



Sankalp 2022 – Industry Outreach Program



The Department of Management Studies, Indian Institute of Technology Madras hosted Sankalp 2022, an industry outreach program, at the Taj Wellington Mews, Chennai on October 13, 2022. Designed as an evening for networking, idea exchange and thought leadership, the event witnessed enthusiastic participation of CEOs and senior executives from organizations across various industry sectors in Chennai. Prof. Thillai Rajan, the coordinator for the department's industry outreach program, delivered the welcome address. Underscoring the various industry connect initiatives at DoMS, Prof. Thenmozhi, Head of the Department said that the event would serve as a catalyst to strengthen existing industry ties and forge new relationships.

The highlight of the evening was the keynote speech by Mr. V Shankar, a distinguished alumnus of the Indian Institute of Technology, Madras (Batch of 1981) and the Founder of CAMS (Computer Age Management Services Pvt. Ltd). The department's brochure was also unveiled during the event by the chief guest. Prof. Krishna Prasanna delivered the vote of thanks. This was followed by dinner and networking. Leaders from various organizations participated enthusiastically and expressed interest to explore collaborative initiatives at DoMS.



Samanvay '22 - Management Fest by MBA



The Department of Management Studies at the Indian Institute of Technology Madras organised their annual MBA students management festival, Samanvay 2022 with the theme 'Revolutionizing Management with AI: The Resurgence, The Reality, The Revolution.' More than 3,000 students from various business schools and colleges across the country participated in the festival held between October 30, 2022 and November 6, 2022. The event witnessed industry leaders and speakers across varied domains such as fin-tech, artificial intelligence, operations, analytics and entertainment management.

Designed to represent a confluence of thoughts and ideas, integration of knowledge and skills and synthesis of intellectual prowess and brilliance, this edition of Samanvay revolved around integrating data science, machine learning and artificial intelligence with existing paradigms of management to provide effective service to all stakeholders.

CAMS IITM Fintech Innovation Lab

The "CAMS IITM Fintech Innovation Lab" was inaugurated at the Indian Institute of Technology, Madras on December 18, 2022 by the Minister of Finance, Ms. Nirmala Sitharaman in the presence of Dr. V. Kamakoti, Director - IIT Madras. The lab will be a world-class hub for research on applied technologies in Fintech focusing on

- Development of Hi-Tech Solutions addressing the needs of BFSI sector
- Developing Innovative Fintech models to drive Financial Inclusion

EMBArk '22- Management Fest by EMBA



Structured around the theme 'Unlock the vision for future: Lead and Inspire', EMBArk'22 was conducted on October 14, 2022 in TTJ Auditorium, IIT Madras. The keynote address was delivered by Mr. Viswanath R, Vice-President, Technology Leader, IBM.

The program had several events such as panel discussions, Your pitch: 90 seconds challenge, Quiz, Fireside chat, debate and Production. Industry experts from various organizations participated in the program and shared insights with the students.



- Promote fundamental research and education for teaching and training in Fintech.
- Champion the adoption of industry best practices and accelerate Fintech related innovation.

Management Development Programs

A program on Lean Management & Value Stream Mapping for Daimler India Commercial Vehicles Pvt. Ltd. was conducted by Dr. Arshinder Kaur from October 8 to October 11, 2022.

Supervisory Development Programme for L&T was conducted by Dr. T J Kamalanabhan & Dr. M Thenmozhi from October 10 to October 16, 2022.

Building Leadership in Operational and Organizational Management (BLOOM) Program for middle-level executives of L&T was conducted by Dr. T J Kamalanabhan & Dr. M Thenmozhi from October 17 to October 22, 2022.

A program on Project Leadership and Management Development for L&T was conducted by Dr. T J Kamalanabhan & Dr. M Thenmozhi in two batches, from October 26 to November 04, 2022, and from November 14 to November 23, 2022.

Guest Lectures

Dr. Medha Satish Kumar, Postdoctoral researcher at the Beedie School of Business, Simon Fraser University, Vancouver, delivered an online lecture titled "Ph.D. and Beyond" on October 20, 2022.

Mr. Marius Martinaitis, Managing Director, Purchasing & Logistics - South Asia, Inter IKEA Group gave a lecture on 'IKEA supply challenges & opportunities in India' on October 20, 2022.

Ms. Anagha & Mr. Bhavesh, Principal Consultant, Dr. Reddy's Laboratories delivered a pre-placement talk on October 21, 2022.

Dr. Shilpa Madan, Assistant Professor of Marketing at Pamplin College of Business, Virginia Tech, gave an online career talk on "Designing a Career: From Industry to Business Academia" on November 2, 2022.



Decision engineering & Pricing (DEEP) Lab organized an online talk by Professor Jan K. Brueckner, Distinguished Professor of Economics, University of California, Irvine, on the theme "My Research journey in the Airline Industry" on November 8, 2022.

Ms. Archana Stalin, Founder of myHarvest Farms, Chennai, delivered an online talk on "Being an Entrepreneur" on November 9, 2022.

Mr. Kewyn George, Director, Expeditors, delivered a lecture titled "Let it Sink in: Leadership, Entrepreneurship, Technology" on November 10, 2022.

Dr. Anusuya Ghosh, Manager, Principal OR Scientist at GoBolt, delivered a lecture on "The transformations of Operations Research and Machine Learning in the Next Period" on November 24, 2022.

Mr. G. Sunderraman, Executive Vice President, Corporate Development, Godrej & Boyce Mfg. Co. Ltd., delivered a lecture on "Understanding Breakthrough Management in the Business Context" on December 2, 2022.

Ms. Debajani Mohanty, Practice head, Ascendion, delivered a lecture on "Blockchain and Web Opportunities of Tomorrow" on December 10, 2022.

International collaborations

Visits by Faculty

Dr. C. Rajendran visited University of Passau in Germany to deliver lectures on logistics management from November 28 to December 20, 2022.

Adjunct Faculty



Prof. Alexander Hübner has joined as Adjunct Faculty Fellow in the Department of Management Studies, IIT Madras for a period of 2 years from 3.10.22. He is a Full Professor of Business Administration at Technical University of Munich (TUM), where he holds the Chair of Supply and Value Chain Management at the TUM Campus Straubing.

Awards and Achievements

Scholars

Nabila Khan, (guide: Dr. Lata Dyaram) has been awarded the Institute Research award (July - Nov 2022-2023) for her research work titled "Relational facets of Employee Voice: A cross level examination".

MBA

Campus Reporters Harish Bania and Wiselyn Ruth have been selected as the Star Reporters for the month of November 2022 by Business Standard.

Prizes won in competitions by MBA Batch (2021-23)

Sharath Ram S and Yeshwanth D, Campus Winner team won the competition ICICI - Beat the Curve organized by ICICI Bank in October, 2022.

Prathyusha Deepak and Rohan D secured the first position in the competition Stan The Plan - an Article Writing Competition organized by The Media Ant in October 2022.

Aravinthan R, Jegannath U, Naresh Babu N, and Suganthan T were the National Winners in Infosys Ingenious 2022, organized by Infosys in October, 2022.

Prizes won in competitions by MBA Batch (2022-24)

Divya A, Bharath M, Shiva Ganesan S and Guntur Dinesh secured the second position in the competition Leagile - Operations Case Study conducted by Shailesh J. Mehta School of Management (SJMSOM), IIT Bombay in October 2022.

Faculty Contributions

Dr. Rupashree Baral shared her insights on "Work-Family Balance: Finding that Balance" with around 300 employees of HSBC on 20th November 2022. This virtual session was part of GAC Horizon 2022 event organized by the HSBC Global Analytics Centers.

Journal Publications

Anuja, S., & M., Thenmozhi. (2022). Does product market competition moderate the impact of promoter ownership on firm value? *Managerial Finance*. <https://doi.org/10.1108/mf-05-2020-0244>

Baskaran, K., & Mathew, S. K. (2022). Understanding coping intentions of fitness tracker users: An empirical investigation using fear appeals. *International Journal of Human-Computer Interaction*, 1–13. <https://doi.org/10.1080/10447318.2022.2124358>

Bhanu, P., Krishna Mohan, T. V., Amit, R. K., & Shankar, V. (2022). Factors affecting the market dynamics of lithium-ion battery for electric mobility: A system dynamics perspective. *Journal of Simulation*, 1–18. <https://doi.org/10.1080/17477778.2022.2150578>

Govindarajan, H. K., & Ganesh, L. S. (2022). Integrating energy governance and environmental justice: Role of renewable energy. *Renewable Energy Focus*, 43, 24–36. <https://doi.org/10.1016/j.ref.2022.08.006>

Jayapalan, C., Hariharan, T. S., & Ganesh, L. S. (2022). Power supply to electric vehicle charging stations in India: justification of a framework for a dynamic and adaptive electricity tariff policy. *The Electricity Journal*, 35(10), 107219. <https://doi.org/10.1016/j.tej.2022.107219>

John, K., Paul, B., Rajendran, C., & Ziegler, H. (2022). Priority fractional rationing (PFR) policy and a hybrid metaheuristic for managing stock in divergent supply chains. *Sādhanā*, 47(4), 1-17. <https://doi.org/10.1007/s12046-022-02011-0>

John, K. T. (2022). Reid & Taylor: the ignominious decline of an iconic brand. *Emerald Emerging Markets Case Studies*, 12(3), 1-46. <https://doi.org/10.1108/EEMCS-05-2022-0160>

John, K. T., & Gopalakrishnan, R. (2022). Disrupted dining: decline of the premium food services segment in India due to the COVID-19 pandemic. *Research in Hospitality Management*, 12(2), 191-207. <https://doi.org/10.1080/22243534.2022.2133214>

Kesavapanikkar, P., Amit, R. K., & Ramu, P. (2022). Product as a service (PaaS) for traditional product companies: an automotive lease practice evaluation. *Journal of Indian Business Research*. <https://doi.org/10.1108/jibr-04-2022-0107>

Philip, A., & Marathe, R. R. (2022). A new green labeling scheme for Agri-Food Supply Chains: Equilibrium and information sharing under uncertainties. *Sustainability*, 14(23), 15511. <https://doi.org/10.3390/su142315511>

Rammohan, S., Marathe, R. R., & Sudarsanam, N. (2022). Profitable market mechanism for platform-based aggregator taxi services. *Transportation Research Interdisciplinary Perspectives*, 16, 100687. <https://doi.org/10.1016/j.trip.2022.100687>

Ramya, S. M., Banu, J., Asokan Ajitha, A., & Baral, R. (2022). Walking on a thin line! empirical examination of work-home boundary violations faced by employees during forced work from home. *Employee Relations: The International Journal*. <https://doi.org/10.1108/er-11-2021-0515>

Thomas, N. J., & Baral, R. (2023). Mechanism of gamification: Role of flow in the behavioral and emotional pathways of engagement in management education. *The International Journal of Management Education*, 21(1), 100718. <https://doi.org/10.1016/j.ijme.2022.100718>

Venkatraman, S., Sundarraj, R. P., & Seethamraju, R. (2022). Exploring health-analytics adoption in Indian private healthcare organizations: An institutional-theoretic perspective. *Information and Organization*, 32(3), 100430. <https://doi.org/10.1016/j.infoandorg.2022.100430>

Venkatraman, S., & Sundarraj, R. P. (2022). Health-Analytics Readiness Assessment: Elaborated Action Design Research and Nascent Theoretical Implications. *IEEE Transactions on Engineering Management*. <https://doi.org/10.1109/TEM.2022.3206270>

Venkatraman, S., & Sundarraj, R. (2022). Assessing organizational health-analytics readiness: Artifacts based on Elaborated Action Design Method. *Journal of Enterprise Information Management*. <https://doi.org/10.1108/jeim-10-2020-0422>

Yadav, P., & Pervin, N. (2022). Towards efficient navigation in Digital Libraries: Leveraging popularity, semantics and communities to recommend scholarly articles. *Journal of Informetrics*, 16(4), 101336. <https://doi.org/10.1016/j.joi.2022.101336>

Conferences

Students' Participation

Nitika Gaba (guide: Dr Madhumathi R.) presented a paper titled “CSR and Value Creation: Evidence from India” at the 19th International Conference on Corporate Social Responsibility (ICCSR) on Sep 7-10, 2022 in Balaclava, Mauritius.

Dhandabani S (guide: Dr. R. K. Amit) presented a paper titled “Two-way substitution with multiple flexible products” at the 62nd Annual Symposium, AGIFORS on Sep 12-15, 2022 in Toulouse, France.

Sagar Bhikari Pingale (guide: Dr. Arshinder Kaur) presented a paper titled “Two Echelon Vehicle Routing Model based on Collaboration Points in Last Mile Delivery” at the International Conference on Computational Logistics 2022 in Barcelona, Spain on Sep 21-23, 2022.

R. Shruti (guide: Dr. M. Thenmozhi) presented a paper titled “Does origin affect monitoring incentives of institutional investors? Evidence from stock price crash risk” at the International Society for the Advancement of Financial Economics conference (ISAFE-2022) in Vietnam on December 5-6, 2022.

Apoorva Goel (guide: Dr. Lata Dyaram) presented a paper titled “Workplace Politics and Women’s Well-being: Moderated Mediation of Self-Concept and Voice” at the International Conference organised by Australian and New Zealand Academy of Management (ANZAM) 2022 in Griffith University, Australia on Dec 6-7, 2022.

Nabila Khan (guide: Dr. Lata Dyaram) presented a paper titled "Upward voice under felt uncertainty: Role of emotion regulation" at the International Conference organised by Australian and New Zealand Academy of Management (ANZAM) 2022 in Griffith University, Australia on Dec 6-7, 2022.

Meghana J.V. (guide: Dr. Rupashree Baral) presented a paper titled “Work-family enrichment among nurses: A systematic review and research agenda” at the International Conference organised by Australian and New Zealand Academy of Management (ANZAM) 2022 in Griffith University, Australia on Dec 6-7, 2022.

Reshma M (guide: Dr. Rupashree Baral) presented a paper titled “How effective is remote work?: An exploratory investigation into the role of technology and culture” at the International Conference organised by Australian and New Zealand Academy of Management (ANZAM) 2022 in Griffith University, Australia on Dec 6-7, 2022.

Somdeep Acharyya (guide: Dr. Nargis Pervin) presented a paper titled “Towards Cross Domain Recommendations: A Personality Based Probabilistic Matrix Factorization Approach” at the Workshop on Information Technologies and Systems organized by the INFORMS Information Systems Society, Copenhagen Business School (CBS) in Denmark on Dec 14-16, 2022.

Ajay Philip (guide: Dr. Rahul Marathe) presented a paper titled “Procurement and Storage under Disruptions: A Mathematical Model for Tactical decision-making in a Straw Supply Chain” at the Annual International Conference of the Society of Operations Management (SOM) in IIM Indore on December 16-18, 2022.

Anukesh Valase (guide: Dr. Arshinder Kaur) presented a paper titled "A Joint Location-Inventory Problem in an Omnichannel Closed-Loop Supply Chain considering returned product condition" at the Annual International Conference of the Society of Operations Management (SOM) in IIM Indore on December 16-18, 2022.

R. Shruti (guide: Dr. M. Thenmozhi) presented a paper titled "Can active monitoring and risk diversification reduce crash risk in pledging firms? Role of institutional monitoring and business group affiliation" at the India Finance Conference organized by the Indian Finance Association (IFA) in Kolkata on December 19-21, 2022.

Vijaya C. (guide: Dr. M. Thenmozhi) presented a paper titled "Are Smart Beta indices 'smarter' during stagnant or volatile markets?" at the India Finance Conference organized by the Indian Finance Association (IFA) in Kolkata on December 19-21, 2022.

Nibu John Thomas (guide: Dr. Rupashree Baral) presented a paper titled "The Antecedences of Flow in the Gamified Learning" at the AIMS International Conference on Management organized by AIMS International & IIM Kozhikode on December 28-31, 2022.

Faculty Participation

Dr. Pinosh Kumar Hajoary presented a paper titled "Industry 4.0 Maturity and Readiness- A case of a Steel Manufacturing Organization" at the International Conference on Industry 4.0 and Smart Manufacturing (ISM 2022) in Austria on November 2-4, 2022.

Dr. Saji K Mathew and Dr. Arshinder Kaur attended the Assurance of Learning seminar and Asia Pacific Annual Conference of AACSB in Thailand on November 14-18, 2022.

Dr. Lata Dyaram presented two papers on "Employee Voice" at the International Conference organised by Australian and New Zealand Academy of Management (ANZAM) 2022 in Griffith University, Australia on Dec 6-7, 2022.

Dr. Rupashree Baral virtually presented two papers on "Remote Work" and "Work-Family Enrichment among Nurses" at the International Conference organised by Australian and New Zealand Academy of Management (ANZAM) in Griffith University, Australia on Dec 6-7, 2022.

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Book



Amit, R. K., Pawar, K., Sundarraj, R. P., & Ratchev, S. (Eds.) (2022). *Advances in digital manufacturing systems: Technologies, business models, and adoption*. Springer Nature Singapore.

Book Chapters

Sharma, A., & Venkatraman, S. (2023). *Advances in Digital Manufacturing Systems Technologies, Business Models, and Adoption*. In R. K. Amit, K. S. Pawar, R. P. Sundarraj, & S. Ratchev (Eds.), *Advances in Digital Manufacturing Systems*. essay, Springer.

Thomas, N. J., & Baral, R. (2023). *Gamification for Synchronous and Asynchronous Learning*. In P. Kumar & J. Eisenberg (Eds.), *Synchronous and Asynchronous Approaches to Teaching*. essay, Palgrave Macmillan.

Alumni Connect

Alumni Meet



DoMSCom'22, the DoMS Alumni Meet was organized by the Alumni Committee on November 26, 2022 in Chennai and Bangalore. Over 140 alumni from various batches spanning different academic streams such as MBA, VLM, EMBA and MS/PhD scholars participated in the event.

Alumni Visit



Our alumni Mr. Syed Kareem, Deloitte, Maryland; Ms. Jayalakshmi, Ramco Systems; Mr. Manoj Apte, TCS Research Lab Pune (Industrial Management, 1987); Mr. R Kishore Kumar (MS Scholar, 2000), Treliant, UK, visited DoMS on December 27, 2022 and interacted with faculty members.

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Events

Sarva



Sarva, an informal rendezvous where students of various academic streams in DOMS could interact with each other (Final year MBA, Final Year EMBA, VLM, TechMBA, and Research Students who have completed two years) and have a fun-filled time was conducted on December 4, 2022.

VLM - Farewell



The farewell function for the 16th batch of VLM students of DoMS was held at IITM Research Park at 6 PM on December 10, 2022. Mr. Meenakshi Sundaram, CTO, Amalgamations Components Group & CEO, IPL Shaw Solutions Pvt. Ltd. was the Chief guest for the program.

EMBA - Orientation

The orientation program for the 6th batch of EMBA was held on December 11, 2022. Mr. Vivek S Joshi, President & CEO, Sundaram - Clayton Limited delivered the keynote speech.



EMBrace 2022



EMBA cultural Fest - Embrace 2022 was held on December 18, 2022. It was a farewell meeting with fun, food, and activities for EMBA 2022 batch students and their families.

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



Compiled by the DoMS Hall of Fame Committee (2022-23)