



## Inauguration of Online MBA - Digital Maritime & Supply Chain



The world's first MBA in Digital Maritime and Supply Chain, designed for global professionals. Developed by the Departments of Management Education (Dept of Management Studies), Department of Marine Engineering, partnered with iMaritimeConsultancy, this innovative two-year programme offers a blend of online and on-campus learning.

Prof. V Kamakoti, Director, IIT Madras while inaugurating the course, highlighted the course's aim to enhance expertise in digital technologies like IoT, AI, ML, and Blockchain, ensuring participants are equipped to tackle modern maritime challenges and drive industry growth. The curriculum includes six live training courses, access to a digital maritime library, and hands-on training. Candidates need at least 60% in their Bachelor's degree and two years of maritime work experience. The selection process includes an online admission test and an interview. With a fee of 9 lakh rupees, this course opens doors to enhanced career opportunities in the maritime sector. Registration for the first batch is underway, with classes commencing in September

## EMBA Alumni Lectures



Alumni are torchbearers of an institute. DoMS EMBA students initiated the Alumni Lecture Series on April 27, 2024. Mr. Vivek Dhayalan, Founder of Tech Conative and an alumnus from the 2021 batch of EMBA, shared his success story titled "From Classroom to Boardroom Success."

Vivek spoke on how the EMBA program helped his transition from being an employee to an entrepreneur. This event provided the current batch of EMBA students with a valuable opportunity to connect with their alumni.

## Training Program on Data Analytics



IIT Madras, Department of Management studies organised a three-day training program to the senior officials of Tamil Nadu from Accounts department from May 6 - May 8, 2024. Dr. Jane Prasad, Registrar of IITM, inaugurated the training session, while Prof. M Thenmozhi, Head of the Department of Management Studies delivered the welcome address. About 50 officials from the treasuries and accounts department participated with zeal and enthusiasm; many of them expressed their immense pleasure to be a part of the training program. Mr. K.Vijayendra Pandian, IAS, Commissioner for accounts and treasuries delivered the valedictory address and distributed the certificates to the participants. Prof S Srinivasan was the coordinator of the training program.

## MILS Lecture



As part of the MILS lecture series, Mr. Nabh Gupta, formerly of Amazon Prime Video and IMDB, delivered a speech on April 25th, 2024, titled "Pop Culture in Marketing: Memes and Moment Marketing." Mr. Gupta discussed the evolution of marketing from traditional telemarketing, where companies relied on TV ads

during popular shows, to the current focus on social media targeting the youth with personalized ads. He highlighted the rise of meme marketing as an efficient way to spread information quickly, especially on social media and OTT platforms. This shift requires marketers to be concise and impactful. Brands now focus on influencing or integrating with the Indian market through memes, reels, and OTT content. Mr. Gupta concluded by encouraging students to explore diverse opportunities in their early careers



As part of the MILS lecture series, Mr. Karthik Ramesh, Founder and CEO of Sentinel AI and ML Labs, Chief Growth Officer of TaskBench Botswana, and Chief Advisor for Innovation & Transformation at UBM UAE, delivered a speech on April 18th, 2024. His lecture was titled "Generative AI: A Career Choice & Risk in a BANI World: Opportunities in Healthcare."

Mr. Ramesh emphasized the rapid disruptions occurring in every industry and advised the importance of "Unlearning, Learning, and Relearning" to stay relevant in a BANI (Brittle, Anxious, Nonlinear, Incomprehensive) world. He highlighted the future integration of Generative AI across industries and stressed the necessity of learning to work with AI. Despite AI advancements, he assured that human oversight will always be essential to validate AI outputs.

In healthcare, technologies like automated robots, advanced imaging for cancer detection, and metaverse surgeries are now realities, though data collection remains a challenge due to trust issues. Mr. Ramesh stressed the ethical use of Generative AI and the importance of maintaining a human element in AI applications. He concluded by encouraging the incorporation of a human touch into AI to gain a competitive edge.

## Awards and Achievements

Riya Arora has secured Women Leading IITM Award for PhD 2024 (Jan-Sep).

Rajdeep Singh has secured the prestigious System Dynamics Conference scholarship by the System Dynamics Society.

Shruti R has secured the prestigious Institute Research Award for her research work.

Koushik Hati, Aparna Manoharan & Riom Sen has secured 3rd Runners up in the National Final Round of the RBI Policy Challenge 2023.

Abhishikth Alby secured 3rd Rank in Econ 101: Call for Articles prize awarded by IIM Rohtak.

Arun P, Shalini K V secured 2nd Rank in Datavista prize awarded by IMI Kolkata.

Amit Kumar, Arkit Sukhadia & Divyanshu Singh secured The Nation Builders National Finalist in The Governance Challenge, by the Samagra Consulting and Govt. of Odisha.

Alan Johny Konatt secured 1st Rank in Avatar: The Ultimate CEO by the IIM Kozhikode.

Balaji M is Invited as thematic expert for second review workshop to review rural development projects of State Bank of India (SBI) - Youth of India (YFI) fellows (2023-2024 Batch) of SBI Foundation (CSR) by the State Bank Institute of Rural Banking (SBIRB), Hyderabad.

L S Nivedita secured Prof. T N Govindarajan Prize, T S Rajagopalan Memorial Prize & Swati / Jayalakshmi Memorial Award - for securing the highest Cumulative Grade Point Average [CGPA] in I and II semesters of MBA Programme in Management studies.

Gauransh Agrawal has secured 3rd Rank in Policy Dome 2.0 by the Project Statecraft: Policy Think Tank.

Parul Seth & SanthoshKumar B has secured 1st Rank in Parikshit – Consulting Case Competition by the TAPMI Manipal.

Muhammed Sadiq T has Delivered an invited lecture on PhD research titled 'Health Misinformation on Social Media: Psychological Drivers and Mitigation Strategies Mitigation Strategies' by the Center for South Asian and Middle Eastern Studies, University of Illinois Urbana-Champaign, United States on April 23, 2024.

Swarnaa Kamaraj has secured 1st Rank in Finish- My-Tale- Fiesta by the SIBM Pune.

Sushant Kolhe has secured 3rd Rank in Trade Battleground by the IITM Bodh Gaya.

Shruti R secured the Institute Research Award by the IIT Madras.

Vasanthi Suresh (Ph.D) has secured the Emerald & EFMD outstanding doctoral research awards by the IIT Madras.

## Journal Publications

Bhadra K. V, Kamalanabhan T. J, & Singh, S. K. (2024). Evolution of dynamic capabilities for business sustainability performance: Evidence from the Indian manufacturing sector. *Business Strategy and the Environment*. <https://doi.org/10.1002/bse.3767>

Chandrasekar K & Rehman V (2024). Impact of exogenous brand crises on consumer behaviour. *Marketing Intelligence & Planning*. <https://doi.org/10.1108/mip-05-2023-0234>

Chandran S, Vijayalakshmi V & Fiedler M. (2024). How Passion for Work Shapes Work-Family Interactions: A Conceptual Framework Exploring the Roles of Psychological Capital and Self-Regulation Failure. *Human Resource Development Review* <https://doi.org/10.1177/15344843241249219>

Vijaya C & Thenmozhi M (2024). Spillover and leverage effect in Smart Beta Exchange Traded Funds: Evidence from India. *Decision*. <https://doi.org/10.1007/s40622-024-00376-1>

Choudhary P & Thenmozhi, M. (2024). Fintech and financial sector: ADO analysis and future research agenda. *International Review of Financial Analysis (Online)/International Review of Financial Analysis*, 93, 103201. <https://doi.org/10.1016/j.irfa.2024.103201>

Nampoothiri M. V, Entrop O & Annamalai T. R. (2024). Effect of mandatory sustainability performance disclosures on firm value: Evidence from listed European firms. *Corporate Social-responsibility and Environmental Management*. <https://doi.org/10.1002/csr.2860>

Raja P & Mohan U (2024). A conceptual framework proposed through literature review to determine the dimensions of social transparency in global supply chains. *Management Review Quarterly*. <https://doi.org/10.1007/s11301-024-00440-1>

Bisen M & Lokachari P. S. (2024). Fostering Academia–Industry R&D Partnerships: A Study in the Indian Context Using Mixed Methods Approach. *International Journal of Global Business and Competitiveness*. <https://doi.org/10.1007/s42943-024-00091-9>

P Kalpana & Varisha Rehman (2024), Title: Impact of exogenous brand crises on consumer behavior, DOI : <https://doi.org/10.1108/MIP-05-2023-0234>

Srinivasan S, Deepa R, Malik A, Kumar J and Attri, R (2024). Impact of AI-Focussed Technologies on Social and Technical Competencies for HR Managers – A Systematic Literature Review and Bibliometric Analysis, *Technology Forecasting and Social Change (ABDC: A, IF:12) (In Press)* <https://doi.org/10.1016/j.techfore.2024.123301>

Preethi R and Usha Mohan(2024), Article Title: A conceptual framework proposed through literature review to determine the dimensions of social transparency in global supply chains, DOI: [10.1007/s11301-024-00440-1](https://doi.org/10.1007/s11301-024-00440-1)

Mahak Bisen and L. Prakash Sai (2024), Article Title: Fostering Academia–Industry R&D Partnerships: A Study in the Indian Context Using Mixed Methods Approach, DOI: <https://doi.org/10.1007/s42943-024-00091-9>

Prathamesh Kittur, “Cultural bridges in Business: Critical review and future directions in cross-cultural B2B relationships” in *Journal of Business Research (ABS 3, ABDC A, IF-11.3)*

R K Amit (2024), Book titled "Game Theory with Applications in Operations Management" is published in springer texts in business and economics, <https://doi.org/10.1007/978-981-99-4833-8>

## Conferences

Anukesh Valase (guide: Arshinder Kaur) presented a paper titled “Leveraging Flexible Fulfilment for BOPIS Orders in Omnichannel Retailing” at 34th Annual POMS Conference, Minneapolis, USA.

Balaji M (Guide: T J. Kamalanabhan) presented a paper titled "Inculcating Entrepreneurial Mindset among Social Work Students through Fieldwork Practicum" at National Conference on Field Work in Social Work Education, Mumbai, India.

S. Vasanthraj (guide: Arshinder Kaur) presented a paper titled "Blockchain-enabled Vehicle Routing for Dairy Supply Chain" at 34th Annual POMS Conference, Minneapolis, USA.

Vijaya. C (guide: M. Thenmozhi) presented a paper titled "ESG Robo Advising: A risk-assessment based Smart Financial Markets and Corporate Governance (FMCG), 2024, Malaysia.

R. Shruti (Guide: M. Thenmozhi) presented a paper titled "Do ownership dynamics affect pledging risk? Evidence from India" at British Accounting and Finance Association Annual Conference, University of Portsmouth, UK.

Abhishek Sharma (Guide: P. Rangaraja Sundarraj) presented a paper titled "Implementing GDPR Compliant Data Processing in Archiving Organizational Data: A Design Science Research" at ACM SIGMIS Computers and People Research 2024, Tennessee, USA.

Anu Mary Chacko (Guide: Vaibhav Chawla) presented a paper titled "Small talk is key to connecting the dots: establishing the effect of B2B salesperson social media use on creative and sales performance through small talk" at 51st Annual Association of Collegiate Marketing Educators (ACME) Conference, Galveston, Texas, United States.

## International Visits

Shruti R, was invited to present her paper titled "Role of Institutional Investors in Pledging Risk" at the Brown Bag Seminar of the Warwick Business School, Warwick, UK, on 4th April 2024.

Muhammed Sadiq delivered an invited lecture on PhD research titled 'Health Misinformation on Social Media: Psychological Drivers and Mitigation Strategies Mitigation Strategies ' at the Center for South Asian and Middle Eastern Studies, University of Illinois Urbana-Champaign, United States on April 23, 2024.

C. Rajendran visit under "New Passage to India" Program at the school of Business, Economics and Information Systems, University of Passau.

Rupashree Baral Invited to teach under Teaching Staff Mobility at the faculty of Business and social sciences at Hochschule Koblenz University of Applied Sciences, RheinAhr Campus, Remagen, Germany.

## Lectures & Webinar

Prof. Srinivas Josyula, Associate Professor of Practice in Information Systems at IIM Visakhapatnam has delivered lecture on "Regtech: Issues and Challenges".

## Course / Workshop

TJ. Kamalanabhan & M. Thenmozhi conducted a program titled Supervisory Development Programme (SDP) from April 22 - 27, 2024

Srinivasan S & Thenmozhi Conducted a "Training Program on Data Analytics for Senior Officers of Treasuries and Accounts Department, Govt. of Tamil Nadu" from May 6 - 8, 2024

Nargis Pervin Conducted a Workshop on Becoming a Software Product Manager from May 30 & May 31, 2024.

"The IT industry has been building innovative solutions that have improved our lives for over three decades. Development teams need to understand technology and, more importantly, discern the problem from the customers' perspective. The primary responsibility to ensure this lies with the Software Product Manager.

However, more often than not, the Software Product Managers are not ready for this role. Department of Management Studies, IIT Madras, and Congruent Solutions, a specialist technology solutions and services provider to the Retirement Plan industry in the US, have come together to offer a one-day workshop on Becoming a Software Product Management Professional. The workshop will help the participants understand the Software Product Manager's role and take them through the different steps involved in building a software product with a Customer-centric approach".



Kamalanabhan T J, Srinivasan S & Thenmozhi Conducted a "Hansa Training program - Indian Oil Corporation Ltd' from June 10 - June 21, 2024.

Kamalanabhan T J & Thenmozhi Conducted a "Building Leadership in Operations & Organizational Management (BLOOM) – L&T" from June 24 - June 29, 2024.

## Sports & Cultural

### DoMS league

Sportscom successfully completed the DoMS League 2.0. The event featured five games: Volleyball, Badminton, Chess, Football, and Table Tennis. The participants demonstrated great enthusiasm and sportsmanship throughout the competition. Ultimately, the winners were from the Junior team (first-year students) and the Senior team (second-year students), with the Junior team also being recognized as runners-up. The event concluded with a grand valedictory ceremony in DoMS 101. The HOD, Prof. M Thenmozhi, graced the occasion and presented medals, trophies, and certificates to the participants and winners. Additionally, Sportscom revealed their new logo during the valedictory ceremony.



### Ethnic Day & Game Night

The Ethnic Day of DoMS, held on 11th April from 3 PM, was followed by Game Night, which started at 7 PM. The Ethnic Day witnessed students from both years and PhD scholars showcasing their cultural heritage by wearing ethnic outfits. The celebration included multiple dance and music events, with students singing their folk songs and dancing to the beats. A highlight of the evening was the recreation of the iconic 'Om Shanti Om' moment with a ramp walk by the students. The event concluded with delicious snacks and everyone dancing to the music.

Game Night featured a variety of indoor games, including carrom, chess, Monopoly, word formation, Uno, and more. Alongside the games, live IPL streaming kept the students engaged and cheering for their favorite teams. Both seniors and juniors captured beautiful moments that will be remembered forever.

## Students Testimonials

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Reflecting on the past two years at the Department of Management Studies (DOMS), IIT Madras, I am filled with immense gratitude and appreciation for the experiences and learning opportunities I have encountered. The journey has been enlightening, particularly due to the exceptional guidance I received at DOMS.

Pursuing my MBA at one of the premier institutions in the country provided me with an abundance of academic resources, particularly the mentorship from top-tier faculty. My MBA journey was enriched by numerous interactions with diverse personalities, both inside and outside the classroom. Beyond regular classes, the group tasks, MILS sessions, sports activities, cultural events, and more made campus life both engaging and enjoyable. The campus itself, with its enthralling natural beauty, added to the overall experience. These interactions and activities were pivotal in shaping my vision for my career and life. Ultimately, this journey helped me secure a job in a domain I am passionate about, providing an excellent head start to my career

- Sugashvaram, MBA 2022-24

My experience at the Department of Management Studies (DOMS) at IIT Madras has been truly transformative, playing a crucial role in shaping my career and personal development. Group projects and assignments were integral parts of the GEMENT S curriculum, promoting collaboration, team spirit, and practical problem-solving skills.

These projects simulated real-world business scenarios, allowing me to apply theoretical knowledge to practical situations and enhancing my ability to work effectively in teams.

In addition to academics, DOMS offered a vibrant campus life with numerous sports events and extracurricular activities. These events provided a much-needed break from academic rigors and helped in my holistic development.

Overall, my time at DOMS, IIT Madras, was an enriching educational experience that left a lasting positive impact on me.

- Lakshman Kondreddi, MBA 2022-24

Coming from the same city, I was surprised to discover a completely different ecosystem within its bounds. With a few years of work experience under my belt, I was eager to deepen my theoretical knowledge, and DOMS, IIT Madras exceeded my expectations in this regard.

The campus ecosystem, the vibrant culture, and the vast platform it offers were truly astonishing. Academically, the course structure and the interactions with faculty played a pivotal role in my development.

On a personal level, the connections I made, the lessons learned from my peers and throughout this journey were invaluable, helping me evolve significantly as a person. The highlights of my experience were the interactions with my friends, hostel life, cricket, and dance. The memories I created will always be cherished, and I will carry some important lessons and people from DOMS with me for life.

The facilities and opportunities at IIT Madras are extensive, and I can confidently say that two years won't be enough to explore everything it has to offer. Therefore, it's crucial to have a clear mindset about your goals and pursue them with determination to make the most of your time there.

- Arun V S, MBA 2022-24

Studying MBA at the best IIT in India is altogether a different, unique and an extremely valuable experience! The entire ecosystem will transform your life in unprecedented ways.

From the deep insights from our respected faculties, the 101 classroom banter to the late night group works, from arranging technical fests with fellow engineering students to attending speech of world renowned personalities, from organising departmental festivities to handling out-of-city admissions, MBA at IIT Madras gave me the best of the business and technical worlds!

Not to mention the one-of-a-kind campus with her nonchalant flora and fauna which has left an indelible impression on my psyche. Pursuing MBA in IIT Madras led me absorb the full ethos of the campus which led to the broadening of my mental horizon by the sheer diversity of the life while transforming me into an empathetic, receptive, industrious and curious manager; which ultimately secured my position at ICICI Bank and giving a great start to my career!

- Riom Sen, MBA 2022-24

## EMBA Industry Visit



EMBA students visited Hero Electric Manufacturing Plant, on May 31, 2024. Around 30 students visited the unit. Hero Electric is India's first and largest manufacturer of electric 2-wheelers with hundreds of thousands happy customers and growing.

## Placement Report

Successful concluded the Final Placement Process for the MBA Batch of 2022-24. We achieved a remarkable 100% placement record, with the highest CTC reaching INR 29.65 lakh. We are proud to report that 37% of our students secured Pre-Placement Offers (PPOs) this year.

This placement season saw participation from 30+ esteemed organizations offering a variety of roles across sectors such as Consulting, Analytics, Finance, Marketing and Operations. We extend our heartfelt thanks to all the participating companies for their trust and commitment.



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

