



ICCSI 2023



The International Confluence Conference on Startups and Innovation (ICCSI 2023), unfolded from December 13th to 15th, 2023. This prestigious event served as a magnet for researchers, policymakers, and industry practitioners passionate about fostering innovation and entrepreneurship.

The conference featured diverse discussions on entrepreneurship, environmental governance, and more, showcasing luminaries like Dr. Puran Singh (IIT Mandi) and Prasanth Varanasi (Xynteo). Renowned voices including Professors Rishiksha T. Krishnan (IIM Bangalore) and Saras D. Sarasvathi (University of Virginia) enriched the event with profound insights. PDWs and engaging panel talks on digital innovations and sustainability sparked critical thinking among attendees.

An IIT Madras Research Park tour was also offered to interested participants, providing them with an immersive experience into the vibrant startup ecosystem at IIT Madras.

Three papers were honored with Best Paper Awards, each receiving sponsorship of Rs. 10,000 from the Desai Sethi School of Entrepreneurship, IIT Bombay. Two papers were selected for Best Paper Awards, with each being granted Rs. 1,00,000 sponsorship by Societe Generale Global Solution Centre Pvt. Ltd.

The valedictory session was presided over by Dr. PTR Palanivel Thiagarajan, the Honourable Minister of Information Technology and Digital Services of Tamil Nadu, served as the culmination of the conference. ICCSI 2023 transcended the boundaries of a conventional conference; it was a testament to collaboration, innovation, and an unwavering pursuit of knowledge.

Unveiling the MBA's Entrepreneurial Odyssey



As part of the MBA Invitational Lectures Series (MILS), a lecture was delivered by Ms. Sharmila Sundaram, the Founder of Corefactors on November 1, 2023. Her strong belief in the adage "Consistency is the mother of Mastery" formed the cornerstone of her talk, emphasizing the pivotal role consistent efforts play in achieving success.

As an alumna of IIM Kozhikode, Ms. Sundaram showcased her commitment to this principle through her startup, Corefactors. The company's primary goal is to mitigate revenue loss by transitioning various industry groups from fragmented structures to a cohesive, unified platform.

A defining aspect of Corefactors' workplace culture, as advocated by Ms. Sundaram, revolves around prioritizing quality work over mere hours spent. The emphasis lies on fostering discipline and employing result-oriented strategies without succumbing to micromanagement.

Additionally, Ms. Sundaram encouraged the audience, particularly students, to adopt the habit of maintaining a Journal of Gratitude. She highlighted the significance of dedicating spare time each day to this practice, underlining its positive impact on personal growth and well-being. Her talk aimed not just at business strategies but also at nurturing personal development and a balanced approach to life.

ICMR 2023



The first edition of 'International Conference on Management Research (ICMR) 2023' was hosted from the 16th to 18th November 2023. The theme was on 'Unchecking the Default: The Other Side of Everything'. The conference theme challenged to look at fresh perspectives to uncheck what has been established as the normal. This opened up a realm of possibilities where one can push their boundaries, question what is considered to be the 'truth' and counter conventional wisdom.

The conference had 5 eminent speakers, Prof. Lakshman Krishnamurthi from Kellogg School of Management, Northwestern University, USA, Prof. Jagadeesh Sivadasan, from Ross School of Business, University of Michigan, USA, Prof. K. Sudhir from Yale School of Management, Yale University, USA, Prof. Ananth Raman from Harvard Business School, USA and Prof. Atreyi Kankanhalli from National University of Singapore.

The conference brought together researchers, practitioners, industry experts, and policymakers from around the world to exchange knowledge, insights, and innovations in the field of Management.

A total of 225 paper submissions were received from national and international authors. 125 papers were selected for presentations, out of which 115 papers were presented.

The event had a presentation by CAMS: "Designing Problems: A practitioner's approach to solving wicked problems in business". The 3 day event saw intense scholarly inquiry through competitive paper tracks, resulting in five Outstanding Paper Awards worth Rs. 75,000 being offered to the awardees.

Awards and Achievements

Bharath M & Guntur Dinesh secured 1st position in Heal 'N' Conquer Powered by Beato and Max Institute of Healthcare by Indian School of Business (ISB).

Harini M & Paranjothi S secured 3rd position in SARCathon by IIT Bombay).

Sushant Kolhe secured 1st position in Stockrush by IIT Gandhinagar.

Sushant Kolhe secured 3rd position in EY CAFTA CASE Championship Mega Edition 2023 (Managing Cash and Investment)

Sushant Kolhe secured 4th position in OpStruct- [TRBS 2023] by the Indian Institute of Management (IIM), Ahmedabad.

Aishwarya Ramesh (PhD Scholar) (guide: Dr. Vaibhav Chawla) has secured the prestigious Institute Research Award for her excellent research work.

Lianbiaklall (PhD Scholar) has acquired the prestigious Sethuraman NASMEI Research Grant Award at the 17th Great Lakes NASMEI Marketing Conference, 2023.

Reema Nayyar (PhD Scholar) has received the Top Paper Award in the Advanced track at the DoMS Research Symposium, 2023.

Alphin T Kallany (PhD Scholar), Koushik Hati (M.S. Scholar) & Vijaya C. (PhD Scholar) – have clinched the second prize in Fynergy – The Finance event, conducted as part of Samanvay.

Rajaram(M.S. Scholar) has secured an MS Fellowship from Pravartak Technology, based in IITM Research Park, for a period of twelve months from February 2023 to January 2024.

Koushik Hati (M.S. Scholar) Aparna Mohanakumar , Arunkumar B & Riom Sen M.B.A. II year students, won the Best entry in the Regional round of RBI POLICY CHALLENGE – 2023 for their essay titled “Deglobalisation: Challenges and Opportunities for India”, Nov. 6, 2023.

Koushik Hati (M.S. Scholar) Aparna Mohanakumar , Arunkumar B & Riom Sen M.B.A. II year students, won the First Prize in the Southern Zonal round of RBI POLICY CHALLENGE – 2023 for their essay titled “Towards A Greener Cleaner India - Mitigating Climate Change Through Monetary Policy Under Current Flexible Inflation Targeting Framework”, Dec. 11, 2023.

International Visits

Dr. Pinosh Kumar Hajoary visited the EU SPRI career research training school at the University of Manchester. from Nov 13 to Nov 17,2023

Dr. Kamalanabhan T J visited USA from Oct 26 to Oct 29 2023 to present a paper at IABPAD, Memphis, Tennessee.

Ms. Apoorva Goel (guide: Dr. Lata Dyaram), PhD scholar, is on joint doctoral programme visit to Curtin University, Australia from October 2023 to September 2024.

Journal Publications

Srinivasan, S., Sriji, E. S., and Deeptam, C. (2023). “Unlocking the voice of employee perspectives: exploring the relevance of online platform reviews on organizational perceptions”. *Management Decision*. (Scimago: Q1, ABDC: B): DoI <https://doi.org/10.1108/MD-11-2022-1509>

Hajoary, P. K., Ramani, V., & Nuur, C. (2023). “New for Some, Old for Others: Circular Economy Practices in Ancient Time”. *Circular Economy and Sustainability*, 1-11. DoI: <https://doi.org/10.1007/s43615-023-00323-9>

Santhanam, N., Anand, V., and Srinivasan, S. (2023). “Uncovering the factors influencing employee’s intention to quit in hospitality industry”, *Int. J. Enterprise Network Management*. (ABDC: B) (In Press)

Nayyar, M.I., Aravindan, M.R. and Annamalai, T.R. (2023), "Impact of transparency law on the post-award development phase of Toll and Annuity PPPs", *Built Environment Project and Asset Management*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/BEPAM-11-2022-0168>

Deeba Hasan, T. J. Kamalanabhan (2023), *Perceived Organizational Support - Effectuating Digital Marketing Communication and Facilitating Sustainable Development Goals 3, 8 and 16: An Integrative Literature Review. Effective Digital Marketing for Improving Society Behavior Toward DEI and SDGs* (pp. 154–179). *IG Global*. <https://doi.org/10.4018/978-1-6684-8984-0.ch009>

Conferences

Anushree Mishra (guide: Dr. M. Thenmozhi) presented a paper on Oct 11 to 12, 2023 (IIT Bombay) titled “Impact of Investors’ Sentiment on ESG Investing in India” at conference on Pathways to Sustainable Economy : A Banking and Finance Perspective, India.

Gayathri Janapati (guide: Dr. V. Vijayalakshmi) presented a paper on Nov 16 to Nov 18, 2023 (IITM Chennai) titled “Strengthening the Guardians: Towards a comprehensive model for police resilience” at International Conference on Management Research 2023, India.

Reshma M (guide: Dr. Rupashree Baral) presented a paper on Nov 16 to Nov 18, 2023 (IITM Chennai) titled “Toward an Integrated Model of Remote Working Experience and Career Sustainability” at International Conference on Management Research 2023, India.

Reema Nayyar (guide: Dr. Rupashree Baral) presented a paper on Nov 16 to Nov 18, 2023(IITM, Chennai) titled “Systematic Review of Workplace Spirituality Research in India: A TCCM Framework Analysis” at International Conference on Management Research 2023, India.

Meghana Jalamangala (guide: Dr. Rupashree Baral) presented a paper on Nov 16 to Nov 18, 2023(IITM, Chennai) titled “Uncovering the complexities of the work-family interface of nurses – A diary study” at International Conference on Management Research 2023, India.

Vijaya C (guide: Dr. Rupashree Baral) presented a paper on Nov 16 to Nov 18, 2023(IITM, Chennai) titled “Are algorithm based Smart Beta funds optimal alternatives to human-managed funds? Evidence from India” at International Conference on Management Research 2023, India.

S Lianbiaklall (guide: Dr.Varisha Rehman) presented a paper on Dec 4- Dec 6 2023 titled “Food Marketing to Children: A Morphological Analysis” at ANZMAC 2023, Aotearoa, New Zealand.

EMBA Activities

Orientation of batch 2024-2026

The orientation for the EMBA batch of 2024-26 was held on December 10, 2023, at DoMS. The session aimed to acquaint incoming students with the program, ensuring a smooth transition into the EMBA journey. The agenda provided an introduction to the academic landscape and the cohort.

EMBrace 23



The year concluded on a high note with EMBrace 23, an EMBA family cultural event that took place on December 17, 2023, at the IITM Terrace. The event was a memorable evening filled with camaraderie and celebration, fostering networking opportunities and acknowledging the achievements within the EMBA community.

EMBA Lecture Series:

"Startup India" by Mr. Rajaram Sundararajan - On October 7, 2023, Mr. Rajaram Sundararajan, the Chief Operating Officer at Unimity Solutions Private Limited, shared invaluable insights on the theme "Startup India." His session delved into the dynamic realm of startups, offering a comprehensive understanding of the entrepreneurial landscape and its challenges and opportunities.

"Storytelling for Impact" by Ms. Janaki Sabesh - Ms. Janaki Sabesh, a multifaceted personality known for her roles as a storyteller, actor, author, ideator, and facilitator, graced the EMBA program on November 18, 2023. Her session, "Storytelling for Impact," captivated the audience with the power of narratives in creating meaningful impacts across various domains.

"Finding the Ideal Customer – Marketing Approach" by Rajesh Kumar P - On December 9, 2023, Mr. Rajesh Kumar P shared his expertise on "Finding the Ideal Customer – Marketing Approach." Attendees gained valuable insights into identifying and targeting the ideal customer base, a pivotal aspect in shaping effective marketing strategies.

The company established its stand in the domestic market through Advanced Technology, Streamlined Quality Process and Skilled Personnel. For the first time history was created on this visit as both MBA and EMBA 30 students together went for the plant visit on 4th November 2023.

EMBA Industrial Visit

The 2022-2024 EMBA batch of students initiated and organized 5 Industrial Visits for the year 2023 to various companies from different sectors/industries.

The purpose of these visits was to get an opportunity to tour the plant and get a chance to understand the manufacturing processes, innovation, and Research & Development practices.

Listed are the factories visited as a part of the Industrial Visit initiative:

AUTOTECH (Manufacturers of Automotive Components and Assemblies) - Autotech located in Chennai, India's one of the major Automotive hubs having Nine Plants in Ambattur Industrial Estate. A group of 15 – 20 students from the EMBA batch visited the plant on 18th November 2022.

Premier Cookware and Appliances Company (Chennai) – It's a multi-product, multi-technology Group of companies (Sivanesan Group) manufacturing and marketing high quality kitchenware under the brand name Premier. A group of 12 students from the EMBA batch visited the plant on 24th February 2023.

Carborundum Universal Limited (Hosur) - A part of Murugappa Group, is one of the largest and oldest conglomerates in India. CUMI is the leading manufacturer and developer of abrasives, ceramics, refractories, aluminium oxide grains, machine tools, polymers, adhesives, and electro minerals in India. A group of 30 students from EMBA batch visited the plant on 11th July 2023 at Hosur.

ID Fresh Foods (Bangalore) - ID Fresh foods is a food products company based in Bangalore, India. The company manufactures a range of fresh foods including Idli/Dosa Batter, Parottas, chapatis, curd, and paneer. A group of 30 students from EMBA batch visited the plant on 11th July 2023 at Bangalore.

Pulkit Steel Plant Limited (Kalahasti, AP) - Is one of the Automated Steel Plants that commenced its operation in 2002. The company established its stand in the domestic market through Advanced Technology, Streamlined Quality Process and Skilled Personnel. For the first time history was created on this visit as both MBA and EMBA 30 students together went for the plant visit on 4th November 2023.



EMBA'rk 2023



The EMBA'rk 2023 was held at the TTJ Auditorium in the IC & SR Building with the theme "Beyond Algorithms – The Heart in Leadership" on November 25, 2023.

The event witnessed esteemed speakers, including Vivek Joshi, CEO of Sundaram Clayton; Raja Ganesan, President of Zoho Corp P Ltd; Anil Surendran, Director of Kelin Indian P Ltd; Raja Krishnamoorthy, a renowned movie & theatre actor, an inspirational coach & speaker; Mahijet Mishra, MD of Armstrong International Inc.; and Vivek Naidu, Founder & CEO of Hotfoot Technology Solutions, shared their thoughts, insights and also contributing to the panel discussions.

The event included a stand-up comedy by Mr. Manoj Prabhakar and the event coordinators organized engaging games, along with prize offering. The participation of alumni further elevated the event's significance.

The EMBA students were privileged to engage with the IITM Director, a valuable opportunity that surely enriched their experience. The event carried memories in the form of mementos, all attendees were given a gift bag that carried a water bottle and cap with IITM logos.

The event's success was a result of collaborative efforts from both the 2022 and 2023 batches, highlighting effective teamwork and organization. Overall, it was an enriching and well-rounded experience that left a lasting impression on all those who attended.

VLM Activities

Batch 2023 orientation- IITM Chapter

The program commenced with an orientation session on the 17th of October, providing a comprehensive introduction to the VLM curriculum and setting the stage for the upcoming engagements.



VLM student visits:

Wheels India Pvt Ltd., Padi Plant

Students had the opportunity to visit the Wheels India Pvt Ltd., Padi Plant, gaining firsthand exposure to manufacturing processes and operations within the automotive industry.

Tamil Nadu Advance Manufacturing Centre of Excellence (TAMCoE) & TANCAM at Tidel Park, Chennai.

The visit to TAMCoE & TANCAM at Tidel Park provided insights into advanced manufacturing technologies and their applications, enriching students' understanding of modern production methodologies.

Automation and Smart Manufacturing Center, IITM Research Park, Chennai.

At the Automation and Smart Manufacturing Center, housed within the IITM Research Park, students explored cutting-edge technologies shaping the future of manufacturing and automation.



VLM Lecture Series:

Mr. Murali Sundaram commenced the series with his expertise in "Manufacturing Radar" on November 9th. His insights provided a foundational understanding of evolving technologies impacting the manufacturing landscape, setting the stage for subsequent discussions.

On November 16th, Mr. Aiyappan R, Director of Digital Manufacturing at Siemens, shared invaluable perspectives on "Digital Manufacturing." His talk explored the integration of digital technologies into manufacturing processes, emphasizing their transformative potential.

Through an online session on November 19th, Mr. Rohit Gera, Plant Head at Boulton Audio, shed light on "Operations & Supply Chain." His insights navigated through the complexities of operational management intertwined with effective supply chain strategies.

Mr. Shankar Venugopal's talk on November 21st provided a comprehensive view of "EV Manufacturing," illuminating the intricacies and developments within the electric vehicle production sphere.

On November 25th, Mr. Krishna Srinivas, Executive Vice President at Tube Investments, offered insights into "Corporate Strategy." His discussion delved into the strategic decision-making processes within corporations.

Mr. Meenakshi Murali Sundaram's session on December 5th focused on "Industry 4.0 – Manufacturing," exploring the impact of advanced technologies on modern manufacturing practices.

Concluding the series on December 7th, Mr. Ramachandran, a Principal Consultant at Infosys, provided comprehensive insights into the trends and challenges within the "Automotive Industry."

VLM Farewell :

The students bid farewell on the 14th of December, marking the conclusion of an enriching period filled with knowledge, industry exposure, and networking opportunities for the VLM cohort.

Lectures and Seminars

Professor Denis Harrington, Head of Graduate Business, South East Technological University, on Oct 10, 2023 gave a talk and a discussion about exploring collaborative possibilities

Mr. Ramesh Subramoniam, PhD, Director of UG Research, Naveen Jindal School of Management, The University of Texas, Dallas on Nov 15, 2023, participated in the online meeting about collaboration with IITM

Professor Stephen Zhang, Adelaide Business School. On Nov 17, 2023 gave a talk and a discussion about exploring collaborative possibilities

Mr. Aiyappan R, Director Digital Manufacturing, Siemens gave a Talk on Digital Manufacturing on Nov 16, 2023

Mr Murali Sundaram, Emerging Technologies Practitioner spoke on Manufacturing Radar on Nov 09, 2023

Mr. Rohit Gera, Plant Head at Boulton Audio on Nov 19, 2023, joined the online talk on Operations & Supply chain)

Mr. Shankar Venugopal, Vice President, Mahindra & Mahindra gave a talk on EV Manufacturing on Nov 21, 2023

Mr. Krishna Srinivas, Executive Vice President, Tube Investments gave a talk on Corporate Strategy on Nov 25, 2023

Executive Development Programme

Dr. G Srinivasan & Dr. G Arunkumar organised a workshop titled “Business Management Training” - SIDBI MSME Cluster Intervention Program for Leather Footwear between Oct 9 - Oct 13, 2023.

Dr. T J Kamalanabhan & Dr. M Thenmozhi organised a workshop in collaboration with L&T titled "Building Leadership in Operations & Organizational Management (BLOOM)" between Oct 10 - Oct 14, 2023.

Dr. T J Kamalanabhan & Dr. M Thenmozhi organised a workshop in collaboration with L&T titled "Project Leadership and Managerial Development Program (PLMDP) " between Nov 20 - Nov 29, 2023.

Dr. T J Kamalanabhan, Dr. M Thenmozhi & Dr. S Srinivasan organised a workshop in collaboration with Indian Oil Corporation Ltd HANSA Phase II titled “Leadership Development Journey” for Executives of Indian Oil Corporation Ltd. between Nov 27 - Dec 2, 2023.

Dr. Arshinder Kaur & Dr. Vidyasagar Potdar Professor Curtin University Australia and Mr. Sai Charan, Blockchain SME organised a one day Workshop on “BBlockchain Basics and Beyond”, on Dec 21, 2023

Samanvay 2023

From October 22 to 29 2023, SAMANVAY brought together a bustling month of learning and connection under the theme "Management in a V.U.C.A World: Thriving in Turbulent Times." Nearly 5.8k people joined for eight business events and three networking sessions, making it a vibrant gathering.

Samanvay 5k Run for “Cancer Awareness,” saw over 1100 registrations and 650 participants. It set a tone of community involvement and purpose-driven actions.



Throughout the weeks, there were discussions on entrepreneurship in the culinary world, a sustainability workshop by McKinsey, and insightful talks from industry leaders.

Speakers like Ms. Ayshwarya Desikan from HSBC and Lt. Gen. Arun shared their wisdom, while the LOL club brought laughs with a stand-up show. The month wrapped up with a Fireside Chat featuring Sharath Kamal OLY, a renowned table tennis player, leaving everyone inspired to strive for excellence.

SAMANVAY 2023 was more than events; it was a dynamic platform fostering collaboration, innovation, and adaptability in today's fast-changing business landscape.



SARVA - DOMS CONFLUENCE 2023



Last year, the department initiated the event "Sarva" with the aim of fostering an informal gathering among its diverse programs. This event provided an opportunity for individuals from various programs—MS & PhD, I & II MBA, I & II EMBA, VLM, TechMBA—to converge and create a sense of community.

On November 25, 2023, the department congregated at the ICSR Auditorium from 7 pm to 8:30 pm. This gathering was designed to encourage networking, community building, and the formation of specialized groups within the department. Following the main event, a gala dinner was arranged, allowing attendees to further engage and interact.

"Sarva" was instrumental in bringing together individuals with diverse academic and professional backgrounds, enabling them to connect, exchange knowledge, and relax in an informal setting.

Game Night



Game Night (Seniors MBA) was organized for the 2022- 24 batch to develop intra-batch relationships among peers. This second edition of Game Night was organized on 11th November at DoMS 101.

Students actively participated in an assortment of enjoyable and stimulating games, including Crossword, Chess, Ludo, Snake and Ladder, Dumb Charades, UNO, Card Games, Pictomania, and Pass the Parcel, fostering both amusement and intellectual engagement.



With an array of exciting games and enthusiastic participation, it turned into a memorable gathering for everyone involved filled with fun and frolic.

Chak De Doms



The Chak De Doms Finals & Award Ceremony held at Sangam Ground was a defining moment in the tournament's history. The event featured two intense matches that showcased exceptional talent and unwavering determination.

On October 4th, the Girls Finals marked a significant milestone with the debut of an Individual Girls Team. The Senior MBA Girls, under the leadership of Rithika Bhaskar, exhibited remarkable prowess on the field, clinching victory against the Junior MBA Girls and securing the prestigious Winning Medal.

The following day, October 5th, witnessed an electrifying showdown between two Senior MBA Boys teams. Lav Kumar Jha led his team to a remarkable victory, clinching the Winning Trophy for the second consecutive year. Their consistent excellence marked a remarkable achievement in the tournament's history.

The presence of esteemed Guests of Honour - Prof. M. Thenmozhi, Prof. Rahul Marathe R, and Prof. Pinosh Kumar Hajaory - added an air of distinction to the event, honoring the dedication and sportsmanship displayed by the participants.

The Chak De Doms Finals & Award Ceremony served as a testament to the spirit of sportsmanship, resilience, and competitive zeal that defines this prestigious tournament. It stands as an unforgettable chapter in the tournament's legacy, celebrating talent, teamwork, and dedication on the field.



Sangam Night 23



Sangam Night is an annual cultural event celebrated by the scholars, alumni, professors, with their families. This year it was organised on Nov 2, 2023. The theme for the night was based on elegance, entertainment, and celebration called "Red Carpet." The evening was marked with some fun filled awards, dancing, singing, and games. The highlight was the presentation of videos showcasing the accomplishments and awards of scholars, accompanied by joyous images from their celebratory weddings.

Diwali Celebrations



The Sports and Cultural Committees marked the festive occasion of Diwali on 12 November 2023 at DOMS. The festivities commenced with the Rangoli Competition which witnessed the participation of a total of 10 teams from Senior MBA, Junior MBA and Scholars.

A ceremonial and auspicious pooja and prayer was organised, embodying the essence and fervor of the Diwali celebrations. An engaging Open Mic session was also held as a part of the event which saw the active participation of students.

The event provided a platform for meaningful cultural exchange among participants, fostering a rich and diverse exchange of traditions and perspectives.



Placement

DoMS placement for batch 2024 spell began on 1 December 2023. This was conducted in a hybrid mode, the placement drive saw around 18 recruiters in its first phase.

83 MBA students registered for placements this year and almost 36% of the batch had pre-placement offers.

Some of the top recruiters such as Honda R&D, P&G, McKinsey & Co., Standard chartered, Hexaware, Deloitte, Accenture, and Kantar participated in the placement process. The students were offered roles like Data analyst, consulting, Data analytics, Global banking operations, and Management trainee.

The highest salary offered stood at INR 29.6 LPA for the MBA batch while the median salary offered stood at 18.5 LPA

DoMS also conducted placements for the Tech MBA and MS batch for 2024 registered students.

The highest Salary offered stood at INR 48.29 LPA for Tech MBA and INR 20 LPA for MS while the Average Salary stood at INR 27.37 LPA and INR 15.5 LPA respectively.

For more details, visit <https://doms.iitm.ac.in>

