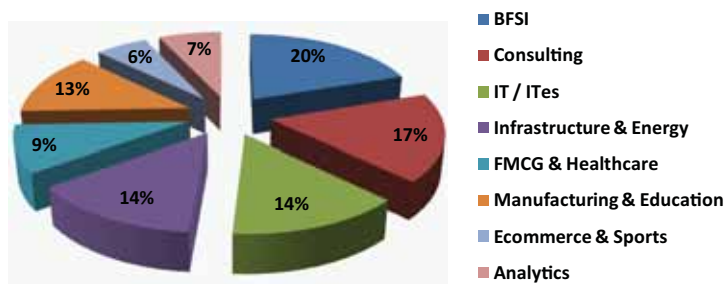
Prominent recruiters from various sectors such as BFSI, FMCG, Media & Advertising, Infrastructure & Energy, Healthcare, Education, Manufacturing, Consultancy, Analytics and IT/ITeS participated in the institute's final placement process. Some of the recruiters who participated in the process include Cognizant Business Consulting, Citibank, Mahindra GMC, Kellogg's, ICICI Bank, BPCL, Trident Group, SAP India, TAFE Group, Larsen & Toubro, Dabur, HDFC Bank, HCL Technologies, TTK Prestige, TVS Tyres, Avalon

Consulting, Berger Paints, Dr. Reddy's Laboratories, Cholamandalam Finance, Lakshmi Machine Works, Tata Elxsi, Tata Power, TCS, Oracle, GAIL, Godrej and Boyce, Indus Valley Partners, Intequant, Dexler, Vernalis Business Consulting, Knowledgefaber, Ikon Marketing Consultants, Infinity Research, Optimal Strategix, Transven, Ennovent, Great place to work, Barry Whemiller, Aryaka Networks, Vertyx Technologies, MAQ Software, Abiba Systems, DoodleBlue, CSS Corp, Congruent, IT Xcg, Vembu Technologies, Flexing IT, Manali Petro chemicals, Puravankara, Kwality Milk Foods, Brand Care, Perfint Healthcare, Scio Health Analytics, GE Healthcare, Aditya Birla Group LEAP, Stovekraft, IFB Industries, Nissan, Asahi Glass, GarwareBestretch, Randstad, Rank Junction, FACE, Benchmark Sixsigma, Savegenie, Decathlon Sports, Retailon, Litchi Knowledge Centre, Simplilearn, Housing.com, Latent View Analytics, Musigma, IQR Analytics, Positive Integers among others.

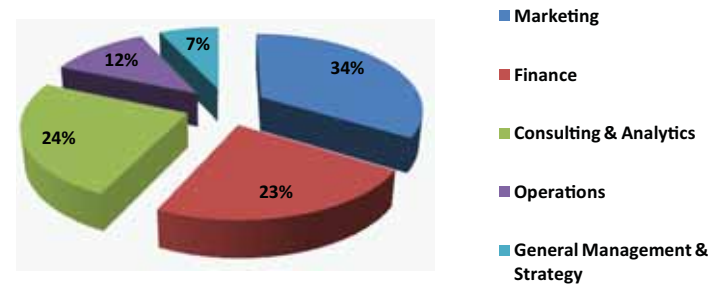
## Final Placements

The recruiters offered diverse and enriching profiles to the students across all functions be it finance, marketing, operations, HR, consulting and general management. Some of the notable profiles include Vice President – Strategy, Executive Assistant to CEO, Planning and Strategy, Treasury Services, Corporate Banking, International Sales, Logistics Manager, Capital Markets Consulting as well as consulting in verticals such as Retail, Healthcare and Insurance.

*Sector - Wise Categorization*



*Function - Wise Categorization*



*Placement Summary Statistics*

Number of students in the batch	103
Number of students registered for final placements	85
Number of students placed	85
Number of recruiters who participated in the process	76
Total number of offers made	86
Number of Pre Placement Interviews	17
Number of Pre Placement Offers	2
Minimum Annual Compensation (in Rs. Lakhs)	6.1
Minimum Annual Compensation (in Rs. Lakhs)	6.1
Average Annual Compensation (in Rs. Lakhs - Top 25 Percentile)	13.95
Average Annual Compensation (in Rs. Lakhs - Top 50 Percentile)	12.88
Average Annual Compensation (in Rs. Lakhs - Top 75 Percentile)	11.78
Median Annual Compensation (in Rs. Lakhs)	11
Maximum Annual Compensation (in Rs. Lakhs)	19.25

## Faculty Activities

### Journal Papers

1. Godwin, T., Gopalan, Ram and Narendran, T.T. (2014). Estimating order delivery times and fleet capacity in freight rail networks: Part I – simulation modeling. *International Journal of Operational Research*. (Accepted for publication)
2. Godwin, T., Gopalan, R. and Narendran, T.T. (2014). Estimating order delivery times and fleet capacity in freight rail networks: Part II – Analytic approximation. *International Journal of Operational Research*. (Accepted for publication)
3. Pattanayak, S.S., and Thangavelu, S. M. (Forthcoming). Productivity and learning-by-exporting: A firm-level analysis of Indian manufacturing. *The World Economy*, doi: 10.1111/twec.12136.
4. Ranjan, K.R., Sugathan, P. and Rossmann, A. (Forthcoming). A narrative review and meta-analysis of service interaction quality: New research directions and implications. *Journal of Services Marketing*.
5. Totawar, A. K., & Nambudiri, R. (Forthcoming). Mood and self-efficacy: moderation of hedonic and utilitarian motivation. *Human Resource Development Review*.
6. Totawar, A. K., and Nambudiri, R. (Forthcoming). Can fairness explain satisfaction? Mediation of quality of work life in the influence of organizational justice on job satisfaction. *South Asian Journal of Management*.

### Conferences

1. Hansoge, N. (2013). Can business groups survive with institutional development? Theory and evidence, *Conference On Emerging Markets Finance*, Indira Gandhi Institute for Development Research, Bombay, India, December 20-21.
2. Madoun, M. (2014). Social Entrepreneurship. *International Conference on Entrepreneurship (IEC 2014)*, Istanbul, Turkey.
3. Ranjan, K.R. (2014). Contours of antecedents and consequences of value co-creation. *AMA 2014 Summer Marketing Educators Conference (AMA Summer 2014)*, San Francisco, USA, August 1-13.
4. Selvanathan, K., & Totawar, A. K. (2014). Educational attainment diversity as a linkage between organizational workforce diversity and societal diversity. *28th International Congress of Applied Psychology*, Paris, July 8-13.
5. Totawar, A.K., & Nambudiri, R. (2014). Explaining how organizational justice influences job satisfaction and organizational commitment: Using quality of work life as a mediator, *28th International Congress of Applied Psychology*, Paris, July 8-13.

### External Appointments and Felicitations

1. Dr. Prafulla Agnihotri delivered the Convocation addresses at Oxford Engineering College, Trichy and SRC College, Trichy.
2. Dr. Prafulla Agnihotri delivered an address at the 2nd edition of the annual Education Conclave, organized by The New Indian Express, held at ITC Grand Chola, Chennai.
3. Prof. G. Sethu, Dean (Accounts & Administration) at IIMT was selected as a member of the Jury Panel for the UTI MF & CNBC-TV 18 Financial Advisory Awards 2013-14.
4. Prof. V. Gopal, Dean (Academics) was appointed as a part time independent director on the Board of the Shipping Corporation of India.





### Research Highlights

Ranjan, K.R., Sugathan, P. and Rossman, A. (Forthcoming). A narrative review and meta-analysis of service interaction quality: New research directions and implications. *Journal of Services Marketing*.\*

The ability to offer high quality service is a key source of competitive advantage for any services organization. This study examines the drivers of service interaction quality (SIQ) and its effect on consumer satisfaction, loyalty, and other key marketing outcomes. Extant research has extensively studied several aspects of service providers as determinant of SIQ, for example, passion for service, service orientation, the efforts and competencies of service providers, frequency of interaction, degree of job satisfaction, manner, interpersonal communication, and mutual intimacy and relationship. For all the valuable contributions made by extant research, the determinant of SIQ and its impact on key marketing outcomes is equivocal at best.

The authors synthesize extant research on interpersonal service interaction into a conceptual framework to illustrate the drivers and outcomes of SIQ plus the key moderators of these relationships. Further, they bring together the diverse sets of existing empirical data across 34 studies, and integrate them into a univariate and multivariate meta-analytic framework to test the determinants of SIQ as attitude, behavior, and expertise of the service provider. Further, the simultaneous effects of SIQ on important marketing outcomes are tested.

This study emphasizes that, although the expertise of SP is important, firms would be surprised to learn that the attitude and behavior of their employees are equally important antecedents of SIQ. In fact, the study illustrates the existence of a delicate balance between attitude and expertise; otherwise, attitudinal factors can result in an overall counterproductive effect on consumer satisfaction.

As a meta-analysis is based on existing research, which unfortunately has not examined critical services or exigency situations, where SIQ is of paramount importance, future research would be tasked to diversify into these domains.

*\*JSM is a journal in the 'A' category in the ABDC journal classification*

Pattnayak, S.S., and Thangavelu, S. M. (Forthcoming). Productivity and learning-by-exporting: A firm-level analysis of Indian manufacturing. *The World Economy*\*, doi: 10.1111/twec.12136.

Exporting has often been understood as a means to achieve higher productivity, where exporting firms tend to experience higher productivity growth than non-exporting ones. Several theoretical models also indicate that exporting causes improvement in productivity. These studies illustrate that exporting firms have opportunities to interact with international clients and overseas competitors and gain knowledge and acquire technology from their buyers on how to improve product designs and product quality which in the end help reduce production cost. Some part of the efficiency of export-led development must therefore be attributed to positive externalities derived from exporting and this is often referred to as exporting-by-learning effects. There are two alternative, but not mutually exclusive, hypotheses on why exporters can be expected to be more productive than non-exporting firms: self-selection or learning-by-exporting.





## Research Highlights

### Journal Papers

This paper contributes to the literature by examining the exporting behaviour of Indian manufacturing firms in the context of India's liberalization policy. Using micro data on Indian manufacturing firms for a period of 1991-2001, this paper examines the explanation of both self-selection and learning-by-exporting hypothesis for total factor productivity differences across exporting and non-exporting firms. In line with the prediction of recent heterogeneous firm models of international trade, the main finding of the paper is: while more productive firms become exporters and self-select into export markets, it is also clearly evident that entry into export markets enhances productivity as well and provides support for learning effects.

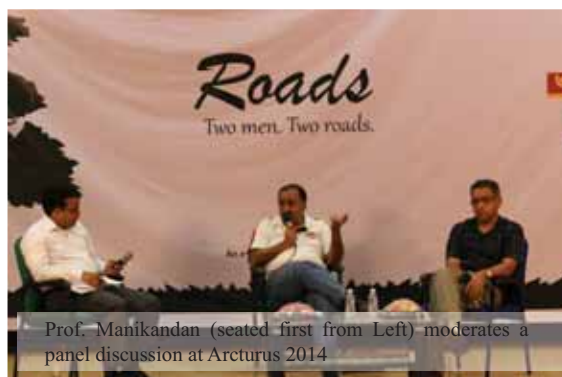
*\*The World Economy is a journal in the 'A' category in the ABDC journal classification*

### Student Activities

The students of IIMT organized the second edition of the institute's B-school fest Arcturus 2014. The 2014 event had a wide spectrum of events from Marketing, HR, Finance, Consulting, IT and Operation domains bundled with opportunities. It provided an avenue for students from premier business schools in the country to brandish their intellectual swords challenging and battling with the best brains and to showcase their inherent creativity, entrepreneurial skills and business acumen in various exciting and interesting business events/games.



Students inaugurate Arcturus 2014



Prof. Manikandan (seated first from Left) moderates a panel discussion at Arcturus 2014



Students organized a blood donation camp at IIMT

### *New members of IIM Trichy*

**Anirban Som**

**Area:** Marketing

**Qualification:** MSc (National University of Singapore), MBA (ICFAI Business School, Hyderabad, India), Doctoral Candidate (Bond University, Australia) (thesis under review currently)

AnirbanSom does his research in the field of consumer behavior and consumer decision making. His primary areas of research interest are goal based decisions and choices. In fact, his PhD dissertation is also in the area of goal based choices. Anirban has received various scholarships and awards. He won a Dean's scholarship at Bond University and also received an AUD\$5000 research grant for research excellence at Bond University. He was awarded the NUS Research scholarship for his Master's studies at the National University of Singapore. Anirban likes interacting with people and is an avid follower of games like cricket, soccer and table tennis.



**Ayon Chakraborty**

**Area:** Operations management & Quantitative Techniques

**Qualification:** Ph.D (National University of Singapore), M.E. (Birla Institute of Technology and Science, Pilani), B.E. (University of Rajasthan, Jaipur)

Ayon has lectured and tutored in Business Process Management, Quality Planning and Management, Managerial Economics, Project Management, Technology Management, and Engineering Management. His research interest spans different topics in the area of business process management, operations management, and quality engineering and management, including service process prioritization, service quality, positive deviance behaviour, Lean and Six Sigma.

**Bipin Kumar Dixit**

**Area:** Finance & Accounting

**Qualification:** Pursuing FPM (IIM Bangalore), M Tech ( IIT, Kharagpur)

Bipin's doctoral research is focused in the area of mergers and acquisitions. His current research interests are in the area of corporate finance and corporate governance in emerging markets. His teaching interests include corporate finance, mergers and acquisitions, and banking and financial institutions.





### *New members of IIM Trichy*

His research proposal has been awarded research grant of \$2,000 by NSE-IGIDR Corporate Governance Research Initiative. He has presented his research at leading academic conferences such as South-Western Finance Association, India Finance Conference, and IMR Doctoral Conference.

#### **Kumar Rakesh Ranjan**

**Area:** Marketing

**Qualification:** FPM (IIM Bangalore), Post Graduate Diploma in Rural Management from IRMA, B Tech (NIT Patna)

Rakesh has done his FPM (Marketing) from IIM Bangalore. Prior to enrolling for the FPM, he did his Mechanical Engineering from NIT Patna and PGDRM from IRMA. Thereafter, he worked in the industry for four years in different roles in sales and distribution.

His research interests lie in services marketing, performance issues in sales channels, digital marketing, and electronic word-of-mouth (eWoM). One of his research papers has been recently accepted for publication at the Journal of Services Marketing, and a few others are under different stages of the review process at leading marketing journals. At interface of industry and academia, Rakesh has developed teaching cases in the domain of sales and distribution, distribution of services, and brand revitalization. His cases are registered with Ivey Publishing and IIM Bangalore. During his doctoral studies he has offered academic assistance in preparation of manuscript, assisted on state funded consulting project, and participated in academic research project supported by the MSI, USA. Across different programs at IIM Trichy, Rakesh would be teaching Sales and Distribution Management, Research Methods, Integrated Marketing Communication, and Advanced Marketing Management.



#### **Narahari Hansoge**

**Area:** Finance & Accounting

**Qualification:** FPM (IIMB), MBA (IIMA), CA

Hari holds a finance PhD (FPM) from IIM, Bangalore. His research and teaching interests are in the areas of corporate finance, corporate governance and financial accounting. He would like to build his research agenda around less understood issues in emerging markets. A Chartered Accountant (2003) and an MBA (PGDM) from IIM, Ahmedabad (2006), he was an auditor (with Price Waterhouse) and an investment banker (with Merrill Lynch) in his previous lives.





### *New members of IIM Trichy*

#### **Papri Nath**

**Area:** Organizational Behavior and Human Resource Management

**Qualification:** PhD (IIT Kharagpur), M.A. (Banaras Hindu University)

Papri is a recipient of the 'Mother Theodosia A.C. Memorial Scholarship' for securing first rank at the university level (in Bachelors). She is also a recipient of the 'Junior Research Fellowship' granted by University Grants Commission (UGC-JRF). She is a participant of the 'Emerging Psychologists' Programme 2012' at the International Congress of Psychology 2012. Before joining PhD programme, she has taught undergraduate courses in psychology, stress management, and industrial psychology at Patna Women's College. Her areas of research interest are positive emotions, entrepreneurship (micro approach), emotional intelligence, aging and retirement, individual and organizational wellbeing, and emotional labour.



Among the profiles offered were vice-president-strategy executive assistant to CEO and consulting. Some of the recruiters were Cognizant Business Consulting, ICICI Bank, HCL Technologies, Purvankara and Lakshmi Machine Works, which recruited four or more students each.



## IIM-Tiruchi launches course for executives

Special Correspondent

**CHENNAI:** A new course introduced by the Indian Institute of Management, Tiruchi, allows working executives to study part-time at the institute and gain a degree equivalent to the regular, two-year full-time MBA programme it traditionally offers.

The postgraduate programme in human resource management (PGPHRM) is

a 20-month course that will be offered in the Chennai centre from July.

"Students will have to go through the programme with the same rigour as a full-time two-year course," said its director Profulla Agasthian. According to programme chairperson V.Vijaya, "The programme will allow for specialisation such as analytics and include industry projects." Classes will be held between

Wednesday and Saturday in the evenings.

Termed as ideal for those working after completing their graduation, classes will be taken by senior-level managers and executives besides faculty from IIM-Tiruchi. Those with a minimum of three years work experience can apply for the course. Women who have taken a break from work to raise family can also apply. Candidates can enrol for

either a postgraduate programme in business management. Introduced two years ago, or human resource management and then choose to specialise. The institute will accept CAT and GMAT scores.

On the candidate may take the separate entrance test offered by the institute. Those specialising in HR will have to take an aptitude test to qualify for the programme.

Indian Express  
dt. 09/04/2014 pg. no. 2

## Want to rebuild your career?

IIM-Tiruchi's PG course in HRM aims to put you back on track.

B. RAJATHRA

Those who have taken a break in their career have the challenge of getting back on track. The skill set required is outdated, and they need to be updated.



A view of Indian Institute of Management, Tiruchi

view to secretary

those who have taken a break in their career have the challenge of getting back on track. The skill set required is outdated, and they need to be updated.

Those who have taken a break in their career have the challenge of getting back on track. The skill set required is outdated, and they need to be updated.

Those who have taken a break in their career have the challenge of getting back on track. The skill set required is outdated, and they need to be updated.

Those who have taken a break in their career have the challenge of getting back on track. The skill set required is outdated, and they need to be updated.

Those who have taken a break in their career have the challenge of getting back on track. The skill set required is outdated, and they need to be updated.

Those who have taken a break in their career have the challenge of getting back on track. The skill set required is outdated, and they need to be updated.

Those who have taken a break in their career have the challenge of getting back on track. The skill set required is outdated, and they need to be updated.

Those who have taken a break in their career have the challenge of getting back on track. The skill set required is outdated, and they need to be updated.

Those who have taken a break in their career have the challenge of getting back on track. The skill set required is outdated, and they need to be updated.

Those who have taken a break in their career have the challenge of getting back on track. The skill set required is outdated, and they need to be updated.

Those who have taken a break in their career have the challenge of getting back on track. The skill set required is outdated, and they need to be updated.

Those who have taken a break in their career have the challenge of getting back on track. The skill set required is outdated, and they need to be updated.

Those who have taken a break in their career have the challenge of getting back on track. The skill set required is outdated, and they need to be updated.

Those who have taken a break in their career have the challenge of getting back on track. The skill set required is outdated, and they need to be updated.

Those who have taken a break in their career have the challenge of getting back on track. The skill set required is outdated, and they need to be updated.

Those who have taken a break in their career have the challenge of getting back on track. The skill set required is outdated, and they need to be updated.

Those who have taken a break in their career have the challenge of getting back on track. The skill set required is outdated, and they need to be updated.

Those who have taken a break in their career have the challenge of getting back on track. The skill set required is outdated, and they need to be updated.

Those who have taken a break in their career have the challenge of getting back on track. The skill set required is outdated, and they need to be updated.

Those who have taken a break in their career have the challenge of getting back on track. The skill set required is outdated, and they need to be updated.

Those who have taken a break in their career have the challenge of getting back on track. The skill set required is outdated, and they need to be updated.

Those who have taken a break in their career have the challenge of getting back on track. The skill set required is outdated, and they need to be updated.

Those who have taken a break in their career have the challenge of getting back on track. The skill set required is outdated, and they need to be updated.

Those who have taken a break in their career have the challenge of getting back on track. The skill set required is outdated, and they need to be updated.

Those who have taken a break in their career have the challenge of getting back on track. The skill set required is outdated, and they need to be updated.

Those who have taken a break in their career have the challenge of getting back on track. The skill set required is outdated, and they need to be updated.

Those who have taken a break in their career have the challenge of getting back on track. The skill set required is outdated, and they need to be updated.

Those who have taken a break in their career have the challenge of getting back on track. The skill set required is outdated, and they need to be updated.

Those who have taken a break in their career have the challenge of getting back on track. The skill set required is outdated, and they need to be updated.

Those who have taken a break in their career have the challenge of getting back on track. The skill set required is outdated, and they need to be updated.

Those who have taken a break in their career have the challenge of getting back on track. The skill set required is outdated, and they need to be updated.

Sunday Times of India  
dt. 25/05/2014 pg. no. 4

The Hindu  
dt. 10/02/2014 pg. no. 2

The Hindu  
dt. 26/05/2014 pg. no. 14

The Hindu  
dt. 16/06/2014

## B-school grads exhibit business acumen

Arturam 14, the two-day fest, attracts 2,500 registrations from B-Schools across India

Arturam 14, the two-day fest, attracts 2,500 registrations from B-Schools across India. The event is a platform for B-school graduates to showcase their business acumen and network with industry professionals.

The event is a platform for B-school graduates to showcase their business acumen and network with industry professionals. It provides a unique opportunity for students to interact with experts in the field and gain valuable insights.

It provides a unique opportunity for students to interact with experts in the field and gain valuable insights. The event is designed to help students develop their leadership skills and prepare them for the challenges of the business world.

The event is designed to help students develop their leadership skills and prepare them for the challenges of the business world. It is a must-attend event for all B-school graduates looking to enhance their professional skills.

It is a must-attend event for all B-school graduates looking to enhance their professional skills. The event offers a wide range of activities, including workshops, seminars, and networking sessions.

The event offers a wide range of activities, including workshops, seminars, and networking sessions. It is a great platform for students to learn from the experiences of industry leaders and build their own professional network.

It is a great platform for students to learn from the experiences of industry leaders and build their own professional network. The event is held in a state-of-the-art venue, providing a conducive environment for learning and growth.

The event is held in a state-of-the-art venue, providing a conducive environment for learning and growth. It is a valuable experience for all participants, helping them to gain a deeper understanding of the business landscape.

It is a valuable experience for all participants, helping them to gain a deeper understanding of the business landscape. The event is a testament to the commitment of B-schools to providing quality education and preparing students for the future.

The event is a testament to the commitment of B-schools to providing quality education and preparing students for the future. It is a source of pride for all B-schools and a reflection of their dedication to excellence.

It is a source of pride for all B-schools and a reflection of their dedication to excellence. The event is a great example of how B-schools can foster a sense of community and shared purpose among their students.

The event is a great example of how B-schools can foster a sense of community and shared purpose among their students. It is a platform for students to showcase their talents and achievements, and to receive recognition for their hard work.

It is a platform for students to showcase their talents and achievements, and to receive recognition for their hard work. The event is a source of inspiration for all participants, motivating them to strive for excellence in all their endeavors.

The event is a source of inspiration for all participants, motivating them to strive for excellence in all their endeavors. It is a testament to the power of education and the potential of young professionals.

## IIM-Tiruchy to Offer Course on Human Resource Management

Express News Service

Tiruchi: The Indian Institute of Management, Tiruchi (IIM-Tiruchi) has announced the launch of its Chemical Centre in the last two years.

The centre will offer a postgraduate programme in human resource management.

The programme, designed for those wanting to be human resource specialists and for working executives, would commence from July 2014 at IIM-Tiruchi's Chemical Centre, Tiruchi.

The programme will be a two-year course, with the first year focusing on the fundamentals of human resource management and the second year focusing on advanced topics and research.

It will also include a mandatory internship component, where students will gain practical experience in the field of human resource management.

The programme is expected to attract a large number of students, both from India and abroad, given the growing demand for human resource professionals in the corporate sector.

IIM-Tiruchi is known for its high-quality education and research, and this new programme is a testament to its commitment to providing cutting-edge education to its students.

The Chemical Centre, Tiruchi, is a state-of-the-art facility that provides a conducive environment for learning and research. It is equipped with all the necessary infrastructure to support the programme.

IIM-Tiruchi is committed to providing its students with the best possible education and experience. This new programme is a key part of its strategy to stay at the forefront of human resource management education.

The programme is a testament to the institute's commitment to excellence and its dedication to preparing students for the challenges of the future.

IIM-Tiruchi is proud to offer this programme to its students and to the wider community. It is a source of pride for all stakeholders and a reflection of the institute's commitment to social responsibility.

The programme is a great example of how IIM-Tiruchi is committed to providing quality education and preparing students for the future. It is a platform for students to showcase their talents and achievements, and to receive recognition for their hard work.

It is a platform for students to showcase their talents and achievements, and to receive recognition for their hard work. The programme is a source of inspiration for all participants, motivating them to strive for excellence in all their endeavors.

The programme is a source of inspiration for all participants, motivating them to strive for excellence in all their endeavors. It is a testament to the power of education and the potential of young professionals.

It is a testament to the power of education and the potential of young professionals. The programme is a great example of how IIM-Tiruchi is committed to providing quality education and preparing students for the future.

The programme is a great example of how IIM-Tiruchi is committed to providing quality education and preparing students for the future. It is a platform for students to showcase their talents and achievements, and to receive recognition for their hard work.

It is a platform for students to showcase their talents and achievements, and to receive recognition for their hard work. The programme is a source of inspiration for all participants, motivating them to strive for excellence in all their endeavors.

The programme is a source of inspiration for all participants, motivating them to strive for excellence in all their endeavors. It is a testament to the power of education and the potential of young professionals.

It is a testament to the power of education and the potential of young professionals. The programme is a great example of how IIM-Tiruchi is committed to providing quality education and preparing students for the future.

The programme is a great example of how IIM-Tiruchi is committed to providing quality education and preparing students for the future. It is a platform for students to showcase their talents and achievements, and to receive recognition for their hard work.

It is a platform for students to showcase their talents and achievements, and to receive recognition for their hard work. The programme is a source of inspiration for all participants, motivating them to strive for excellence in all their endeavors.

The programme is a source of inspiration for all participants, motivating them to strive for excellence in all their endeavors. It is a testament to the power of education and the potential of young professionals.

difficult to the post graduate programme in business management for working executives. The IIM-Tiruchi has been offering at its Chemical Centre in the last two years.

The programme, designed for those wanting to be human resource specialists and for working executives, would commence from July 2014 at IIM-Tiruchi's Chemical Centre, Tiruchi.

The programme will be a two-year course, with the first year focusing on the fundamentals of human resource management and the second year focusing on advanced topics and research.

It will also include a mandatory internship component, where students will gain practical experience in the field of human resource management.

The programme is expected to attract a large number of students, both from India and abroad, given the growing demand for human resource professionals in the corporate sector.

IIM-Tiruchi is known for its high-quality education and research, and this new programme is a testament to its commitment to providing cutting-edge education to its students.

The Chemical Centre, Tiruchi, is a state-of-the-art facility that provides a conducive environment for learning and research. It is equipped with all the necessary infrastructure to support the programme.

IIM-Tiruchi is committed to providing its students with the best possible education and experience. This new programme is a key part of its strategy to stay at the forefront of human resource management education.

The programme is a testament to the institute's commitment to excellence and its dedication to preparing students for the challenges of the future.

IIM-Tiruchi is proud to offer this programme to its students and to the wider community. It is a source of pride for all stakeholders and a reflection of the institute's commitment to social responsibility.

The programme is a great example of how IIM-Tiruchi is committed to providing quality education and preparing students for the future. It is a platform for students to showcase their talents and achievements, and to receive recognition for their hard work.

It is a platform for students to showcase their talents and achievements, and to receive recognition for their hard work. The programme is a source of inspiration for all participants, motivating them to strive for excellence in all their endeavors.

The programme is a source of inspiration for all participants, motivating them to strive for excellence in all their endeavors. It is a testament to the power of education and the potential of young professionals.

It is a testament to the power of education and the potential of young professionals. The programme is a great example of how IIM-Tiruchi is committed to providing quality education and preparing students for the future.

The programme is a great example of how IIM-Tiruchi is committed to providing quality education and preparing students for the future. It is a platform for students to showcase their talents and achievements, and to receive recognition for their hard work.

It is a platform for students to showcase their talents and achievements, and to receive recognition for their hard work. The programme is a source of inspiration for all participants, motivating them to strive for excellence in all their endeavors.

The programme is a source of inspiration for all participants, motivating them to strive for excellence in all their endeavors. It is a testament to the power of education and the potential of young professionals.

It is a testament to the power of education and the potential of young professionals. The programme is a great example of how IIM-Tiruchi is committed to providing quality education and preparing students for the future.

The programme is a great example of how IIM-Tiruchi is committed to providing quality education and preparing students for the future. It is a platform for students to showcase their talents and achievements, and to receive recognition for their hard work.

It is a platform for students to showcase their talents and achievements, and to receive recognition for their hard work. The programme is a source of inspiration for all participants, motivating them to strive for excellence in all their endeavors.

The programme is a source of inspiration for all participants, motivating them to strive for excellence in all their endeavors. It is a testament to the power of education and the potential of young professionals.

It is a testament to the power of education and the potential of young professionals. The programme is a great example of how IIM-Tiruchi is committed to providing quality education and preparing students for the future.

## IIM Trichy marks foundation day

TIMES NEWS SERVICE

Trichy: IIM Trichy (IIMT) celebrated its third foundation day here on Saturday. A panel discussion on manufacturing sector was held on the occasion.

Profulla Agasthian, IIMT director, listed the progress achieved by the institution in the last three years.

At the discussion, experts threw light upon the various facets of the Indian manufacturing sector. Prof V. Gopal, dean (academics), set the tone for the evening's discussion with a presentation on the root causes of the challenges faced by the sector.

A V. Kris

director of IIMT, Trichy, said that ancillaries and outsourcing are the big contributors of the manufacturing sector. He also stressed on the need to work on skill development, technology and logistics to be able to compete globally.

S. R. Subramanian, executive Vice-president, Larsen & Toubro, Chennai, and Rami Muralidharan, chairperson of CII (Trichy zone), were the other panelists. A blood donation camp and a book donation drive were organised as part of the foundation day celebrations. The evening ended with a cultural programme staged by IIMT students.

The foundation day celebrations were a great success, and it was a pleasure to have so many experts and professionals participate in the discussion. The event provided a valuable platform for students to learn from the experiences of industry leaders and gain valuable insights into the manufacturing sector.

The event was a testament to the commitment of IIMT to providing quality education and preparing students for the challenges of the future. It is a source of pride for all stakeholders and a reflection of the institute's commitment to social responsibility.

The programme is a great example of how IIMT is committed to providing quality education and preparing students for the future. It is a platform for students to showcase their talents and achievements, and to receive recognition for their hard work.

It is a platform for students to showcase their talents and achievements, and to receive recognition for their hard work. The programme is a source of inspiration for all participants, motivating them to strive for excellence in all their endeavors.

The programme is a source of inspiration for all participants, motivating them to strive for excellence in all their endeavors. It is a testament to the power of education and the potential of young professionals.

It is a testament to the power of education and the potential of young professionals. The programme is a great example of how IIMT is committed to providing quality education and preparing students for the future.

The programme is a great example of how IIMT is committed to providing quality education and preparing students for the future. It is a platform for students to showcase their talents and achievements, and to receive recognition for their hard work.

It is a platform for students to showcase their talents and achievements, and to receive recognition for their hard work. The programme is a source of inspiration for all participants, motivating them to strive for excellence in all their endeavors.

The programme is a source of inspiration for all participants, motivating them to strive for excellence in all their endeavors. It is a testament to the power of education and the potential of young professionals.

It is a testament to the power of education and the potential of young professionals. The programme is a great example of how IIMT is committed to providing quality education and preparing students for the future.

The programme is a great example of how IIMT is committed to providing quality education and preparing students for the future. It is a platform for students to showcase their talents and achievements, and to receive recognition for their hard work.

It is a platform for students to showcase their talents and achievements, and to receive recognition for their hard work. The programme is a source of inspiration for all participants, motivating them to strive for excellence in all their endeavors.

The programme is a source of inspiration for all participants, motivating them to strive for excellence in all their endeavors. It is a testament to the power of education and the potential of young professionals.

## IIM Trichy bags hot deals for summer internships

Stipends Up From Last Yr; More Diverse Roles Offered

Business & Finance

Chennai: Including the revised from the summer internship, sports management, brand management, portfolio management, and other roles were also offered. The institute also offered a cross-pollination of profiles. Students were offered finance roles in companies other than banking sector as well.

The institute also offered a cross-pollination of profiles. Students were offered finance roles in companies other than banking sector as well.

The institute also offered a cross-pollination of profiles. Students were offered finance roles in companies other than banking sector as well.

The institute also offered a cross-pollination of profiles. Students were offered finance roles in companies other than banking sector as well.

The institute also offered a cross-pollination of profiles. Students were offered finance roles in companies other than banking sector as well.

The institute also offered a cross-pollination of profiles. Students were offered finance roles in companies other than banking sector as well.

The institute also offered a cross-pollination of profiles. Students were offered finance roles in companies other than banking sector as well.

The institute also offered a cross-pollination of profiles. Students were offered finance roles in companies other than banking sector as well.

The institute also offered a cross-pollination of profiles. Students were offered finance roles in companies other than banking sector as well.

The institute also offered a cross-pollination of profiles. Students were offered finance roles in companies other than banking sector as well.

This year we saw a lot more diversity in the roles that were offered, and there was a cross-pollination of profiles. Students were offered finance roles in companies other than banking sector as well.

The institute also offered a cross-pollination of profiles. Students were offered finance roles in companies other than banking sector as well.

The institute also offered a cross-pollination of profiles. Students were offered finance roles in companies other than banking sector as well.

The institute also offered a cross-pollination of profiles. Students were offered finance roles in companies other than banking sector as well.

The institute also offered a cross-pollination of profiles. Students were offered finance roles in companies other than banking sector as well.

The institute also offered a cross-pollination of profiles. Students were offered finance roles in companies other than banking sector as well.

The institute also offered a cross-pollination of profiles. Students were offered finance roles in companies other than banking sector as well.

The institute also offered a cross-pollination of profiles. Students were offered finance roles in companies other than banking sector as well.

The institute also offered a cross-pollination of profiles. Students were offered finance roles in companies other than banking sector as well.

The institute also offered a cross-pollination of profiles. Students were offered finance roles in companies other than banking sector as well.

Students were offered finance roles in companies other than banking sector as well. The institute also offered a cross-pollination of profiles. Students were offered finance roles in companies other than banking sector as well.

The institute also offered a cross-pollination of profiles. Students were offered finance roles in companies other than banking sector as well.

The institute also offered a cross-pollination of profiles. Students were offered finance roles in companies other than banking sector as well.

The institute also offered a cross-pollination of profiles. Students were offered finance roles in companies other than banking sector as well.

The institute also offered a cross-pollination of profiles. Students were offered finance roles in companies other than banking sector as well.

The institute also offered a cross-pollination of profiles. Students were offered finance roles in companies other than banking sector as well.

The institute also offered a cross-pollination of profiles. Students were offered finance roles in companies other than banking sector as well.

The institute also offered a cross-pollination of profiles. Students were offered finance roles in companies other than banking sector as well.

The institute also offered a cross-pollination of profiles. Students were offered finance roles in companies other than banking sector as well.

The institute also offered a cross-pollination of profiles. Students were offered finance roles in companies other than banking sector as well.

## REGION

## Rs. 330 crore sanctioned for new buildings at IIM

Rs. 250 crore sanctioned for the new campus

Chennai: The Indian Institute of Management, Tiruchi, has received a sanction of Rs. 330 crore for the construction of new buildings at its Tiruchi campus. The sanction is for the construction of new buildings, including the Chemical Centre, Tiruchi, and other facilities.

The sanction is for the construction of new buildings, including the Chemical Centre, Tiruchi, and other facilities. The institute is committed to providing its students with the best possible education and experience, and this new programme is a key part of its strategy to stay at the forefront of human resource management education.

The programme is a testament to the institute's commitment to excellence and its dedication to preparing students for the challenges of the future. IIM-Tiruchi is proud to offer this programme to its students and to the wider community. It is a source of pride for all stakeholders and a reflection of the institute's commitment to social responsibility.

The programme is a great example of how IIM-Tiruchi is committed to providing quality education and preparing students for the future. It is a platform for students to showcase their talents and achievements, and to receive recognition for their hard work.

It is a platform for students to showcase their talents and achievements, and to receive recognition for their hard work. The programme is a source of inspiration for all participants, motivating them to strive for excellence in all their endeavors.

The programme is a source of inspiration for all participants, motivating them to strive for excellence in all their endeavors. It is a testament to the power of education and the potential of young professionals.

It is a testament to the power of education and the potential of young professionals. The programme is a great example of how IIM-Tiruchi is committed to providing quality education and preparing students for the future.

The programme is a great example of how IIM-Tiruchi is committed to providing quality education and preparing students for the future. It is a platform for students to showcase their

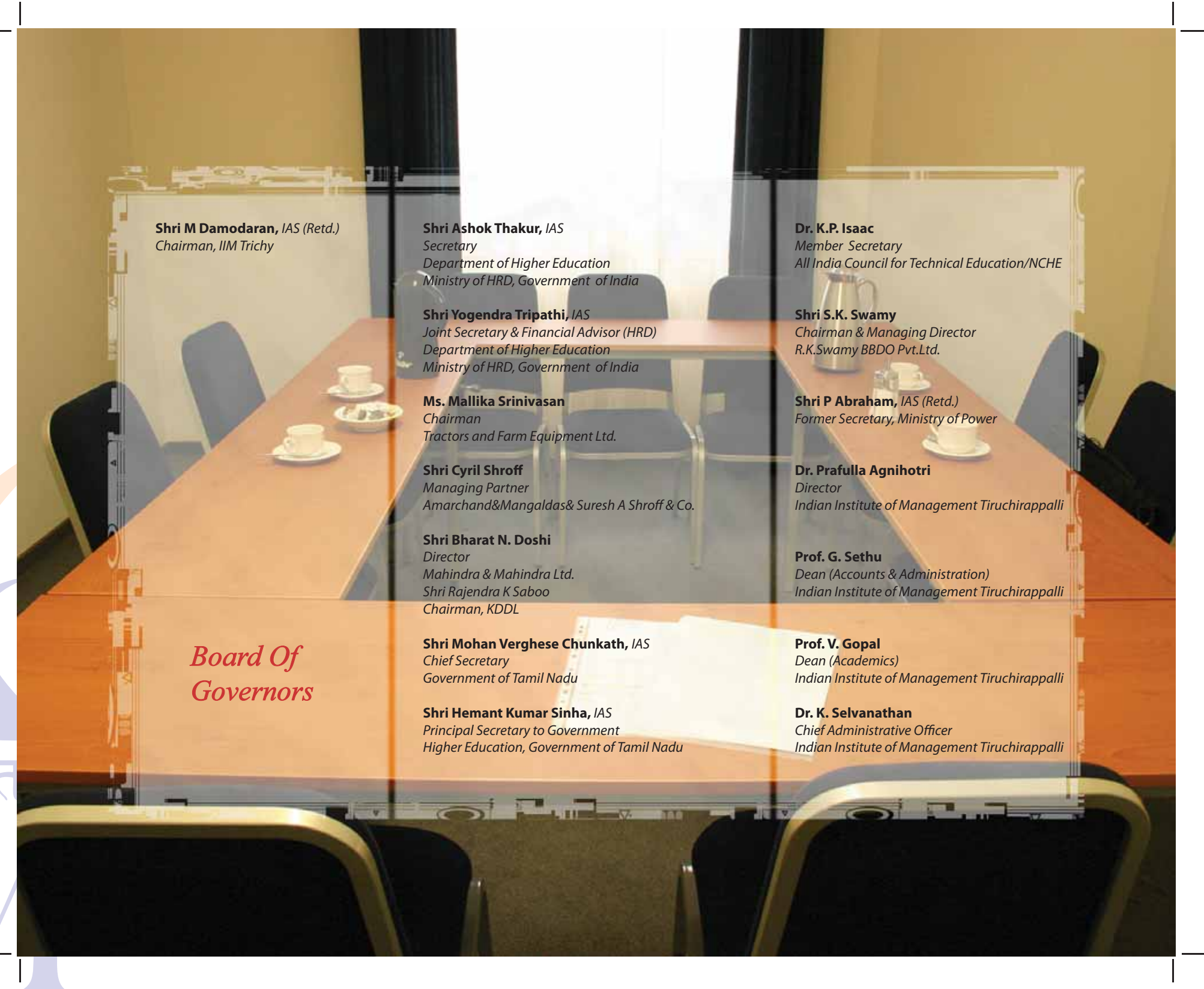


### *Editorial Team*

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







**Shri M Damodaran, IAS (Retd.)**  
*Chairman, IIM Trichy*

**Shri Ashok Thakur, IAS**  
*Secretary  
Department of Higher Education  
Ministry of HRD, Government of India*

**Dr. K.P. Isaac**  
*Member Secretary  
All India Council for Technical Education/NCHE*

**Shri Yogendra Tripathi, IAS**  
*Joint Secretary & Financial Advisor (HRD)  
Department of Higher Education  
Ministry of HRD, Government of India*

**Shri S.K. Swamy**  
*Chairman & Managing Director  
R.K.Swamy BBDO Pvt.Ltd.*

**Ms. Mallika Srinivasan**  
*Chairman  
Tractors and Farm Equipment Ltd.*

**Shri P Abraham, IAS (Retd.)**  
*Former Secretary, Ministry of Power*

**Shri Cyril Shroff**  
*Managing Partner  
Amarchand&Mangaldas& Suresh A Shroff & Co.*

**Dr. Prafulla Agnihotri**  
*Director  
Indian Institute of Management Tiruchirappalli*

**Shri Bharat N. Doshi**  
*Director  
Mahindra & Mahindra Ltd.  
Shri Rajendra K Saboo  
Chairman, KDDL*

**Prof. G. Sethu**  
*Dean (Accounts & Administration)  
Indian Institute of Management Tiruchirappalli*

## *Board Of Governors*

**Shri Mohan Verghese Chunkath, IAS**  
*Chief Secretary  
Government of Tamil Nadu*

**Prof. V. Gopal**  
*Dean (Academics)  
Indian Institute of Management Tiruchirappalli*

**Shri Hemant Kumar Sinha, IAS**  
*Principal Secretary to Government  
Higher Education, Government of Tamil Nadu*

**Dr. K. Selvanathan**  
*Chief Administrative Officer  
Indian Institute of Management Tiruchirappalli*

## Contents

From the Editor's Desk	1
Institute Events	2
Faculty Activities	10
Research Highlights	11
Student Activities	12

### 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](mailto:iimt@iimtrichy.ac.in) Ph:+91-431-2505000 Fax Ph:+91-431-2501124