

ഇന്ത്യയിലെ മികച്ച മാനേജ്മെന്റ് സ്കൂളുകൾ

INDIAN INSTITUTE OF MANAGEMENT TIRUCHIRAPPALLI



CAMPUS CONNECT

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ज्ञानम् अनन्तम्
IIM
TRICHY



From the Editor's Desk

It has been a busy term at IIM Trichy with multiple events and activities. The HR Conclave, our attempt at reaching out to human resource professionals, completed its second edition. Not to be left behind, the Finance Area took leadership and organized the first Corporate Governance Conference of IIM Trichy. The Institute also established a Center for Corporate Governance which will focus on research and academic activities concerning the area of corporate governance. Our faculty members and students also engaged in various academic, co-curricular and extra-curricular activities. The Editorial Team of the newsletter now has the unenviable task of choosing what to include from a host of activities, and this is what we have done with this issue, presenting to you the most interesting and important activities at IIM Trichy over the past few months.

*Prof. Hari Sreekumar
(Editor)*



Institute Events

2nd HR Conclave 2014

IIM Tiruchirappalli organised the second edition of its annual HR Conclave on 18th September, 2014 at Hilton Hotel in Chennai. The event was a huge success with active participation from corporate and academic fronts. The objective of the conclave was to offer a forum for industry and academia to come together and share the latest knowledge and practices in the field of HRM.

The event was inaugurated by Mr. Sunil Kumar, Centre Head, World Bank. Dr. Prafulla Agnihotri, Director, IIM Tiruchirappalli addressed the gathering during the inauguration.

The event featured a panel discussion on “Is Organisational Citizenship Behaviour a Myth?” by Dr. Vishal Shah, VP– Corporate HRD, Wipro Limited; Mr. Yogesh Mariwalla, Executive Director, Index Advisory Pvt. Ltd. and Dr. Deepak Malhotra, VP-HR, IL&FS Environmental Infrastructure & Services Ltd.

The second panel discussion went had the theme “Does Organisational Commitment translate into Personal Growth?” for which the panelists were Ms. Aparna Sharma, Country Head –HR, Lafarge India; Ms. Sindhuja Shankar, Head-HR, World Bank Group and Mr. Prince Edison, VP-HR, Bharti Airtel Ltd.



(L to R) Dr. Prafulla Agnihotri, Director, IIM Tiruchirappalli, Chief guest Mr. Sunil Kumar, Centre Head, World Bank. and Prof. V. Vijaya inaugurating the Second HR Conclave 2014

Institute Events

The post lunch session was equally interesting and interactive with a panel discussion on “Diversity: A Competitive Advantage”. The panelists were Mr. Surya Prakash Mohapatra, India Head-Knowledge & Capability, HP GBS, Hewlett Packard; Ms. Rituparna Chakraborty, Senior VP & Co-Founder, Team Lease Services Pvt. Ltd. and Ms. Srimathi Shivashankar, Associate VP- Diversity & Sustainability, HCL Technologies.

The valedictory speech by Mr.Awdhesh Krishna, MD & Global Head of HR, Nomura marked a wonderful finish to the proceedings of the day.

The event was concluded with a vote of thanks by Dr. V. Vijaya from IIM Tiruchirappalli.



Institute Events

Corporate Governance Conference 2014

Corporate governance has always been a vital part of the joint stock company era. In recent times, it has assumed greater significance in light of the numerous instances of mis-governance and scandals. IIM Trichy believes that an interaction between academia and industry will help to better understand the challenges in corporate governance. With this aim, the Corporate Governance Conference was held from 13 to 14 June 2014 at Chennai.

The Conference was inaugurated by Mr. M. Damodaran (IAS, ret'd.), Chairman of the IIM Trichy Board of Governors. As part of the conference, Mr. Bharat Doshi, Director, Mahindra & Mahindra Ltd., and Board Member of IIMT inaugurated The Center for Corporate Governance at IIM Trichy.

The conference featured paper presentations and panel discussions on various contemporary topics in finance, accounting and governance.

"Bhoomi Puja" at site of Permanent Campus

A Bhoomi Puja (ceremony conducted before construction) was held at the site for the permanent campus of IIM Trichy. The function was held on the 26th of June. Dignitaries including Ms. Jayashree Muralidharan, District Collector of Trichy and Dr. V. M. Muthukumar, Vice Chancellor of Bharathidasan University graced the occasion.



Mr. M. Damodaran, Chairman, BOG unveils the Foundation Stone of the permanent campus. (L to R), Mr. M. Damodaran, Dr. Prafulla Agnihotri, Ms. Jayashree Muralidharan and Dr. V. M. Muthukumar.



Artist's rendition of the proposed campus

Institute Events

Independence Day celebrations

Independence Day 2014 was celebrated with the usual fervor, with flag hoisting, addresses by the Director and Dean, and cultural events organized by the students.



Dr. Agnihotri addresses faculty, staff and students on the occasion of Independence Day

Distinguished Lecture Series

Mr. Ashok Sajjanhar, former Ambassador to Kazakhstan, Sweden and Latvia and currently Secretary, National Foundation for Communal Harmony, delivered two lectures at IIM Trichy. The topics were “Foreign Policy of the new Government – Continuity or Change” and “Doing Business with CIS Countries.” The lectures were held on October 7 and 8, as part of the Distinguished Lecture series in collaboration with the Ministry of External Affairs.

Institute Events

Faculty visit to Harvard Business School

Three of the faculty members of IIM Trichy attended the Global Colloquium on Participant Centered Learning at Harvard Business School, in July. Prof. Hari Sreekumar, Prof. Godwin Tennyson and Prof. Jang Bahadur Singh attended the six day program designed for faculty members who are positioned to lead instructional change at their schools over the next decade

Third Book Exhibition at the LRC

The Learning Resource Centre at IIMT organized its Third Book Exhibition on September 16, 2014. Faculty members, students and staff actively participated and recommended more than 500 books. While electronic resources are important, physical books enrich the library space, and also provide opportunities for serendipitous learning. The addition of these new titles is sure to attract more students to the LRC.



The Third Book Exhibition at LRC, IIM Trichy

Faculty Activities

Journal Papers

1. V. Vijaya, Sanjiv Aundhe (2013). A Case Study of managing Knowledge in a Construction Company- A Process Model. *Knowledge and Process Management*.20 (2), 59-70.
2. Rakesh Ranjan, Kumar and Stuart Read (2014). Value Co-Creation: Concept and Measurement. *Journal of the Academy of Marketing Science*. DOI: 10.1007/s11747-014-0397-2.

Conferences

1. Rakesh Ranjan, Kumar (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.
2. Chattopadhyay, Smita (2014). Boundary Spanners and Client Vendor Relationships in IT Outsourcing: A Social Capital Perspective. *2014 Academy of Management Meeting, Philadelphia, Pennsylvania, USA* August 1-5.
3. Chattopadhyay, Smita (2014). Vendor's Boundary Spanning Behaviour in IT Outsourcing. *20th Americas Conference on Information Systems (AMCIS)*, Savannah, Georgia, USA August 7-9.
4. Nithyananda, K V (2015). Teaching Legal Aspects of Innnovation and Entrepreneurship to MBA Students. *3rd International Conference organized by Nepalese Academy of Management, Katmandu, Nepal* March 27-29.
5. Rakesh Ranjan, Kumar (2015). Consumer Complaint Handling: Social Medai Channel versus Traditional Channel. *AMA 2015 Winter Marketing Educators' Conference (AMA Winter 2015)*, San Antonio, USA. February 13-15.
6. Rakesh Ranjan, Kumar (2015). User Engagement in eWoM communication: Do acquaintance and prior usage experience make the message fonder? *AMA 2015 Winter Marketing Educators' Conference (AMA Winter 2015)*, San Antonio, USA. February 13-15.
7. Rakesh Ranjan, Kumar (2015). Social Media Usage in Business-to-Business Sales: Conceptualization, Antecedents, and Outcomes. *AMA 2015 Winter Marketing Educators' Conference (AMA Winter 2015)*, San Antonio, USA. February 13-15
8. Som, Anirban (2014). Sequential Mitigation Effect: A critical Review. *MARCON 2014 Indian Institute of Management Calcutta, IIMC, Calcutta*. December 17-19.
9. Nath, Papri and Pradhan, Rabindra K. (2014). Examining the Impact of Positive Emotions on Cognitive Functioning. *28th International Congress of Applied Psychology (ICAP)*, Paris.
10. Nath, Papri and Pradhan, Rabindra K. (2014). Influence of Positive Affect on Health and Well Being. *28th International Congress of Applied Psychology (ICAP)*, Paris.
11. 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.
12. Selvanathan, K., & Totawar, A. K. (2014). Educational attainment diversity as a linkage between organizational work force diversity and societal diversity. *28th International Congress of Applied Psychology*, Paris .





Faculty Activities

Significant Appointments and Felicitations

1. Mr. M. Damodaran, IAS (Retd.), Chairman of the BOG of IIM Trichy was felicitated with the “Life Time Achievement Award in Ethical Leadership and Governance” by the Asian Centre for Corporate Governance and Sustainability on 8th December 2014 in New Delhi.
2. Director Dr. Prafulla Agnihotri and Prof. G. Sethu, Dean were appointed as Members of the Management Evaluation & Accreditation Committee (MEAC) of the National Board of Accreditation.

International Standard Book Number (ISBN) for IIM Trichy Publications

IIM Trichy has obtained ISBN (International Standard Book Number) from the Raja Ram Mohan Roy National Agency, Govt. of India, MHRD, Department of Higher Education for its forth coming research publications.

Research Highlights

Rakesh Ranjan, Kumar and Stuart Read (2014). Value Co-Creation: Concept and Measurement. Journal of the Academy of Marketing Science. DOI: 10.1007/s11747-014-0397-2.

Abstract of the paper:

The surge in academic and practical interest in the topic of value co-creation (VCC) highlights an equivocal understanding of its conceptual boundaries and empirical constituents. Our search of the diverse scholarly literature on VCC identified 149 papers, from which we extract the two primary conceptual VCC dimensions of co-production and value-in-use. Though the combination of these two distinct dimensions is theoretically necessary to describe VCC, 79% of the studies in our dataset consider only one or the other. Such underlying theoretical ambiguity may explain conflicting results in earlier studies and motivates our effort to offer four contributions to the literature. First, we conduct a rigorous review, integrating existing work to expose the theoretical core of VCC. Second, we utilize the results from our review to isolate the two main theoretical dimensions of VCC and expose the three conceptual elements which underlie each dimension. Third, we apply our theoretical findings to derive empirical measurement constructs for each dimension. Fourth, we refine, analyze, and test the resulting measurement index in an investigation into consumer satisfaction.

Student Activities

In the interest of overall learning and to develop a broader outlook among students, IIM Trichy strongly encourages its students to get involved in various student activities such as cultural events, competitions, social welfare activities, and sports. The students of IIM Trichy organized and participated in several such activities that help in developing their leadership and organizational skills.

Business Line Case Study Contest

Amit Kumar and Vishal Wagh, second year students of IIM Trichy won the Hindu Business Line case study contest at Chennai. The case was on Colgate.

Cultural Activities

The cultural committee of IIM Trichy, organized Sanskriti, an intra-college cultural event, where students competed in song and dance performances, skits, and fashion shows.



Dance performance during Sanskriti, an intra-college cultural competition

Student Activities

FinvesT

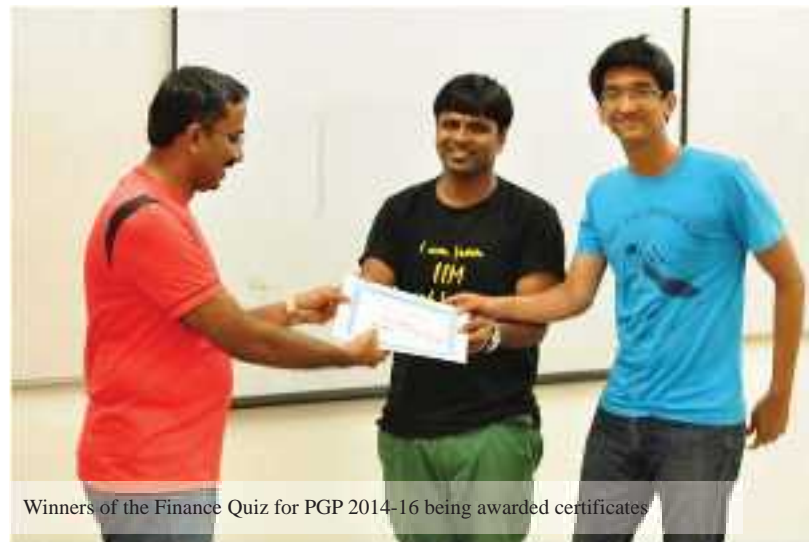
FinvesT, the finance club of IIM Trichy, conducted an Interaction session with PGP 2014-16 to discuss the various career options in finance like equity research, Investment banking, credit research etc.

Finance Quiz for PGP 2014-16 batch was also conducted by FinvesT to increase awareness in the finance area. The questions were related to basic accounting, corporate finance and current financial news. The winners of the quiz were awarded with certificates and cash prizes. Prof. Nithyananda graced the occasion for prize distribution.

Persona

Persona, the HR club of IIM Trichy, conducted events related to human resources development and CSR activities.

As a CSR activity, Persona club organised a distribution of stationery products to the school students after collecting donations from batch mates.



Winners of the Finance Quiz for PGP 2014-16 being awarded certificates



The CSR activity conducted in the nearby school by team Persona and volunteers



Student Activities

SigmaEta

SigmaEta, the Operations club of IIM Trichy, conducted an offline quiz – Souvenir 2014, where participants were tested on their knowledge of probability, statistics, permutations and combinations. Prof. Srirangacharyulu was also invited to interact with PGP 2014-16 students during the event.





Student Activities

MAC

MAC, the Marketing club of IIM Trichy organized a guest lecture by Mr. Sidin Vadukut, the Editor of Livemint on the relevance of MBA in corporate life.



Elixir, the social awareness club of IIM Trichy, conducted a blood donation camp and had more than 50 student volunteers who came forward to donate blood.

New members of IIM Trichy

Smita Chattopadhyay

Area: Organizational Behaviour and Human Resource Management

Qualification: Fellow (IIM Bangalore)

Smita Chattopadhyay holds a doctorate in management from IIM, Bangalore. She has specialized in the area of organizational behaviour and human resource management. Her doctoral thesis was focused on how organizations create and utilize informal entities like communities of practice to enhance employee skills, which cut across organizational silos and create a culture of innovation within the organization. She qualitatively explored existing knowledge management initiatives in an IT organization and identified and proposed processes that could be adopted to develop effective communities of practice.

After her doctorate, she worked for a year at Infosys Limited. Her research at Infosys involved proposing business strategy, structures and models through which organizations could successfully adopt emerging technologies and realize their full potential.

Her current research interests are in the areas of organizational learning, knowledge management, change management, strategic human resource management.



புதுச்சேரி வணிக வங்கியின் நிர்வாகிகள் குழுவின்



Dinakar
dt. 25/08/2014

The Hindu (Tamil)
dt. 25/08/2014 pg. no. 3

IIM-Tiruchy Conducts Second HR Conclave

Conclave News Service

Tiruchirappalli: In a bid to foster a closer tie between the industry and academia to share best practices and address the skill gap in the field of Human Resource Management (HRM), IIM Tiruchirappalli conducted its second HR Conclave on 25th August 2014 at the IIM Tiruchirappalli, Tamil Nadu.

The conclave was the first of its kind in the region and was attended by over 100 professionals from various industries. The event was inaugurated by the Vice-Chancellor, IIM Tiruchirappalli, who emphasized the importance of HRM in the current business environment.

IIMT Conducts its 2nd HR Conclave



Business India
Sept 29-Oct 12 2014

Business Today
dt. 09/11/2014 pg. no. 100

The conclave was the first of its kind in the region and was attended by over 100 professionals from various industries. The event was inaugurated by the Vice-Chancellor, IIM Tiruchirappalli, who emphasized the importance of HRM in the current business environment.

500 Companies

BETTER SAVING

SINGLE IS INEFFICIENT

Business Today
dt. 07/12/2014 pg. no. 54

வகுப்பறையில் மாணவர்களை கேள்வி கேட்க விடுங்கள்



IIM Tiruchirappalli Conducts its 2nd HR Conclave

IIM Tiruchirappalli conducted the second edition of its annual HR Conclave on 25th August 2014 at the IIM Tiruchirappalli. The event was a high-level meeting with senior professionals from various industries and academic experts.

The event was inaugurated by Mr. Sankar Kumar, Vice-Chancellor, IIM Tiruchirappalli, who emphasized the importance of HRM in the current business environment.

This was followed by a panel discussion on "Organizational Effectiveness: A Model" by Dr. Vidul Shah, VP, Corporate HRD, Infosys, who shared his insights on HRM practices.

The participants, including corporate executives, IIM Tiruchirappalli faculty, and other industry experts, discussed the challenges and opportunities in the field of HRM.

The second panel discussion was on "The Organizational Effectiveness: A Model" by Dr. Vidul Shah, VP, Corporate HRD, Infosys, who shared his insights on HRM practices.

The panel discussion was equally interactive and involved a Q&A session with the audience. The panelists discussed the challenges and opportunities in the field of HRM.

The workshop was led by Mr. Arvind Kulkarni, IIM Tiruchirappalli faculty, who emphasized the importance of HRM in the current business environment.

The event was concluded with a vote of thanks by Prof. Arvind Kulkarni, who thanked the participants and the IIM Tiruchirappalli faculty.

Is Workplace Discipline in India a Myth?



Business Today
dt. 07/12/2014 pg. no. 54

Business Today
dt. 25/12/2014 pg. no. 19

The article discusses the challenges of workplace discipline in India, highlighting the need for better HRM practices and the role of industry professionals in addressing these issues.

IIM Trichy wins CPA Institute Research Challenge South Zone finals

The team from IIM Trichy won the South Zone finals of the CPA Institute Research Challenge, a prestigious competition for students across the region. The team's research paper on "Workplace Discipline in India" was highly praised by the judges.

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



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Governors***

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The Newsletter of IIM Trichy

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