



Back to the Gemba Reunion of the First Ever Batch of DoMS MBA



The alumni reunion for the 2003 batch - the first batch of MBA graduates from IIT Madras, was held on 16th September at IIT Madras. The Alumni Committee of DoMS in collaboration with the Alumni and Corporate Relations Cell organised the event. The occasion brimmed with excitement, laughter, and a sense of nostalgia as the esteemed alumni strolled down memory lane within the hallowed halls of their alma mater, returning after two decades. Commencing with a campus tour, which included visits to the hostels and the HSS Building, the event continued with an engaging interaction with the faculty members at the ICSR auditorium, culminating in a splendid gala dinner. Undoubtedly, the reunion etched itself as a truly unique and memorable occasion in the books of DoMS.

Expert Talk

Dr. Abraham Cyril Issac, Assistant Professor in the School of Business at the Indian Institute of Technology Guwahati, India, delivered a lecture on "Morphological Analysis". He comprehensively explained Morphological analysis and engaged in a discussion with the scholars to address their queries regarding their research.

MBA Invitational Lectures Series



As part of the MBA Invitational Lectures Series (MILS), a lecture was delivered by Mr. Mukesh Ralhan, Group Head of COE and Strategic Initiatives at the Techno-Commercial Adani Group, on the 14th of September, 2023. Mr. Ralhan initiated the session by raising questions concerning the significance of education and how an individual with a strong educational foundation, combined with intelligence and awareness, can leverage their knowledge to generate wealth. He introduced the concept of "zero," which entails minimizing one's shortcomings to zero while exponentially increasing personal growth with each targeted milestone. Mr. Ralhan established a connection with the students by reminding them of their initial journey into college, wherein they shed certain aspects of their past to embrace new opportunities. He emphasized the necessity of adopting a growth mindset with ambitious tenfold objectives.

As part of the MBA Invitational Lectures Series (MILS), Mr. Himanshu Bhangre, Director of KPMG Global Services, gave a talk on "Unleashing Innovation: Integrating Digital and Business Strategy" on 24th August, 2023. He illustrated the transformation of businesses in the digital age, citing E-Commerce giants as prime examples of companies leveraging technology to solve customer issues without owning products. He also stressed the importance of surpassing customer expectations, using last-mile delivery companies as a case in point. To succeed in the digital realm, he emphasized the need for a connected enterprise, requiring an understanding of customer behavior, pain points, model adaptability, and digital platform integration.

Sri R Natarajan IAS Endowment Lecture Series

On the 31st of August, 2023, Major General H. Dharmarajan, the General Officer Commanding (GOC) of Bengal Sub Area, was the distinguished Chief Guest to deliver the Sri. R. Natarajan IAS endowment lecture.

The lecture was arranged inhouse under the captivating theme, "Better Governance: Lessons from Success and Hurdles. Major General Dharmarajan shared invaluable insights that left the audience enlightened and inspired.

The session yielded key takeaways, shedding light on the relentless efforts of the Indian Army in numerous nation-building initiatives and their unwavering commitment to alleviating the hardships faced by villagers along the Line of Control (LoC). These efforts included providing basic amenities, medical assistance, promoting youth employment and education, all of which contributed to a remarkable transformation in these regions.

The impact of these initiatives was astounding, leading to the proliferation of NGOs supporting entrepreneurs, a surge in local sellers, and increased Army procurements in border districts. Their grass-root initiatives, collaborations with dairy giants like Verka and Amul, establishment of Krishi Vigyan Kendra, and skill development programs such as tailoring, exemplify their commitment to holistic development.

The families of Major General H. Dharmarajan and Shri R. Natarajan participated in the event.



CSR Changemaker Awards

The following faculties received the CSR Changemaker Award for their contribution in social responsibilities.

Dr. Arshinder Kaur (“Bridging The Gaps In Supply Chain And Marketing Of Farmer’s Producer Organizations”).

Dr. Arun Kumar G (“Study to Address the Financing Gap for women entrepreneurs”).

Dr. Nandan Sudarsanam (“Mitigate client-centric fraud in the BFSI sector in India through AI”).

Dr. Rupashree Baral (“Creating a Ripple: Through Holistic Education (co-pi)”).

Dr. Thenmozhi M (“CAMS IITM Fintech Innovation Lab”).

Dr. Thillai Rajan (“Innovation, Venturing, and Entrepreneurship in India Network (iVEIN)”).

Dr. Vijayalakshmi V (“Creating a Ripple: Through Holistic Education”).

Dr. Saji Mathew (“Enhancing the Profitability and Growth of the Micro and Marginal Enterprises run by Women”).

Awards and Achievements

Prof. Sundarraj received patent for the application titled: Exchange servers and Method thereof for remotely negotiating with item sources.

Dr. Varisha Rehman has been invited to serve as an Associate Editor of Marketing, Intelligence and Planning (ABDC A category Journal).

Dr. Arshinder Kaur has been appointed as one of the board members of POMS, Dr. Arshinder Kaur will serve as the Vice president of doctoral student development. Production and Operations Management Society (POMS) is an international professional organization representing the interests of POM professionals from around the world.

Dr. Rupashree Baral received "Best Teacher Award, for Excellence in Teaching for the year 2023" for DOMS IIT Madras.



MBA students Divya A, Guntur Dinesh, Shiva Ganesan S awarded 2nd position in the Armageddon Case Competition by IIMA.

Koushik Hati awarded 2nd position in JAL DHAN YATRA – National Level Water Conclave – 2K23.

International Visits

Dr. Rupashree Barel visited USA for Paper presentation at AOM in the Boston Massachusetts, August 4 - August 8, 2023.

Dr. Rupashree Barel visited USA to attend workshop at Harvard Business School, Boston August 11 - August 12, 2023.

Dr. Srinivasan S visited USA for Paper presentation at AOM in the Boston Massachusetts, August 4 - August 8, 2023.

Dr. Srinivasan S visited USA to attend workshop at Harvard Business School, Boston, August 11 - August 12, 2023.

Dr. Kamalanabhan T J visited Mauritius for External Moderation to moderate examination Scripts and also research exchange, August 14 - August 21, 2023.

Alumni Talk



Monisha Dikshit, a 2019 MBA graduate from DoMS, currently the Product Marketing Manager at SuperProcure, shared her insights to students on 15th August, 2023. Her talk set the audience's passion for the business world ablaze while shedding light on the dynamic landscape of B2B marketing. Her session proved to be both insightful and informative, delving into the intricate workings of the industry.

Industry Engagement

Dr. K. Ganesh, an associate partner at McKinsey, delivered a lecture on "Transforming Supply Chain for Sustainable Performance," which captivated both first and second-year MBA students.

He also emphasized on the paramount importance of the supply chain in relation to other industries, the service level segmentation that many businesses are currently implementing, focusing their products & services on specific market segments to enhance effectiveness, the role of technology in transforming the supply chain. Being an alumnus of DoMS, Dr. Ganesh undoubtedly inspired the students to contemplate new strategies for ensuring the sustainability of supply chain businesses. He began by discussing the key responsibilities of senior management and what a CEO typically focuses on in the business world. His talk revolved around the crucial aspect of sustaining a business amidst significant changes and disruptions.

Seminar Talk

Seminar talk by Dr. Firouzeh Rosa Taghikhah, lecturer in the Discipline of Business Analytics at the University of Sydney Business School on 12th September 2023.



Journal Publications

Mehta, S., Marathe, R. R., Ravindran, B., & Ramesh, R. (2023, July 24). Systematic literature review – unpacking values. How values change over time and link with personality traits and behaviours. *Journal of Beliefs & Values*, 1–14. <https://doi.org/10.1080/13617672.2023.2228156>

Vasanthraj, Kaur, A., Potdar, V., & Agrawal, H. (2023). Industry 4.0 Adoption in Food Supply Chain to Improve Visibility and Operational Efficiency—A Content Analysis. *IEEE Access*, 11, 73922–73958. <https://doi.org/10.1109/access.2023.3295780>

Arora, R., & Rajendran, M. (2023, July 25). *Moored Minds: An Experimental Insight into the Impact of the Anchoring and Disposition Effect on Portfolio Performance*. *Journal of Risk and Financial Management*, 16(8), 349. <https://doi.org/10.3390/jrfm16080349>

Lianbiaklall, S., & Rehman, V. (2023, November). *Revisiting 42 Years of literature on food marketing to children: A morphological analysis*. *Appetite*, 190, 106989. <https://doi.org/10.1016/j.appet.2023.106989>

Thomas John, K., Gopalakrishnan, R., & Kamala Raghavan, A. K. (2023, April 28). *The MBA Marketing Mix Revisited: The Need for the 10Ps Framework in the Indian Context*. *IIMS Journal of Management Science*. <https://doi.org/10.1177/0976030x231168312>

Janani, M., & Vijayalakshmi, V. (2023, September 26). *An arts-based process to build Workforce agility*. *Journal of Organizational Change Management*. <https://doi.org/10.1108/jocm-03-2023-0092>

Paramasivan, K., Prakash, A., Gupta, S., Phukan, B., M.R., P., & Venugopal, B. (2023, September 21). *Resilience of hospital and allied infrastructure during pandemic and post pandemic periods for maternal health care of pregnant women and infants in Tamil Nadu, India - A counterfactual analysis*. *PLOS ONE*, 18(9), e0291749. <https://doi.org/10.1371/journal.pone.0291749>

Paramasivan, K., Raj, B., Sudarsanam, N., & Subburaj, R. (2023). *Prolonged school closure during the pandemic time in successive waves of COVID-19- vulnerability of children to sexual abuses - A case study in Tamil Nadu, India*. *Heliyon*, 9(7), e17865. <https://doi.org/10.1016/j.heliyon.2023.e17865>

Unnikrishnan, P., & Baral, R. (2023, July). *Reimagining HR Practices to Attract and Engage Gig Talent: An Organisational Perspective*. *NHRD Network Journal*, 16(3), 248–257. <https://doi.org/10.1177/26314541231170433>

Conferences

Muhammed Suhail PS (guide: Dr. Arun Kumar Gopalswamy) presented a paper titled “Earnings Management Strategies During Financial Distress: Evidence on Incentives and Trade-off between Accrual and Real Earnings Management” at 5th International Conference On Financial Markets & Corporate Finance (ICFMCF) 2023, IIT Delhi, India.

Anu Mary Chacko (guide: Dr. Vaibhav Chawla) presented a paper titled “Hail to the Small Talk in Sales! Impact of B2B Salespersons' Social Media Usage on Performance through Small Talk” at 24th World Marketing Congress 2023, Canterbury, UK.

Shruti R (guide: Dr. M. Thenmozhi) presented a paper titled “Ownership Dynamics and Pledging Risk” at World Finance Conference 2023, Kristiansand, Norway.

Harshita Mongia (guide: Dr. M. Thenmozhi) presented a paper titled “Economic Policy Uncertainty and Mergers and Acquisition: The Role of Liquidity and Innovation” 5th International Conference On Financial Markets & Corporate Finance (ICFMCF) 2023, India.

Deeba Hasan (guide: Dr. T.J. Kamalanabhan) presented a paper titled “Technostress in Professionals - A Systematic Literature Review and Research Agenda for a Sustainable Future” at 5th Asia Conference on Business and Economic Studies, Vietnam.

Muhammed Suhail PS (guide: Dr. Arun Kumar Gopalswamy) presented a paper titled “Earnings Management Strategies During Financial Distress: Evidence from India” at World Finance Conference, Kristiansand, Norway.

Jasmine Banu (guide: Dr. Rupashree Baral) presented a paper titled “Work-Family Boundary Dynamics, Coping Strategies and Subjective Well-being of Women Entrepreneurs” at Academy of Management (AOM) 2023, Boston, Massachusetts, USA.

Muhammed Sadiq T (guide: Dr. Saji K Mathew) presented a paper titled “Infodemic and its cure: A digital nudging approach” at Americas' Conference on Information Systems (AMCIS), Panama City, Panama.

Janani M (guide: Dr. V. Vijayalakshmi) presented a paper titled “An Arts-based approach to workforce agility: The role of epistemic curiosity” at Academy of Management (AOM) 2023, Boston, Massachusetts, USA.

Sajira Khatoon (guide: Dr. Varisha Rehman) presented a paper titled “Exploring brand grief and its causes” at American Marketing Association Summer Conference (2023), San Francisco, California.

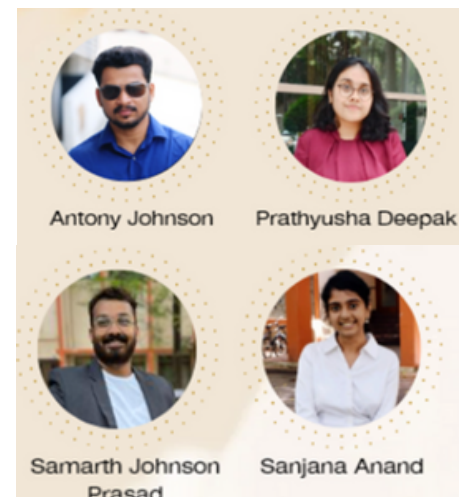
TND Tulsi Dashsharma (guide: Dr. C Rajendran) presented a paper titled “Time-Series Forecasting through Feature Generation and Comparison between MI Techniques and Linear Programming: POMS International Conference” at The Operations Management & UN Sustainable Development Goals, Paris, France.

Kalpna Chandrasekar (guide: Dr. Varisha Rehman) presented a paper titled “Affective and behavioural impact of exogenous crisis on consumers” at 2023 Academy of Marketing Science World Marketing Congress (AMS WMC), Canterbury, UK.

Abhishek Kulkarni (guide: Dr. Nargis Pervin) presented a paper titled “Knowledge based Context aware Group Recommender System for Point of Interest Recommendation” at Workshop on Information Technologies and Systems (WITS), India.

Vijaya C (guide: Dr. M. Thenmozhi) presented a paper titled “Are algorithm based Smart Beta funds optimal alternatives to human-managed funds? Evidence from India” at International Finance and Accounting Conference, India.

SIP Fundae Session



The SIP Fundae Session on September 9, 2023, featured four DoMS IITM MBA graduates from 2023. Antony Johnson discussed consulting interviews, Prathyusha Deepak emphasized practical learning, Sanjana Anand shared her investment banking internship experience, and Samarth Johnson Prasad gave insights on analytics interviews. They also covered general career advice, providing clarity and guidance for summer placements to first-year students.

EMBA Activities

An Online guest lecture by Mr. Sudhanshu Mani, IRSME (Retd General Manager/CF, Chennai), Independent Consultant, Fellow of Institute of Mechanical Engineers, London, on the topic - The Train 18/Vande Bharat Story - "An engineering dream to reality" on 13th July 2023.

EMBA CSR Activity

Gandhi Jayanthi Ramakalanjiyam, an EMBA student, spearheaded an initiative to arrange a campus tour lasting approximately two hours for children from government schools.

The purpose was to introduce them to various departments, the diverse range of courses offered by IIT, and the facilities conducive to their educational development. The students expressed their excitement and enthusiasm as they learned about the rich history of IIT at the heritage center, were captivated by the innovative activities happening at the CFI innovation center, and found inspiration in the library's resources and environment.



CIFIL Inauguration



The CAMS- IITM Fintech Lab space CIFIL at IITM's DoMS was inaugurated on August 30, 2023, by Mr. Anuj Kumar, CAMS CEO, and Prof. Kamakoti, IITM Director. Prof. Thenmozhi and other CAMS executives, professors, and scholars attended the event.

There were special addresses rendered by both Prof. Kamakoti and Mr. Anuj Kumar in which they highlighted the importance of promoting research in the emerging Fintech domain and the need to collaborate with various stakeholders in academics and industry for the same.

Onam Celebration



DoMS celebrated Onam on August 29, 2023. Students created a vibrant Pookalam, followed by an Open Mic session about Mahabali. A Tug of War competition added a competitive element, with the Senior Boys and Junior Girls winning. The day concluded with traditional Onam food Payasam and banana chips.

Chak De DoMS

"Chak De DoMS" cricket matches started on August 31, featuring 7 teams (5 boys' and 2 girls' teams) who showed great sportsmanship. After 5 league matches and 3 semifinals, two teams from each category advanced to the finals. Despite the challenges posed by the rain, they remained undeterred in their mission to complete this exciting tournament. They are now gearing up for the eagerly The finals are scheduled between October 2 and 7th October.



Teachers' Day Celebration



The Teachers' Day celebration was organized by the DoMS Interface team, MBA students, scholars, Tech MBA students and Quantitative Finance students. The event included music and a picture game to build camaraderie. Prof. Rupasree Baral received the Best Teacher Award, and personalized cards were given to faculty members to express admiration and acknowledgment.



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

