



PANORAMA

Quarterly Newsletter

January to
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As the director of this esteemed institute, I am filled with pride as I reflect on the growth and achievements of IIM Jammu in the past year.

“From the hard work and dedication of our students to the tireless efforts of our faculty and staff, it is clear that IIM Jammu is a place where excellence is not only expected but consistently delivered.”

The 3rd batch of Ph.D. students have made significant progress in their research and are on their way to making valuable contributions to their fields. Their dedication to their studies and passion for their chosen research areas is truly inspiring, and I do not doubt that they will go on to make a lasting impact in their respective fields.

Our 7th batch of MBA students have also excelled in their coursework and leadership development, and we are proud to see the progress of our 2nd batch of EMBA and 2nd batch of IPM students, as well as our inaugural batch of MBA (HAHM) students. These diverse and talented groups of students bring a wealth of experience and expertise to our community, and I am confident that they will make the most of the opportunities and resources available to them at IIM Jammu.

I also want to highlight the impressive efforts of our faculty members in their research and teaching. Our professors

Director's Message

have been actively engaged in cutting-edge research across various fields, publishing papers in top-tier journals and presenting their findings at national and international conferences. Their dedication and hard work have not gone unnoticed, and we are proud of their contributions to the academic world.

In addition, our faculty members have been exceptional in providing a stimulating and challenging learning environment for our students. Their passion for teaching and their commitment to student success has been the driving force behind our students' academic excellence. Various organizations have recognized our faculty members' efforts, and we are proud to have such an outstanding group of educators at IIM Jammu.

I am also excited to announce that we have made significant strides in expanding our partnerships with industry and other academic institutions. These partnerships have allowed us to bring in more resources, expertise, and opportunities for our students and faculty members. We have collaborated with various companies, government agencies, and universities to conduct research, offer internships, and provide industry-oriented training to our students. These partnerships have helped us to bridge the gap between academia and industry and prepare our students to be leaders in their respective fields.

Lastly, I want to acknowledge the hard work and dedication of our staff members, who have been instrumental in ensuring the smooth functioning of the institute. Their tireless efforts behind the scenes have allowed us to focus on our core mission of providing a world-class education to our students. From managing administrative tasks to maintaining campus facilities, our staff members have been the backbone of our institute, and we are grateful for their contributions.

In conclusion, I am pleased to report that IIM Jammu continues to make strides in academic excellence, research, and industry partnerships. Our students, faculty, and staff members have worked tirelessly to make IIM Jammu a place where excellence is consistently delivered. As we move forward, I am confident that we will continue to achieve greater heights and make a lasting impact in the academic world and beyond.

Prof. B. S. Sahay
Director, IIM Jammu

IIM Jammu welcome New Year by organizing a Get-Together for the faculty, staff and their families

Indian Institute of Management (IIM) Jammu celebrated the New Year at IIM Jammu Permanent Campus at Jagti by organizing a get-together with the faculty and staff, their family

Prof. B.S. Sahay, Director, IIM Jammu graced the occasion with Prof. Jabir Ali, Dean Academics, IIM Jammu. Present on the occasion was Cmdr. Kesavan Baskaran, Chief Administrative Officer, Dr. Muqbil Burhan, Chairperson, Srinagar Off-Campus, Dr. Ateeque Shaikh, Chairperson, IPM, IIM Jammu.



IIM Jammu faculty member conferred with the prestigious "Prof. M. J. Manohar Rao Young Economist Award-2022"

Dr. Vaseem Akram, Chairperson, Doctoral Programme and Assistant Professor, Indian Institute of Management (IIM) Jammu has been conferred with the prestigious "Prof. M. J. Manohar Rao Young Economist Award" for the year 2022. The award was given by the Indian Econometric Society (TIES) to young economics scholars (below 35 years) in India to commemorate Professor M. J. Manohar Rao's contributions to economic research. Dr. Vaseem Akram received this award during the 57th Annual Conference of the Indian Econometric Society held on January 3-6, 2022.

Speaking on the momentous occasion, Prof. B.S. Sahay, Director, IIM Jammu said, "Research is what



propels humanity forward towards growth and innovation. Decades of research have brought us to a level where we are today i.e., a civilized society with the knowledge and tools to move forward. IIM Jammu

has always been the frontrunner with a key focus on research. This noteworthy achievement at the “Prof. M. J. Manohar Rao Young Economist Award” is indeed another feather in the cap of IIM Jammu. I would like to take this opportunity on behalf of IIM Jammu to congratulate Dr. Vaseem Akram for being conferred with this award. There is a lot to achieve and a long way ahead and I am sure this is just the beginning and there is more to follow. I would urge everyone at IIM Jammu to keep working hard and contributing to the progress and development of the Institute and the nation.”

Speaking on this proud occasion, Prof. Jabir Ali, Dean Academics, IIM Jammu, said, “We at IIM Jammu have constantly strived to raise the standards of the operations of the Institute on all fronts such as quality of education including teaching, learning, research, and faculty and scaling up the current infrastructure in this endeavour. I would like to extend my heartiest congratulations and good wishes to Dr. Vaseem Akram for this

remarkable achievement. At this juncture, I would like to thank Professor B.S. Sahay, Director, IIM Jammu for his constant support and motivation combined with his leadership, visionary approach, and tireless efforts, who has led the Institute to achieve new heights on all fronts.”

Dr. Vaseem Akram, Chairperson Doctoral Programme, IIM Jammu on the proud occasion said, “I would like to thank Prof. B.S Sahay, Director, IIM Jammu for his constant guidance. This kind of recognition is an inspiration to keep performing better in your core area.”

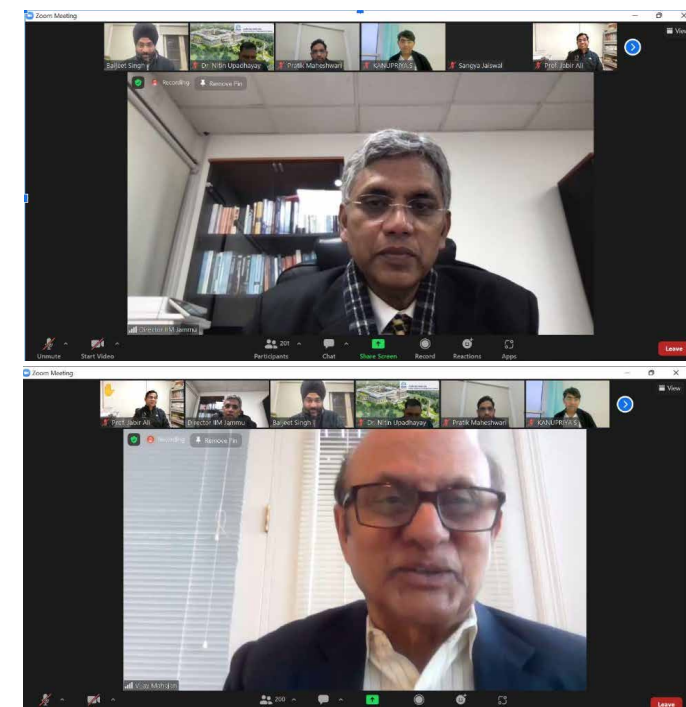
From the very beginning, IIM Jammu has set high standards for outstanding value-based quality education, high-quality research, executive education, consultancy, and strong corporate as well as international linkages. IIM Jammu encourages contemporary research concentrating on regional, national, and global issues.

IIM Jammu successfully hosts an interactive session by Professor Vijay Mahajan titled “Digital Leapfrogs: How Technology is Reshaping Consumer Markets in India”

Indian Institute of Management (IIM) Jammu organized a special session titled “Digital Leapfrogs: How Technology is Reshaping Consumer Markets in India” by Professor Vijay Mahajan. Prof. Mahajan is the John P. Harbin Centennial Chair in Business and Distinguished Professor of Marketing at McCombs School of Business, University of Texas at Austin. Prof. Mahajan has been invited by The World Bank, several Think Tanks, and more than 120 universities worldwide to speak on the same topic and his book “Digital Leapfrogs: How Technology is Reshaping Consumer Markets in India” is a must-read for anyone interested in understanding the digital landscape of India. Professor Mahajan has consulted with various Fortune 500 companies and has delivered executive development programs worldwide.

The event was also graced by Prof. B.S. Sahay, Director, IIM Jammu and Prof. Jabir Ali, Dean of Academics, IIM Jammu. The session was held online and was attended by students and faculty of IIM Jammu.

During the session, Professor Vijay Mahajan spoke about his recent book, “Digital Leapfrogs: How Technology is Reshaping Consumer Markets in India,” and shared real-life examples of how digitalization is impacting India and the world. He emphasized the digital impacts sectors such as education, public



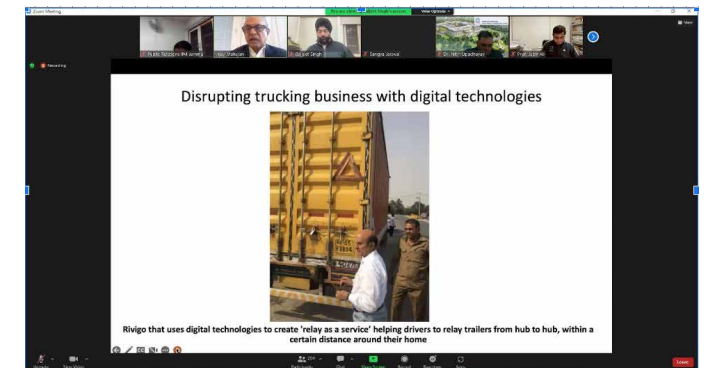
services, finance, agriculture, healthcare, and retail & e-commerce. He also discussed the rapidly changing economic scenario in India and the technology hemisphere and highlighted the importance of rural innovations and corporate contributions in shaping inventory solutions across India.



Dr. Mahajan also shared his personal life story and how his persistent support for education by his parents led to where he is today. He also quoted his father’s belief “Give your children more than what I gave you.” He also spoke about how India is on the way to becoming a developed nation because of digitalization and how the aim is to connect small and medium buyers to the entire world.

Prof. B. S. Sahay, Director of IIM Jammu, during his address, spoke about the rapid penetration of mobile across all strata of society and the impacts it has on society. He quoted real-life examples to establish the fact about the rapid spread of digitization in India and how it will play a major role in the overall development, progress, and connecting India to the world. He also expressed his gratitude to Prof. Vijay Mahajan for his thought-provoking session and his desire to host him at IIM Jammu in person.

After the presentation, Prof. Sahay presented his views on digitalization and commented that though



it possesses both advantages and disadvantages, the merits outweigh the demerits in the case of digitalization. The session concluded with a vote of thanks provided by Dr. Baljeet Singh.

The session was an enlightening and thought-provoking experience for the attendees, providing valuable insights into the digital revolution happening in India and how it is reshaping consumer markets in the country.



IIM Jammu successfully inaugurates the fourth Academic Module of MGNF

IIM Jammu successfully inaugurated the fourth academic module of its ongoing Mahatma Gandhi National fellowship academic (MGNF) module of Sankalp under the Ministry of Skill Development and Entrepreneurship (MSDE), Govt. of India on 16th Jan 2023. The Academic Modules I, II, and III were organized and successfully completed by IIM Jammu from 25th Oct-6th Nov 2021, 7th-18th March 2022, and 18th July to 30th July 2022 respectively. The fellows joined their respective districts in J & K, West Bengal, Ladakh, Chandigarh, and Puducherry for the District Immersion Program wherein the fellows worked closely with the district administration for enhancing their skills and promoting economic development as a part of the District Immersion Module. The inaugural ceremony commenced with



the lamp-lighting ceremony. This was followed by an introductory address by Dr. Shahid Jibrán, Program Manager, MGNF.

The Program was inaugurated by Prof. B. S. Sahay, Director, IIM Jammu in the presence of Prof. Jabir Ali, Dean of Academics, IIM Jammu, and Dr.

Prateek Maheshwari, Co-Chairperson, Executive Education and Consultancy. The event witnessed the presence of faculty and staff members of IIM Jammu, the MGNF team consisting of Ms. Radhika Sharma and Mr. Rajan Kumar (State Resource Coordinators, MGNF), and students.



The fourth academic module of the program spans twelve days from 16th Jan to 28th Jan 2023 where learning and application will go simultaneously.

Prof. Jabir Ali, Dean Academics, IIM Jammu, and Program Director, MGNF welcomed the participants and briefed the fellows about the academic module IV course structure, and highlights of the previous academic modules. He gave an overview of the modules which will include important sessions on Finance, Strategy, HR, Operations, Skill Development, and Marketing. He also mentioned the contributions of fellows despite the various hardships they faced. He reiterated the need for successful implementation of the Program at their district levels. He further emphasized the need for teamwork, and cross-collaboration and motivated the fellows to excel ahead.

Speaking at the inaugural event, Prof. B.S. Sahay, Director, IIM Jammu congratulated the fellows for the successful completion of academic modules I, II, III, and District immersion module I, II & III. He urged the students to work hard as it will pay off in later stages of life and to celebrate life on all occasions. He mentioned that the participants should not shy away from hard work. He also mentioned that since this is the last module, so all the participants will be coming back to receive the final certificates in the new state-of-the-art campus at Jagti. Expressing his desire to have a grand two-day program where selected five best fellows will make a presentation before the District Collectors of the U.T of Jammu and Kashmir. He wished good luck to all the participants and appreciated the hard work of the fellows posted in the Kashmir regions for their contributions to uplifting skill development at the district level. He also urged all the fellows to keep the Nation first and contribute to the progress of the nation and society at large.

MGN Fellowship is a two-year program that combines



classroom sessions at IIM with an intensive field immersion at the district level to strengthen the district skill administration and the District Skill Committees (DSCs). The Program has been designed by the initiative of the Ministry of Skill Development and Entrepreneurship (MSDE), Government of India, and implemented in collaboration with State Skill Development Missions (SSDMs). The purpose of this Academic Module is to create a learning ecosystem for Fellows to contribute to the strengthening of the district institutions in order to improve their functioning. IIM faculty would teach course content under each course module that is consistent with 40 contact days; along with off-campus mentoring, field experience, and workshops that should form an integral part of the learning.

Dr. Prateek Maheshwari, Co-Chairperson, Executive Education and Consultancy proposed the vote of thanks, to the faculty, and departments at IIM Jammu, Govt of West Bengal, U. Ts of J & K, Ladakh, Chandigarh, and Puducherry for their kind support.

IIM Jammu's MDP on Effective Leadership for Branch Managers of J&K Bank Ltd. is off to a positive start

Indian Institute of Management (IIM) Jammu as part of its Executive Education and Consultancy offering successfully inaugurated the Management



Development Programme (MDP) on 16th Jan 2023 at its transit Campus in Jammu and Srinagar Off-Campus. The programme is a five-day programme from 16th to 20th Jan 2023 on effective leadership for branch managers of J&K Bank Ltd. The program is carefully tailored to address the changing landscapes in the banking sector and to contribute to the skill development of J&K bank professionals.

The event was formally inaugurated by Prof. B.S. Sahay, Director, IIM Jammu, and Shri Sunit Kumar, General Manager, Credit, and Business Operations, J&K Bank Ltd. Ltd. at Jammu Transit Campus. The Srinagar Off-Campus was graced by Shri Baldev Prakash, Managing Director, and CEO, J&K Bank Ltd. Ltd and Shri Sushil Kumar Gupta, General Manager, HR, J&K Bank Ltd. Ltd. The event commenced with the lamp-lighting ceremony and welcome address at Jammu by Dr. Rashmi Ranjan Parida and Dr Baljeet Singh at Srinagar Off-Campus and an introductory address by Dr. Pankaj. K. Agarwal, Chairperson, Executive Education & Consultancy at Jammu. The virtual tour of IIM Jammu's upcoming state-of-the-art campus at Jagti was also played during the inaugural session.



The programme directors of the programme are Dr. Rashmi Ranjan Parida, Dr. Mahima Raina (Jammu Region), Dr. Baljeet Singh and Dr. Gaana. J (Srinagar Off-Campus), faculty of IIM Jammu.

Speaking on the occasion at Srinagar- off Campus, Shri Baldev Prakash, Managing Director and CEO, J&K Ltd. mentioned that the five-day program is tailored to the current and emerging trends in the three broad areas of leadership, interpersonal communication and marketing and customer orientation with the aim of equipping our employees of J&K Bank Ltd. to gain new insights and directions in these specific domains to enable them to create more impact in their professional space. I am sure this programme with IIM Jammu is sure to create a lasting difference and thereby pave the path for the growth and development of the U.T of J&K.

Speaking on the occasion at Jammu Transit Campus of IIM Jammu, Shri Sunit Kumar, General Manager, Credit and Business Operations, J&K Bank Ltd. Ltd. mentioned that the five-day power-packed Management Development Programme will be a dynamic training programme which is sure to strengthen the leadership capabilities and enhance the managerial skills of the banking professionals of J&K Bank Ltd. He also emphasized that the programme would provide a great opportunity to enhance their existing skills and gain new ones.





Speaking on the occasion, Prof. B.S. Sahay, Director, IIM Jammu welcomed all the participants to the campus. He also spoke about the significance of leadership in today's rapidly changing

economic scenario. According to him, effective leaders are critical to the success of an organization, and leadership development is important in developing good leaders. In the new era of globalization, the banking sector has witnessed drastic changes at structural and organizational levels. He further mentioned that banking plays a key role in deciding the best business practices in developing new markets and clients and creating new products for e-commerce and net-based technologies. He also spoke that in IIM Jammu, 70% of the students who get admitted to the programme

fund their educational expenses through educational loans provided by various banks and so there is a major opportunity for the banking sector to be tapped when it comes to educational institutes.

Speaking further, he mentioned that, with rapid strides in technology, the banking scenario is constantly evolving with new opportunities. He emphasized there is a constant need to upskill and reskill yourself to the challenges of tomorrow. He also quoted anecdotes from his rich experiences from the past, spoke extensively about the programme, and the facility at IIM Jammu Srinagar Off Campus along with a mention of the state of art permanent campus of IIM Jammu coming up at Jagti. He also mentioned that IIM Jammu has always been committed to the creation of leaders through its innovative programmes, outstanding faculty and thought leadership.

He mentioned it is an opportunity for IIM Jammu as a management institute to contribute to an important sector like banking, as banks play a vital role in the country's economy and development.

The vote of thanks was proposed by Dr. Mahima Raina at Jammu and by Dr. Gaana. J at Srinagar Campus. The programme consisted of 20 participants at Jammu and 20 participants at Srinagar-off Campus. The overall administration coordination of the entire programme at both centres was handled by Shri Nadeem Younus Zargar, Administrative Officer, Executive Education and Consultancy. The inaugural event culminated with a group photograph with the participants from J&K Bank Ltd.




Synergising for Biotechnology Research – IIM Jammu, AIIMS Jammu & IIT Delhi

IIM Jammu and AIIMS Jammu collectively explored the possibilities to undertake research and facilitate innovative products/ processes in the field of Bio-technology in J&K, on the occasion of this Start-up day on Jan 16, 2023.

IIM Jammu and IIT Delhi co-hosted a session on Biotechnology Ignition Grant (BIG) by BIRAC. (Mailer Attached for reference)

at IIM Jammu, Canal Road campus. The initiative was carried out by IIM Jammu Foundation for Entrepreneurship, Innovation, & Skill Development, the business incubator of IIM Jammu, under the leadership of Prof. B. S. Sahay, Director IIM Jammu. The program was attended by students & faculty members of IIM Jammu as well as doctors of AIIMS, Jammu.

Prior to the main session, a canvassing regarding the Grant was done at AIIMS Jammu in the morning, for the benefit of all the doctors of the institute. The session at AIIMS Jammu was organized by Dr. Pranay Mahajan, Hospital Administrator, AIIMS Jammu and chaired by Lt. Gen Sunil Kant, SM VSM (Retd.), Medical Superintendent and Dean (Research), AIIMS Jammu.

The first speaker on the occasion included, Dr. Saket Chattopadhyay from FITT, the industry interface arm of IIT Delhi who deliberated on the entrepreneurial process, previously successful cases, and the BIRAC's BIG funding application process. The second session was taken by the son of soil Mr. Arjun Gupta, Director of Genetico, the grantee of the BIG grant (2019 chapter). His project was based on data analytics of hereditary



diseases. The welcome address of the session was delivered by Dr. Prateek Jain, chairperson, CEI, IIM Jammu. The session deliberated upon various research ideas and the possibilities of taking these to the grant stage with the support of the students and incubator of IIM Jammu. While talking to the audience, the speakers emphasized the importance of taking up meaningful synergies to take the research projects to the culmination stage. The session was also attended by the executive MBA students of IIM Jammu through a VC broadcast. The thank you note was delivered by Dr. Vivek Sharma, Chief Innovation Officer, IIM Jammu.



Advisor to Hon'ble Lieutenant Governor of J&K visits the ongoing IIM Jammu Academic Module of MGNT

IIM Jammu successfully inaugurated the fourth academic module of its ongoing Mahatma Gandhi National fellowship academic (MGNT) under the Ministry of Skill Development and Entrepreneurship (MSDE), Govt. of India on 16th Jan 2023. The ongoing academic module of MGNT was visited by Shri Rajiv Rai Bhatnagar, Advisor to Hon'ble Lieutenant Governor of J&K. He was accompanied by Prof. B.S Sahay, Director IIM Jammu, Ms. Leena Padha, KAS Mission Director, JK Skill Development Mission, Dr. Pankaj. Agarwal, Chairperson, Executive Education & Consultancy, IIM Jammu. Prof. Jabir Ali, Dean Academics, IIM Jammu is the Program Director, MGNT at IIM Jammu. The program commenced



with the welcoming of the dignitaries by Dr. Shahid Jibrán, Program Manager, MGNT who briefed the audience about the MGNT program, and the work done by fellows across all districts of Jammu and Kashmir, Ladakh, Leh, Puducherry, West Bengal, and Chandigarh.

While addressing the MGN fellows, Shri Rajiv Rai Bhatnagar, Advisor to Hon'ble Lieutenant Governor

of J&K advised them to focus on the solutions rather than dwelling on the problems. He told them to make use of the fellowship and try to become the face of skilling in their respective districts. He reiterated the need for successful implementation of the Program at their district levels. He further emphasized the need for teamwork, and cross-collaboration and motivated the fellows to excel ahead. Lastly, he wished good luck to all the participants for their journey ahead.

Prof B.S Sahay, Director, IIM Jammu spoke in detail about the various initiatives completed by fellows as part of their skilling initiative and the way forward. He in his addresses motivated the fellows to work harder and face challenges with a broad mindset. He motivated the students to work hard as it will pay off in later stages of life and to celebrate life on all occasions. He also urged all the fellows to keep the Nation first and



contribute to the progress of the nation and society at large.

The fellows shared their experiences about the district skill development plans that have been submitted to the Ministry of skill development, Govt of India, and Entrepreneurship (MSDE) and the need for more initiatives and push in the skilling sector. The fellows shared their experiences gained on the field and the various work that has been initiated for them in their respective districts.

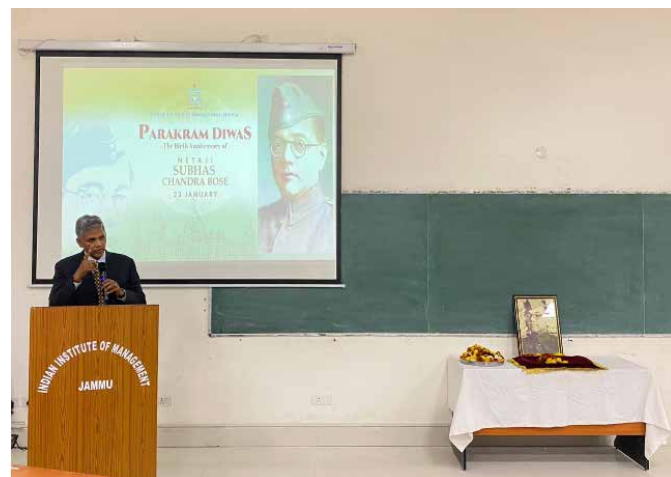
The vote of thanks was proposed by Dr. Pankaj. K Agarwal, Chairperson Executive Education & Consultancy, IIM Jammu. The event witnessed the presence of faculty and staff members of IIM Jammu, the MGNF team consisting of Ms. Radhika Sharma and Mr. Rajan Kumar (State Resource Coordinators, MGNF), and MGN fellows.

Parakram Diwas observed at IIM Jammu with patriotic fervor

Indian Institute of Management (IIM) Jammu celebrated “Parakram Diwas” on the Birth Anniversary of Netaji Subhas Chandra Bose. Prof. B.S. Sahay, Director, IIM Jammu, Dr. Ashish Kumar, Chairperson of Student Affairs, Cmdr. Kesavan Baskaran, Chief Administrative Officer, IIM Jammu along with other faculty, officers, and staff offered floral tributes to Netaji on his birth anniversary. On this occasion, UGC organized a National Webinar on the Life & Times of Netaji Subhas Chandra Bose on 23 January 2023 which was attended by faculty, officers, staff, and students at the Institute on online mode.

Prof. B.S. Sahay, Director, IIM Jammu said, “Parakram Diwas” is an occasion to remember the great son of our motherland who dedicated his life to the nation and the people. He credited the Hon’ble Prime Minister of India for giving him due recognition by unveiling a grand statue at the India Gate. He spoke highly about Netaji’s overall competence, personality, organizing capacity, and mobilizing capacity being unparalleled to anyone. He also reminded everyone about the sacrifices made by him, remembering his contributions, and mentioned him as the greatest leader of his times. Adding further, he said Netaji Subhas Chandra Bose was an embodiment of patriotism, courage, sacrifice, and determination. He urged everyone to follow in his footsteps and rises above his comfort zones and work passionately toward the nation.

Dr. Ashish Kumar, Chairperson, Student Affairs, IIM Jammu recalled Netaji’s unparalleled contribution



to India’s history. He also mentioned his charisma as a leader and emphasized his leadership skills. He urged everyone to work hand in hand to realize his vision for India. He also mentioned that Netaji was one of the prominent heroes of India’s freedom struggle. He was joined by Dr. Apurva, Co-Chairperson, of Student Affairs, IIM Jammu. The program was coordinated by the Office of Student Affairs, IIM Jammu.

During the program, all the faculty, officers, staff, and student members spoke about Netaji and his contributions to the Indian freedom struggle. There was also a brief description on Netaji by Master Prasenjit Wagh, ward of a staff member followed by a poem and song recital by the students at the Institute. A debate competition was also organized at IIM Jammu and received active participation from faculty, officers, staff, and students at the Institute.



Glimpses from the Academic Delegation visit from Monash University to IIM Jammu (Permanent Campus- Jagti)





IIM Jammu hosts Ms. Preeti Saran, IFS (Retd.) and Former Ambassador of Vietnam for an interactive session on, “Indian Neighbourhood Policy” as part of MoEA, GoI - Videsh Niti Distinguished Lecture Series



Indian Institute of Management (IIM) Jammu successfully conducted a thought-provoking session by Ms. Preeti Saran, IFS (Retd.) and Former Ambassador of Vietnam on “Indian Neighbourhood Policy” at its transit campus in Jammu. The Ministry of External Affairs, Government of India, has taken the initiative to bring ex-Ambassadors to share their views/opinions on contemporary foreign policy themes in a popular



lecture series, “Videsh Niti Distinguished Lecture Series,” in collaboration with top universities and academic institutions in India. The event was graced by Prof. B.S. Sahay, Director, IIM Jammu, Dr. Ashish Kumar, Chairperson, Student Affairs, Dr. Anuja Akhouri, Chairperson, Corporate Communications, and other faculty, officers, staff, and students at the Institute.

Speaking on the occasion, Prof. B.S. Sahay, Director, IIM Jammu welcomed Ms. Preeti Saran, IFS (Retd.) on behalf of IIM Jammu. He gave an overview of

IIM Jammu during his address. During this, he also mentioned how India is positioned across the globe. He provided an insight into the upcoming G20 Summit where India has assumed the mantle of the G20 Presidency and working together to shape a new paradigm of human-centric globalization. During his address, he also emphasized entrepreneurship by being a job creator and not a job seeker. He also provided an insight into IIM Jammu having Centers of Excellence at Jammu and Srinagar for fostering entrepreneurship in the union territory of Jammu and Kashmir and thereby paving the path for development.

Dr. Ashish Kumar, Chairperson, Student Affairs, IIM Jammu gave a formal introduction about Ms. Preeti Saran, IFS (Retd.) to the audience.



Speaking on the occasion, Ms. Preeti Saran, IFS (Retd.) mentioned the existing foreign policies practiced by India over a period of time. During her address, she also cited the need for exercising more care with the neighboring countries in the Asian Continent ranging from China, Pakistan, Bangladesh, Sri Lanka, Maldives, Indonesia, Nepal, Myanmar, Afghanistan, Thailand, etc. She mentioned the previous and existing state of affairs of India with its neighboring nations. She shared important anecdotes from her various stints in countries as a diplomat ranging from Vietnam, Canada, Nepal, Russia, and Myanmar. She cited the ideal example of cross-border integration by citing the example of a country like Indonesia where the chariot of Arjun is a landmark in their nation. She also cited the example of intermarriages that happened between the Royal Family of Nepal and Royal Families in India as an ideal example that will pave the path for more peaceful bilateral relations with neighboring countries. Further, she stated the importance of synergies between neighboring countries by giving the example of the establishment of the Dabur plant in India as well as Bhutan.

Adding further, she also spoke about the various issues that have been in existence and the way India as a country has conducted itself in holding peaceful relations with all its neighboring countries despite the disturbances it faced. She mentioned the need for handling sensitive issues with neighboring countries with extra care, and attention, along with the need for constant nurturing of relations with them. She also mentioned the need for media and border management to play a vital role in the improvement of relations between neighborhood countries. Lastly, she wished good luck and expressed her happiness for conducting such an interesting session with the students whom she referred to as the future of the country.

The interaction was followed by a series of interesting Q & A by the students, faculty, and staff of the Institute.

The vote of thanks was proposed by Dr. Anuja Akhouri, Chairperson, of Corporate Communications. The event culminated with the recital of the national anthem.





IIM Jammu celebrated the 74th Republic Day at the Institute with patriotic fervor. The Republic Day commenced with the unfurling of the National Flag followed by a review of the Parade by Prof. B.S Sahay, Director, IIM Jammu at its Canal Road Campus. The unfurling of the National flag at Jallochak Campus was done by Prof. Jabir Ali, Dean of Academics, IIM Jammu. This was followed by the national anthem.

Prof. B.S. Sahay, Director IIM Jammu in his Republic Day address mentioned that the sky is the limit and urged everyone to break this barrier. He advised everyone to work hand in hand for the progress and development of the Nation. He announced the commencement of two Centers by IIM Jammu - the Center for Diversity and Inclusivity, and the establishment of Centers for Small Business Development (SBDU) for the first time in India. He also mentioned the Center of Excellence for Innovation and Entrepreneurship at Jammu and Srinagar including the opening of IIM Jammu Off Campus at Ladakh. He also mentioned on IIM Jammu achieving 36th rank in the recently held NIRF Rankings and working further to enhance its ranking in the forthcoming rankings. Further,



he laid impetus on achieving academic excellence, research, and on all other fronts for the Institute to move ahead. He also credited the Ministry of Education (MoE) and Govt. of J&K for their constant support of the Institute on all fronts. He concluded his speech by commenting that the day was indeed an extremely proud day for every Indian and urged everyone to celebrate it to the fullest.

This was followed by a cultural program by the faculty, officers, staff, and students of the Institute at the transit campuses of IIM Jammu.



MGNF IIM Jammu newsletter, Grassroots Gazette unveiled on the eve of Republic Day

Indian Institute of Management (IIM) Jammu on the eve of 74th Republic Day Celebrations unveiled the MGNF newsletter, “Grassroots Gazette” by Padmashri Dr. Milind. P. Kamble, Chairman, Board of Governors, IIM Jammu. The event was graced by Prof. B.S.Sahay, Director, IIM Jammu, Prof. Jabir Ali, Dean Academics, IIM Jammu, Dr. Muqbil Burhan, Chairperson, Srinagar Off Campus, faculty members, and the MGNF fellows. IIM Jammu recently inaugurated the fourth academic module of its ongoing two-year Mahatma Gandhi National fellowship (MGNF) program under the Ministry of Skill Development and Entrepreneurship (MSDE), Govt. of India on 16th Jan 2023.

Speaking on the occasion, Prof. B. S. Sahay, Director, IIM Jammu welcomed Dr. Milind. P. Kamble, Chairman, Board of Governors, IIM Jammu.

He expressed his happiness on the launch of the MGNF IIM Jammu Newsletter, “Grassroots Gazette” and mentioned how IIM Jammu, since its inception, has given high importance to skill development and entrepreneurship, as both are essential for economic growth and sustainable livelihoods. Adding further he said, “as we strive to contribute to this direction as an Institute of National Importance, this fellowship paves a way forward to ascertain and connect with ground realities. He thanked the Ministry of Skill Development and Entrepreneurship, Govt of India for their constant support to the MGNF program all throughout.

Dr. Milind. P. Kamble, Chairman, Board of Governors, IIM Jammu congratulated the fellows for their phenomenal efforts at the district level in improving the skill ecosystem. He further added that Education without skilling lacks praxis, similarly, skilling without education is not tenable and both are interconnected. He emphasized that we cannot have skilling and the education system work in siloes. A renewed outlook of bringing a genuine change in the system and of most of our mindsets towards skilling is of utmost priority for our nation. He expressed his sense of satisfaction



on the launch of the MGNF IIM Jammu Newsletter “Grassroots Gazette” on the eve of the 74th Republic Day. He wished good luck to the MGNF fellows and suggested working on subsequent editions of the Grassroots Gazette.

On the occasion, Prof. Jabir Ali, Dean Academics, IIM Jammu introduced the Newsletter as a compilation of views and glimpses from the ground reality of the fellows who have undertaken diverse roles and have been striving to make a change and enhance livelihoods from the very grassroots.

The ongoing fourth academic module of the program spans twelve days starting 16th Jan to 28th Jan 2023 where learning and application will go simultaneously. The vote of thanks was given by Dr. Muqbil Burhan, Chairperson, Srinagar Off-Campus.



IIM Jammu jointly in association with Deakin University inaugurates International Conference on “Reimagining Marketing with Technology” on a grand note



Indian Institute of Management (IIM) Jammu inaugurated the International Conference event on “Reimagining Marketing with Technology” jointly organized with Deakin University at its transit Canal Road campus at Jammu in hybrid mode. The event was formally inaugurated by Prof. B.S. Sahay, Director, IIM Jammu in the presence of Prof. Jabir Ali, Dean Academics, IIM Jammu, Prof. Amanda Pyman, Dean, Deakin Business School, Prof. Andre Bonfrer, Conference Chair, Dr. Ali Tamaddoni Deakin Business School, Dr. Nitin Upadhyay, Chairperson MBA and Conference Chair, Dr. Baljeet Singh, Co-Chairperson, Placement, and Conference Chair, IIM Jammu.

The event commenced with the lamp lighting ceremony followed by the Welcome and Conference Address – ICRMT 2023 by Dr. Nitin Upadhyay, Conference Chair, IIM Jammu and Dr. Andre Bonfrer, Conference Chair, IIM Jammu. This was followed by a brief address by Prof. Jabir Ali, Dean Academics, and Dr. Ali Tamaddoni Deakin Business School. The event also witnessed the launch and unveiling of the ICRMT 2023 Conference Proceedings & Digital Flip Book at the inaugural session.

With the theme of “Reimagining Marketing with



Technology”, this conference brings together leading experts, practitioners, and academicians in the marketing and technology ecosystem. The conference features a fantastic line-up of individuals from brand agencies and digital agencies to new-age technology companies, marketers, technology evangelists, and platforms who will be providing valuable insights and perspectives on the next generation of marketing.

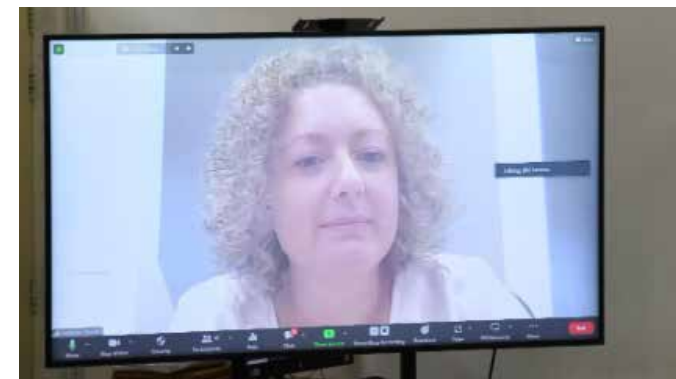
Speaking on the occasion, Prof. B.S.Sahay, Director, IIM Jammu welcomed everyone to the International Conference on “ Reimagining Marketing with Technology”. He provided a brief overview of IIM Jammu from its inception till today. During his address, he mentioned that a conference is a good way to network and know what is happening across the globe along with knowledge generation. He also provided a holistic overview of how marketing and technology are going to shape the whole world in the coming times. He also mentioned about NEP 2020 paving the way for holistic and multidisciplinary education. He added further that Jammu is the only region where you have three Institutes of National Importance IIT, IIM, and AIIMS. He also provided an overview of B.Tech +MBA Program (Dual Degree) Program of IIM Jammu with IIT Jammu and MBA (HA & HM) jointly by IIM Jammu with IIT Jammu and AIIMS Jammu and its phenomenal response since its launch. He expressed his happiness that next year the Conference will be happening at IIM Jammu’s state-of-the-art permanent campus at Jagti. Lastly, he wished good luck to all the participants.

Prof. Amanda Pyman, Dean, Deakin Business School provided an overview of Deakin University and its activities over the years. She also provided an interesting overview into the various aspects of technology and how it has evolved over the years.

The first keynote address was given by Prof. Kapil R Tuli, Lee Kong Chian Professor of Marketing, Lee Kong Chian School of Business, Singapore Management University on the topic, “Social Commerce: Moving Beyond Advertising”. He mentioned about the evolution of media based on the richness of the content and degree of interaction. He also spoke about leveraging social media for effective communication & Jest feel investment to take it to a level of embracement. He also mentioned about COVID creating an opportunity to go multichannel and social media wherein he talked about how tools have led to higher service fulfillment. This has led to huge savings, high transparency, and greater empathy for the Govt. leading to digital democracy.

The second Keynote Address was by Andy Lark on the topic Martech Mahem & Web 3.0; What Crypto, Metaverses, Blockchain mean for Martech And what it means for Marketers. He spoke about the marketing technology shift from a structural rigid innovative to a flexible domain. Adding further he mentioned about the metaverses will define how marketers and customers will be interacting. He spoke in detail about Martech Mahem & Web 3.0 and how they are going to transform the entire marketing domain.

The sessions followed Q & A sessions. The vote of thanks was proposed by Dr. Baljeet Singh, Conference Chair, ICRMT. The inaugural session ended on a positive note.



International Conference on “Reimagining Marketing with Technology” by IIM Jammu jointly with Deakin University ends on a promising note

Indian Institute of Management (IIM) Jammu jointly with Deakin University hosted the International Conference on “Reimagining Marketing with Technology” in hybrid mode from 10th-11th Feb 2023. The event was formally inaugurated on 10th Feb 2023 by Prof. B.S. Sahay, Director, IIM Jammu in the presence of Prof. Jabir Ali, Dean Academics, IIM Jammu, Prof. Amanda Pyman, Dean, Deakin Business School, Prof. Andre Bonfrer, Conference Chair, Dr. Ali Tamaddoni Deakin Business School, Dr. Nitin Upadhyay, Chairperson MBA and Conference Chair, Dr. Baljeet Singh, Co-Chairperson, Placement, and Conference Chair, IIM Jammu. The event also witnessed the launch and unveiling of the ICRMT 2023 Conference Proceedings & Digital Flip Book at the inaugural session.

The valedictory ceremony began with the keynote address on the topic, Role of Marketing and Technology in Value Creation and Appropriation by Prof. Rajendra Srivastava, Novartis Professor of Marketing Strategy and Innovation and Executive Director - ISB Institute of Business Innovation, CBM, EFPM who spoke in detail about various aspects related to economics, marketing strategy, branding, brand valuation, distribution, profitability, efficiency model, Innovation Management, Supply Chain Management, Customer Management, human capital by quoting real-life case studies. He also emphasized the need to succeed on multiple dimensions by being innovative and sustaining oneself by working on multiple dimensions to stay ahead in the competition.

Adding further, he also stressed the constant ability to engage with your customers through various domains and the need to integrate processes to stay afloat in the rapidly changing business scenario. He also provided an overview of the various tips and techniques to extract value for the business in the long run. Lastly, he wished good luck to all the participants and expressed his wish to collaborate with IIM Jammu.

Speaking at the valedictory ceremony, Prof. B.S. Sahay, Director, IIM Jammu mentioned the need for working together and collaborating on multiple

fronts for the development of society and mankind. He mentioned that marketing plays a pivotal role today and the need for it to be taught in classrooms. During his address, he mentioned that it is a time for whole pedagogical change by staying relevant in today's times by engaging in research, and data collection based on the situation, culture, and lifestyle. He also expressed his happiness that the International Conference on "Reimagining Marketing with Technology" has led to the cross-fertilization of ideas with processes. He also emphasized the need for publishing papers in top-class journals of international repute. He congratulated all the award winners and expressed his satisfaction with the conference generating an increased no. of paper presentations leading to the creation of a healthy knowledge research-based ecosystem. He acknowledged the support of Deakins University to make this conference a grand success. Lastly, he wished good luck to all the participants for their journey ahead and the need to stay in touch and network.

Prof. Jabir Ali, Dean Academics, IIM Jammu expressed his happiness on the success of the conference on all fronts. He also mentioned that IIM Jammu is committed to excellence and more conferences in the coming days for the creation of a research ecosystem. He also provided an overview of the takeaways from this conference. Adding further he advocated the need to work closely with the Industry, Academia for the creation of a healthy ecosystem with an impetus to research.

Prof. Andre Bonfrer, Conference Chair, Deakins University mentioned the need to constantly educate graduates on marketing technologies. He also provided an overview of emerging technologies like AI, VR etc. He also expressed his happiness about the diverse topics covered during the conference by an array of rich speakers across the globe. He also



emphasized role marketing plays a major role in the advancement of society and mankind. He expressed his wish to see marketing grow and create a pilot ecosystem. He mentioned that every conference has a role to play and urged everyone to start pitching the paper and ideas in conferences and generate constructive feedback. Lastly, he expressed his acknowledgment to IIM Jammu for conducting the conference with high standards.

Prof. Nitin Upadhyay presented the conference report and summarized that the conference has helped in the creation of a unique platform and roadmap for the stakeholders and the next generation of marketers.

This was followed by the best paper award certificate distribution. The vote of thanks was proposed by Dr. Baljeet Singh, Conference Chair, IIM Jammu.

With the theme of "Reimagining Marketing with Technology", this International conference brought leading experts, practitioners, and academicians in the marketing and technology ecosystem. The conference featured a fantastic line-up of individuals from brand agencies and digital agencies to new-age technology companies, marketers, technology evangelists, and platforms who provided valuable insights and perspectives on the next generation of marketing.



IIM Jammu inks a pact with Shri Mata Vaishno Devi University, Katra for Research Collaboration

Indian Institute of Management (IIM) Jammu signed a Memorandum of Understanding (MoU) with the Shri Mata Vaishno Devi University (SMVDU) Katra, for Academic Cooperation, Joint Research, and other relevant areas of mutual interest. The MoU was signed by Prof. B.S. Sahay, Director, IIM Jammu, and Prof. Ravindra Kumar Sinha, Vice-Chancellor, Shri Mata Vaishno Devi University (SMVDU), Katra, in presence of Prof. Jabir Ali, Dean Academics, IIM Jammu, Dr. Suparn Kumar Sharma, Dean, School of Management, SMVDU, Dr. Vineet Tyagi, Dean, R & D, SMVDU along with the faculty and administrative staff of IIM Jammu.



Speaking on the occasion, Prof. B.S. Sahay, Director, IIM Jammu said that the collaboration with SMVDU will help in fostering the advancement in the key areas ranging from teaching, research, and cultural understanding through submission of joint research proposals, publication in top-class journals, organizing of Joint Conferences, Entrepreneurship, and research programs. The Institute along with the SMVDU will try to leverage the best of this partnership by working in the continued interest of the people of Jammu, and Kashmir and thereby paving the path for sustainable development for the nation and the globe.

Speaking on the occasion, Prof. Ravindra Kumar Sinha, Vice Chancellor, SMVDU expressed his happiness for the signing of the MoU with IIM Jammu under the leadership of Prof. B. S. Sahay, Director, IIM Jammu. He mentioned further that the collaboration with IIM Jammu will help us to develop our competence in many key areas ranging from the development of educational and training programs, long-range planning, development of entrepreneurship, better exposure for our faculty, students, and Institutional development. This partnership will lead to a significant exchange of synergies between both Institutes.

Speaking on the occasion, Prof. Jabir Ali, Dean of Academics, IIM Jammu said that both Institutions have agreed to work in the areas of Academic Development, Promotion of Entrepreneurship, innovation and incubation, Joint research proposals, and funding, offering advisory/ consulting services to National and International Organizations, Collaborative Research and Publications. The collaboration between both Institutes will lead to meaningful outcomes in the interest of the stakeholders and pave the path for sustainable growth and development.

Speaking on the occasion, Dr. Suparn Kumar Sharma, Dean, School of Management, SMVDU said that the signing of the MoU will open new doors for collaboration between both Institutes on various key areas.



Both institutes also agreed to support the exchange of academic, research, joint research proposals and funding and training material and sharing of academic data, scientific information, intellectual property, articles, and publications to have top-class journal publications. In addition, the Institutes will also collaborate with each other to offer advisory/consulting services to National and International Organizations, Collaborative Research and Publications, organize national/international conferences, seminars, symposiums, and training programs, and collaborate for promoting entrepreneurship, innovation, and incubation, sharing of common facilities.





J&K Entrepreneurs look to foray into EV industry

IIM Jammu, IIT Delhi & Govt. Polytechnic, Vikram Chowk, organized an EV Start-up workshop on Feb 14, 2023. The event was attended by faculty and students from IIT Jammu & MIET as well.

The event was curated by IIM Jammu, under the guidance of its director Prof. B. S. Sahay and supported by FITT, IIT Delhi under the aegis of the SONA COMSTAR grant challenge for Electric Vehicles. The event organization was supported by the Govt. Polytechnic, Vikram Chowk, Jammu, which nests the TATA-CIIIT CoE for vehicles. In his welcome note, Prof. Arun Bangotra (Principal) welcomed the participants of different institutions and lauded the initiative of IIM Jammu towards organising such a participatory event. He also invited the participants to make use of the facilities for joint research objectives.

The main speaker on the occasion was Mr. Jawaad Khan of Bharderwah, who is the owner of the start-up 'Tadpole'. His company has received order of retrofitting of 50 gypsies of Indian Army with EV motors. He shared his story of how a student of average academic scores and an economically



weaker section from Bharderwah, he self-learned about electric vehicles and reached a stage where he is retrofitting EVs for Indian Army & HNIs besides assisting IIT Delhi & other IITs set up hi-tech EV research labs. Due to the sustainability overtones of his work, he has been invited as a speaker at the stakeholder conversation meet of United Nations Environment Program. During the presentation and Q & A Session with Chief Innovation Officer of IIM Jammu, Dr. Vivek Sharma, he discussed a lot of research areas where the academic community can undertake research and build start-ups.

The program was curated by the business incubation centre of IIM Jammu viz. Foundation for Entrepreneurship Innovation & Skill Development to make the faculty and students of the region, aware of the current challenge statement in EV industry and invite them to form research groups to solve specific problems related to EVs. Mr. Anubhav Sen from FITT, IIT Delhi introduced the grant of Rs 80 lakhs inviting solutions in the domains of V2X Communication, Indigenous EV components, EV utilities, Recycling/upcycling of EV cells, Maintenance & Diagnostics, Thermal Management and EV cell Chemistry.



Indian Institute of Management (IIM), Jammu released its final placement Reports for 2021-23 for the sixth batch of the post-graduate programme

in management (MBA 2020-22). The placement scenario at IIM Jammu has been on the rise with over 135 companies visiting for final placements. The institute continued to create a strong presence in the industry as one of the fastest-growing IIMs.

A total of 239 students of the Sixth Batch of MBA (2021-23) appeared for the final placements. IIM Jammu saw new opportunities coming its way as the students' secured roles in domains like Product Management, Marketing, Consulting, Finance, and General Management. The highest domestic CTC stood at INR 64 LPA, with the top 10 percentile at 32.4 LPA, the top quartile CTC at INR 24.5 LPA, while the average and median CTC stood at INR 16.43 LPA and 15.25 LPA respectively.



IIM Jammu became one of the preferred campuses for recruiters. Some of our prominent recruiters were: Microsoft, Mckinsey and Company, EXL, Brillio, Cognizant, Zycus, Amazon, Target, Reliance Retail, Aditya Birla Fashion and Retail, State Street, ICICI Bank, SBI Capital Markets, Yes Bank, Kotak Mahindra Bank, Mahindra and Mahindra, Mercedes Benz, Maruti Suzuki, Amara Raja Group, EY, KPMG, Deloitte, CRISIL, Kantar, Affinity Global, JLL, Shobha Reality, Vedanta, Tata Power, AM/NS, Adani Group, Carlsberg, DS Group, Bombay Shaving Company, BenQ, Wildcraft amongst others.

Prof. B.S. Sahay, Director, IIM Jammu said, "100 % placements over the last



year indicate an optimistic placement scenario.

From the very beginning, IIM Jammu has set high standards for outstanding value-based quality education, high-quality research, executive education, consultancy, and strong corporate as well as international linkages. Despite the considerable increase in the batch size from the previous year,



we are proud to announce this year's placement season to be a resounding success."

Prof. Jabir Ali, Chairperson, Placements said, "A jump was witnessed in the average, median & highest package offered this year. The success of the placements season is driven by the trust of the recruiters in IIM Jammu".

The campus has been one of the most preferred hiring destinations for top recruiters in the country owing to the excellent pool of talent available with high business acumen. The placement activity was coordinated by Prof. Jabir Ali and Dr. Baljeet Singh, Chairperson, and Co-Chairperson respectively, at IIM Jammu.

With the continuous direction and guidance of Prof. B.S. Sahay, Director, IIM Jammu, training, and placement at the Institute is sure to scale new heights year after year.

Glimpses from the Free Eye and Dental Check-up Camp organized at IIM Jammu



AICTE ATAL FDP on Transportation and Logistics at IIM Jammu off to a positive start



The AICTE ATAL Faculty Development Programme on “Transportation and Logistics” under the able leadership and mentorship of Prof. B.S. Sahay, Director, IIM Jammu was inaugurated at the Institute on 27th Feb 2023. IIM Jammu has started the second week of its ATAL FDP on the Transportation and Logistics



event finally concluded with the National Anthem, and the participants left with a renewed sense of determination and enthusiasm to make the most of the ongoing event.

The first day of the event included various sessions on the National Education Policy (NEP) by Prof Jabir Ali, Dean Academics, IIM Jammu, and Stress management by Dr. Mamta Tripathi, Chairperson Internal Complaints Committee (ICC) and Assistant Professor, IIM Jammu, and case study-based group activity.

Industry under the PM Gati Shakti Yojana, sponsored by the AICTE ATAL Academy in an offline mode. The event was formally inaugurated followed by lamp lighting, and a welcome address by the Programme Director, Dr. Minakshi Kumari.

The inaugural event was graced by the presence of Dr. Minakshi Kumari, Chairperson- Alumni Relations and Programme Director, Dr. Pratik Maheshwari, Co-Chairperson, Executive Education, and Dr. Yashoda Devi, Assistant Professor, IIM Jammu. The inaugural

The organizing team of FDP consisted of Dr. Minakshi Kumari, Dr. Praveen Vijaya Raj, and several other coordinating members. IIM Jammu is hopeful that the knowledge shared during the FDP will help the industry, and academics reach their fullest potential.



Capacity Building Program on Small Business Development Units by IIM Jammu starts off on a positive note

Indian Institute of Management (IIM) Jammu in association with DICCI under the aegis of Ministry of Skill Development & Entrepreneurship (MSDE), Govt. of India inaugurated the Capacity Building Program on Small Business Development for aspiring-existing entrepreneurs at Hotel KC City Centre Jammu. The event was inaugurated by Chief Guest Shri R.R.

Bhatnagar, Advisor to Hon'ble Lt. Governor, J & K in presence of Prof. B.S. Sahay, Director, IIM Jammu, and Prof. Jabir Ali, Dean Academics, and Programme Director, Dr. Prateek Jain, Programme Director, Dr. Mahesh Gadekar, Chairperson, Centre for Diversity and Inclusion, Dr. Vivek Sharma, Chief Innovation Officer, Centre for Entrepreneurship and Innovation, and Shri Naren Karunakaran, Consultant, Centre for Diversity Cell and Inclusion, IIM Jammu. The program commenced with a welcome address by Dr. Prateek Jain. A walkthrough of the permanent campus was also showcased at the inaugural ceremony.

As part of Project initiation, two Capacity Building

Program on Small Business development is being organized at Jammu for Aspiring-Existing Entrepreneurs. The first Program is scheduled from 27th Feb.- 3rd March 2023 & the second Program is scheduled from 6th March - 10th March 2023. In the first Program scheduled from 27th Feb.- 3rd March 2023, there are 48 Participants (including 17 from J&K and 5 from Ladakh) and in the second Program from 6th March - 10th March 2023, there are 40 Participants (including 15 from J&K and 3 from Ladakh).



Speaking on the occasion, Chief Guest Shri R.R. Bhatnagar, Advisor to Hon'ble Lt. Governor, J & K said, "The SBDUs created under the Project will help build the capability of small informal entrepreneurs, both aspiring as well as existing entrepreneurs, and creation of many unicorns. Specifically, these SBDUs will aim at identifying potential enterprises, building the capacity of small businesses, and pushing them on the path of sustainable development by creating a business ecosystem for them."

Speaking on the occasion, Padmashri Dr. Milind.P. Kamble, Chairman, Board of Governors, IIM Jammu said, "Today is a historic day as this project entails creating a holistic ecosystem for promoting Small businesses among potential and existing entrepreneurs by way of a series of initiatives including the creation of Small Business Development Units (SBDUs) across the country, enabling the transformation of informal businesses into formal businesses through capacity development and handholding & providing business incubation services for growing small businesses in the country, including the focus areas of the union territory of J&K and Ladakh."

Speaking on the occasion, Prof. B.S. Sahay, Director, IIM Jammu said, "This project will play a catalyst role in filling the skill gaps across the country & will contribute towards the development of "Job



creators" in place of "Job seekers. I would also like to extend my gratitude to the Ministry of Skill Development and Entrepreneurship, Govt. of India, Ministry of Education, Govt of India, and the Govt. of J & K for their kind support."

Prof. Jabir Ali, Dean Academics and Programme Director, IIM Jammu said, "The SBDUs created through this program will emerge as the most sought-after resource by business owners and aspiring entrepreneurs as they will provide free, face-to-face business consulting and training on a host of issues related to business and pave the path for a healthy ecosystem across the nation".

Chief Guest Shri R.R. Bhatnagar, Advisor to Hon'ble Lt. Governor, J & K interacted with all the participants. Through this project 75 Small Business Development Units (SBDUs) will be established across the country to extend support and handholding mechanism for local small businesses and aspiring entrepreneurs in the vicinity of the SBDUs. Out of the 75 SBDUs to be

developed all over India, 20 SBDUs will be established in the UT of Jammu & Kashmir. 2 SBDUs will also be established in Ladakh.

This integrated intervention will be helping the skill development of the potential entrepreneurs in starting a new venture and help them in survival and growth. The key objectives of the transforming



Informal Businesses through the SBDUs project are to Create small business development units (SBDUs) in academic/skill institutions across the country by upgradation of Skill Hubs under the Skill Hub Initiatives of PMKVY 3.0. The vote of thanks was proposed by Dr. Mahesh Gadekar, Chairperson, Centre for Diversity and Inclusion, IIM Jammu. The inaugural session ended on a positive note.

Capacity Building Program on Small Business Development Units by IIM Jammu concludes

Indian Institute of Management (IIM) Jammu in association with Dalit Indian Chamber of Commerce (DICCI) under the aegis of Ministry of Skill Development & Entrepreneurship (MSDE), Govt. of India concluded



the Capacity Building Program on Small Business Developments Units on a promising note. The event was graced by Prof. B.S. Sahay, Director, IIM Jammu in presence of Prof. Jabir Ali, Dean Academics and Programme Director, Dr. Prateek Jain, Programme Director, Dr. Muqbil Burhan, Chairperson, Srinagar Off-Campus and Dr. Mahesh Gadekar, Chairperson, Executive MBA, IIM Jammu.



Dr. Prateek Jain presented the highlights of the five-day program followed by an address from Prof. Jabir Ali, Dean Academics and Programme Director, IIM Jammu.

Prof. Jabir Ali, Dean of Academics and Programme Director, IIM Jammu spoke about increasing the appetite for learning. He also emphasized being innovative and standing out in the competition by offering uniqueness in your business by constantly evolving with the times. He also mentioned that the mandate of this program was to enable the transformation of informal businesses into formal businesses through capacity development and handholding & providing business incubation services for growing small businesses in the country.

Prof. B.S. Sahay, Director, IIM Jammu spoke about the role of teachers, as they are your friend and philosopher in the entire journey. So, he mentioned that we should have the curiosity to learn and be ahead in our business by offering a competitive edge always. He also stressed to all the participants to network amongst themselves and make their internal group vibrant and buzzing. He also mentioned to the participants to find mentors amongst the group for developing and nurturing their business. He also assured the participants that IIM Jammu is always available



for all of them in case they need any assistance in the near future. He also expressed his gratitude to Padmashri Dr. Milind. P. Kamble, Chairman, Board of Governors, IIM Jammu for coining the concept of developing SBDUs across the country for coming up with this unique initiative. Lastly, he urged the participants not to take shortcuts and keep their integrity quotient alive to succeed in

life and their business ahead. The address was followed by individual feedback and a presentation session by all the participants about their own businesses. The valedictory ceremony ended on a promising note. The second batch of the program was conducted from 06th March to 10th March 2023.



EMPYREAN'23





EDM Night

3rd March, 7 PM



Comedy & International EDM

4th March, 6 PM



Bollywood Night

5th March, 7 PM



Sponsors & Partners:



















Indian Institute of Management (IIM) Jammu under the leadership of Prof. B.S. Sahay, Director, IIM Jammu conducted its annual cultural and management extravaganza, “EMPYREAN’23” from March 3-5, 2023. The fest was a unique blend of entertainment and learning, showcasing the brightest and most artistic minds in the nation. The event was formally inaugurated on 3rd March 2023 by Prof. B.S. Sahay, Director, IIM Jammu in presence of Prof. Jabir Ali, Dean Academics, Cmdr. Kesavan Baskaran, Chief Administrative Officer, IIM Jammu.

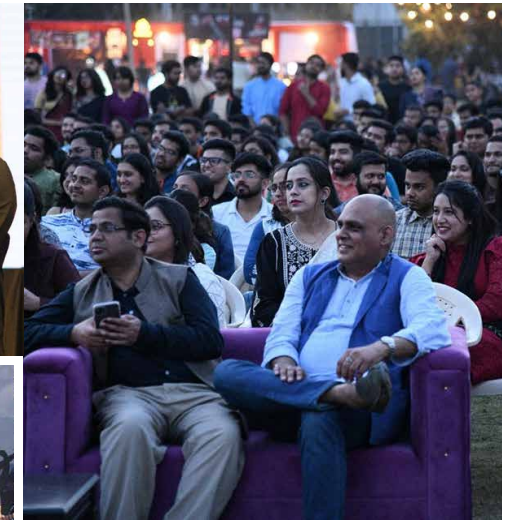


The three-day extravaganza featured a plethora of cultural events such as Battle of the Bands, Solo Singing, Fashion Show, Group and Solo Dance performances, and an exciting Gaming Arena. From the 03rd to 5th March 2023, the star attractions featured EDM Night by Pro Bros, comic opera by Shri Devesh Dixit, International EDM by Kevu, and Bollywood night by a popular music duo Meet Bros from the Indian Entertainment sector.

The events provided a platform for the participants to showcase their business acumen and compete with like-minded individuals from different backgrounds. Participants had the hands-on opportunity to showcase their talents and compete with the best of the best from IIMs, IITs, and other institutes across the country. The event was graced by many dignitaries

from the Govt and Corporate Sector.

In addition to the cultural events, EMPYREAN’23 also featured an array of management games ranging from Buzz HR, AgriQuiz, Consulenza, Healthbuzz, Story Telling, Adflix, IPL Auction, Entrepreneur Quiz, BizzQuiz, and Entrepreneur.



Speaking on the occasion, Prof. B.S. Sahay, Director, IIM Jammu said, “Empyrean, the annual cultural festival of IIM Jammu, was an event that brought together a diverse group of individuals to celebrate and appreciate the various cultures represented within the institute.”

Speaking on the occasion, Prof. Jabir Ali, Dean Academics, IIM Jammu said, “Empyrean 2023 is always a fun and memorable experience that brought the community together and showcased some of the best artistic talents from India and abroad.”

The entire event was coordinated by the Empyrean-Student committee of IIM Jammu in close coordination with Dr. Ashish Kumar, Chairperson, Student Affairs, Dr. Apurva Yadav, Co-Chairperson, Student Affairs, and Student Affairs office, IIM Jammu.

The event witnessed performances by renowned national and international artists, where the



participants got a chance to interact with industry experts and academicians through various talks and panel discussions.

With a wide range of events, EMPYREAN’23 was one of its kind experiences that combines entertainment and learning. The event was supported by Tata Motors, Audi, Hero, Benelli, Kawasaki, Central Bank of India, Union Bank of India, Canara Bank, Indian Oil Corporation, Cry Foundation, JK Tourism, Campus Express, Radio Mirchi, Kailas Fashion Studio and Espa Events.



Second Batch of Capacity Building Program on Small Business Development Units by IIM Jammu concludes on a promising note

Indian Institute of Management (IIM) Jammu in association with DICCI under the aegis of Ministry of Skill Development & Entrepreneurship (MSDE), Govt. of India concluded the second batch of Capacity Building Programme on Small Business Developments Units on a promising note on 10th March 2023 at its transit campus at Canal Road.

Prof. B. S. Sahay, Director, IIM Jammu, Prof. Jabir Ali, Dean Academics and Dr. Muqbil Burhan, Programme Director joined the valedictory ceremony on online mode. Present in the offline mode were Dr. Mahesh Gadekar, Programme Director, and Dr. Prateek Jain, Chairperson, Centre for Entrepreneurship and Innovation, Jammu, Campus. The second batch programme had commenced from 06th March 2023 and consisted of 36 participants from across the country. Dr. Mahesh Gadekar presented the highlights of the five-day program.

Prof. Jabir Ali, Dean Academics, IIM Jammu gave an

overview of the programme and mentioned that the programme is not the end but the start of a new journey ahead. He mentioned that the mandate of this program was to enable the transformation of informal businesses into formal businesses through capacity development and handholding & providing business incubation services for growing small businesses in the country.

Prof. B.S. Sahay, Director, IIM Jammu congratulated all the participants on the completion of the programme. He mentioned that all aspiring entrepreneurs should learn and imbibe the experience and knowledge from the existing entrepreneurs. He also stressed to all the participants to network amongst themselves and make their internal group vibrant and buzzing. He also assured all possible support and assistance from the Institute end at any given point in time. Lastly, he wished good luck to all the participants for their journey ahead.



The address was followed by a presentation session by all the participants. Prof. B.S. Sahay, Director, IIM Jammu interacted with all the participants and sought their feedback on the programme. The vote of thanks was proposed by Dr. Muqbil Burhan, Programme Director, IIM Jammu. The programme ended on a positive note.

Through this project 75 Small Business Development Units (SBDUs) will be established across the country to extend support and handholding mechanism for local small businesses and aspiring entrepreneurs in the vicinity of the SBDUs. Out of the 75 SBDUs to be developed all over India, 20 SBDUs will be established in the UT of Jammu & Kashmir. 2 SBDUs will also be established in Ladakh.



IIM Jammu jointly with IICA launches “Executive MBA in Corporate Affairs & Management”

Indian Institute of Management (IIM) Jammu in association with the Indian Institute of Corporate Affairs (IICA) launched a new programme, Executive MBA in Corporate Affairs and Management in New Delhi. The programme was launched by Shri Manoj Govil, IAS, Secretary, Ministry of Corporate Affairs, Government of India in the presence of Padmashri Dr. Milind. P. Kamble, Chairman, Board of Governors, IIM Jammu, Prof. B.S. Sahay, Director, IIM Jammu, Shri Praveen Kumar, Director General & CEO, IICA, and Prof Naveen Sirohi, Head, School of Finance, IICA and Dr. Mahesh Gadekar, Chairperson, Executive MBA, IIM Jammu, other dignitaries and members from both the Institutes.

Shri Manoj Govil, Secretary, Ministry of Corporate Affairs, Government of India termed the launch a historic

day for both Institutes of national importance. He lauded the efforts of IICA and IIM Jammu for launching this programme in a quick time frame. He mentioned that the programme aims to provide a comprehensive learning of Corporate Affairs, Corporate Governance, Regulatory Compliance, Management, and Corporate Social Responsibility. This collaboration between two Institutes of National Importance offers the fusion of the contemporary corporate sector’s issues in present VUCA (Volatile, Uncertain, Complex, and Ambiguous) times and management education expertise.

Padmashri Dr. Milind. P. Kamble, Chairman, Board of Governor, IIM Jammu has further emphasized the significance of the stated program and termed it as a significant milestone for both Institutes. He mentioned that business organizations face a lot of challenges in the rapidly changing business and economic scenario creating a need for leadership skills and organizational capabilities for their professionals at all levels. The Executive MBA in



Corporate Affairs and Management from IIM Jammu and IICA aims to address such challenges by building the skills and knowledge of the professionals and in turn, drive their business growth effectively with responsible and sustainable practices.

Prof. B.S. Sahay, Director, IIM Jammu mentioned the launch as a remarkable day for both Institutes of national importance. He provided an overview of IIM Jammu. He stressed that owing to the global disruptions, business professionals have to reinvent and adapt to the changing circumstances in order to prove their relevance. IIM Jammu and IICA Executive MBA - Corporate Affairs & Management aims to address such challenges by producing global leaders, prepared to tackle the challenges of the world effectively.

Shri Praveen Kumar, Director General, and CEO, IICA mentioned that in today’s rapidly changing scenario to survive and thrive, future business managers must constantly evolve the way they think and act, expanding their role beyond general administration and reporting. They are judged not only for the bottom line but also for efforts taken for running the business in a responsible and sustainable manner.

The IICA-IIMJ-led Executive MBA in Corporate Affairs and Management programme aims to meet the changing demands and offer contemporary and relevant competencies needed by future business leaders and managers.

The Executive MBA in Corporate Affairs & Management (Blended Mode) is a unique programme designed for mid-career professionals to enhance and advance their corporate affairs and management skills and knowledge. The minimum experience required for the programme is three years. The programme is open to all professionals and entrepreneurs from various industries who want to take on corporate affairs leadership roles. The programme will be offered in a blended mode enabling the participants to balance their work and personal commitments while completing the programme.

IIM Jammu inks a pact with Estonian Business School, Estonia for Academic & Research Exchange

Indian Institute of Management (IIM) Jammu signed a Memorandum of Understanding (MoU) with the internationally renowned Estonian Business School, Estonia for Academic & Research Exchange on 17th March 2023. The MoU was signed by Prof. B.S. Sahay, Director, IIM Jammu, and Prof. Meelis Kitsing, Rector, Estonian Business School, Estonia in online mode.

Prof. B.S. Sahay, Director, IIM Jammu said that the MoU with Estonian Business School, Estonia is a positive step toward absorbing the best practices in research and teaching from the best B-Schools in the world. According to him, these collaborations are a vital part of IIM Jammu’s international endeavors, and these will be helpful

in fostering the advancement in teaching, research, and cultural understanding as well as the international reputation of both the institutes through student, and faculty exchange, technology transfer, and research programs. I am sure the collaboration between both Institutes will lead to meaningful outcomes in the interest of the stakeholders.

Prof. Meelis Kitsing, Rector, Estonian Business School, Estonia gave an overview of Estonian Business School and mentioned that the Collaboration between both Institutes will help both the Institutes to develop our competence in many key areas ranging from the development of educational and training programs, long-range planning, and Institutional development. The collaboration between the two reputed Institutes will give a leading edge to the research output of Estonian Business School, Estonia.

Speaking on the occasion, Prof. Jabir Ali, Dean Academics, IIM Jammu gave an overview of IIM Jammu and mentioned that both Institutes have agreed to work in the areas of Student Exchange, Faculty Exchange, Joint Management Development Programs,

Executive Education Programs, Organising Joint Research Programs, Organising Joint Conferences, etc. He mentioned that collaboration between both Institutes will lead to meaningful outcomes in the interest of the stakeholders and pave the path for sustainable growth and development.

The MoU will facilitate both Institutions regarding Student exchange, faculty exchange, Joint Management Development Programs / Executive Education Programs, Organising Joint Research Programs, Organising Joint Conferences, etc. The virtual tour of the state of the art permanent campus was also showcased during the session. The MoU Signing was coordinated by Dr. Sarbjit Singh, Chairperson, International Relations, and Dr. Somu Gorai, Co-Chairperson, International Relations, IIM Jammu. The MoU signing ended on a positive note with a mutual mandate to take things forward in quick succession by organizing joint online meetings amongst the faculty and students at both Institutes.



IIM Jammu hosts Prof. Vishanth Weerakkody, University of Bradford, UK for an Interactive Session for students



Indian Institute of Management (IIM) Jammu under the able leadership of Prof. B.S. Sahay, Director, IIM Jammu hosted an interactive session with Prof. Vishanth Weerakkody, Professor and Associate Dean, University of Bradford, UK at its Canal Road Campus on 17th March for research scholars and 18th March 2023 for IPM Students. Both sessions started with a welcome address and introduction by Prof. Jabir Ali, Dean of Academics, IIM Jammu.

Prof. Jabir Ali, Dean of Academics, IIM Jammu welcomed Prof. Vishanth Weerakody, Professor and Associate Dean, University of Bradford on behalf of IIM Jammu. During his address, he mentioned Research is at the heart of IIM Jammu. He also emphasized the need for publishing in top-class journals. He also provided insights into the various possibilities regarding research activity and pursuing education abroad. He also provided an overview of the fast-paced growth at IIM Jammu. He also mentioned organizing a conference on Circular Economy in collaboration with the University of Bradford, UK.

He also expressed that in the coming times, IIM Jammu and the University of Bradford will be collaborating in many key areas that will pave the path for knowledge sharing, academic excellence, and sustainable development across the globe.

Prof. Vishanth Weerakkody, Professor and Associate Dean, University of Bradford, UK gave a brief overview



of the University of Bradford. He emphasized the importance of publications in academia, provided insight into the new spheres of technology, including blockchain technology, and quoted real-life examples from his life. He also mentioned that there is a rising need for social scientists across the globe. He also expressed that he would like to have research scholars present their research papers at the upcoming research conference at the University of Bradford, UK. He also stressed the mission to develop a thriving, inclusive, socially engaged community through responsible management education and research.

On the 17th of March 2023, the session was attended by Dr. Parvathy. B, Assistant Professor, and Dr. Sudip Das, Assistant Professor, IIM Jammu. On the 18th of March, the session was also attended by Dr. Sarbjit Singh, Chairperson, International Relations, IIM Jammu.



The Interactive Session held with Research Scholars of IIM Jammu

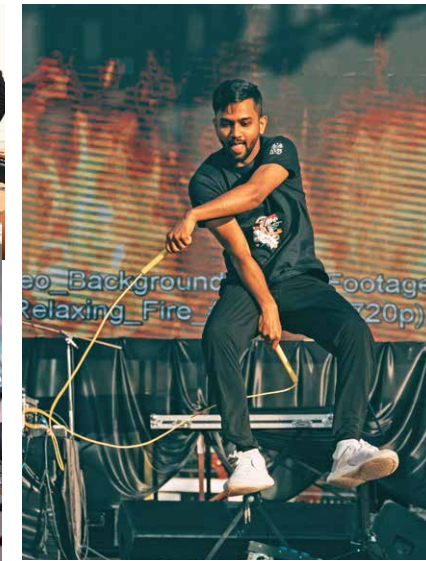


The interactive session was followed by Q & A. The interactive session for 17th March was coordinated by the Research Office at IIM Jammu and a session on 18th March was coordinated by the IPM Program office, at IIM Jammu. Both sessions ended on a positive note and turned out to be a knowledge platform for the students at IIM Jammu.

Glimpses from the Interactive Session-18th March 2023- IPM Students



Student Activities



Research Publications/Papers

Prakrit Silal. Examining the role of E-government in controlling corruption: A longitudinal study | Applied Economics

Name of the Journal: **Information & Management**

Abstract: We use a survivorship-bias free database of returns and portfolio holdings of Indian equity mutual funds covering the period April 2008–November 2018 with Cornish–Fisher expansion of Value-at-Risk (VaR) as a measure of downside risk to examine downside risk-forward return relationship controlling for the fund characteristics such as age, size and style. To complete the story, we also test for the presence of Downside Risk Timing (DRT) ability of fund managers.



Vijaya Prabhagar. M. Impact of new seed and performance criteria in proposed rough k-means clustering

Name of the Journal: **Multimedia Tools & Applications**

Abstract: Sustainable consumption behavior is diversely viewed by various researchers who either consider it as an act of voluntary simplicity or consider it as adoption of green practices. The consumption decision takes place increasingly in digital environments which makes it a complex phenomenon. Many scholars and practitioners have expressed their concern regarding the change in sustainable consumption behavior in social networking sites (SNS). It becomes imperative to investigate an individual's personality traits to comprehend the consumer mind-set and attitude in the digital environment, while attempting to realize what drives sustainable consumption behavior. Past studies have acknowledged the decisive role of e-mavens and accordingly, emavenism has been associated with gathering information from social networks and influencing others in their decision-making process. This study investigates the role of big five personality traits and e-mavenism to predict sustainable consumption behavior from SNS perspective. Primary data has been collected from 480 SNS users and analyzed by adopting the deep neural network architecture based on the innovative dual-stage PLS-SEM and ANN method to predict and rank the factors influencing the sustainable consumption behavior in SNS. The results revealed the normalized importance of the factors and found that agreeableness was the strongest predictor of sustainable consumption behavior followed by e-mavenism, openness, extraversion, and conscientiousness. The results of our study provides ample



opportunities for non-profit marketers and public policy makers to leverage and gain valuable insights on the pivotal role of big-five personality traits and e-mavenism in predicting the sustainable consumption behavior of SNS users.

Rambabu Lavuri, Kaur, J., Parida, R., & Singh, S. V. Exploring the Impact of Gamification Elements in Brand Apps on the Purchase Intention of Consumers

Name of the Journal: **Journal of Global Information Management (JGIM)**

Abstract: The purpose of this manuscript is to understand how the elements of the game apps impact the intention of purchase of a consumer with the mediating effect of perceived enjoyment, hedonic value, and social interaction to derive benefits designed in terms of marketing strategies. Quantitative data obtained from the non-probability sampling via a standardized questionnaire in the design of exploratory analysis was done to examine the effect of gamification on behaviour intention by adopting mechanic-dynamics-aesthetics (MDA) framework. The findings of the research indicated that fun as a sub-element of mobile gamification can significantly affect social interaction, and storytelling has a significant impact on perceived enjoyment. The study identifies perceived enjoyment as an important antecedent of consumer intention to involve gamification. This provides managers and developers to focus on dynamics, mechanics, and proper feedback systems with the emergence of new technologies.



Nitin Upadhyay. Examining Indian consumer pro-environment purchase intention of electric vehicles: Perspective of stimulus-organism-response.

Name of the Journal: **Technological Forecasting and Social Change**

Abstract: This paper examines the antecedents of Indian consumers' pro-environment purchase intention of electric vehicles utilizing the Stimulus-Organism-Response theory. The conceptualized model is analyzed by collecting 1143 responses and validated using structural equation modelling. The results show that pro-environment responsibility significantly impacts the pro-environment value and pro-environment attitude; the pro-environment value has a significant



impact on the pro-environment attitude; pro-environment value and pro-environment attitude have a significant impact on the pro-environment purchase intention of electric vehicles. Additionally, the results depict that a pro-environment attitude mediates the relationship between pro-environment value and pro-environment purchase intention of electric vehicles. Finally, this paper contributes to theory in the adoption literature by proposing an alternate perspective considering “value-attitude-behavior” linkages, particularly pro-environment behavior. The study contributes to practitioners’ space.

Anuja Akhouri, Hassan, Y., & Kodwani, A. Corporate social responsibility authenticity as a determinant of repurchase intentions

Name of the Journal: [Social Responsibility Journal](#)

Abstract: “This study aims to examine the relationship between corporate social responsibility (CSR) authenticity and its relationship with repurchase intentions. In doing so, the current research also investigates the mediating role of perceived CSR (PCSR) and perceived moral judgement. Data analysis revealed that CSR authenticity significantly predicted the repurchase intentions of the survey participants. The studied research contributes significantly to the extant literature on CSR authenticity by studying the underlying mechanisms that make a consumer repurchase a product or service.”



Pratik Maheshwari. Responsive Strategies for New Normal Cold Supply Chain Using Greenfield, Network Optimization, and Simulation Analysis. Name of the Journal: [Annals of Operations Research](#)

This study proposes a methodology to implement a risk mitigation strategy during supply chain disruptions. Random demand accumulation strategies are considered to identify the disruption-driven challenges under different pre and post-disruption scenarios. The best mitigation strategy and the optimal location of distribution centers to maximize the overall profit were determined using simulation-based optimization, greenfield analysis, and network optimization techniques. The main contribution of the study is to (i) perform cluster-based supply chain disruption analysis, (ii) propose a resilient and flexible model to illustrate the proactive and reactive measures for the ripple effect, (iii) to prepare the supply chain for future pandemic-like crises; and (v) to reveal the relationship between the pandemic impact and supply chain resilience.



Sundar R, Praveen S V, V Vajrobol, Rajesh I, K sruvidya, Ramadan A F, Hitesh Chopra, Mohammed Ebad Ur Rehman, C Chakraborty, Kuldeep D. The perspective of Individuals with comorbidities towards COVID-19 Booster Vaccine shots in Twitter: A Social Media Analysis Using NLP, Sentiment Analysis, and Topic Modelling.

Name of the Journal: [Journal of Pure and Applied Microbiology](#)

Individuals with comorbidities (i.e., Diabetes Mellitus, hypertension, heart diseases) are more likely to develop a more severe form of coronavirus disease 2019 (COVID-19), thus, they should take necessary precautions to avoid infection with severe acute respiratory syndrome coronavirus-2 (SARS-CoV-2) and its emerging variants and subvariants by getting COVID-19 vaccination and booster doses. In this regard, we used text analytics techniques, specifically Natural Language Processing (NLP), to understand the perception of Twitter users having comorbidities (diabetes, hypertension, and heart diseases) towards the COVID-19 vaccine booster doses.



Ramabu Lavuri, Kaur, J. and Thaichon, P. Intrinsic motivations affecting millennial impulsive mobile shopping in emerging markets.

Name of the Journal: [Asia Pacific Journal of Marketing and Logistics](#)

This study examines intrinsic motivations and antecedents that affect millennial mobile impulsive shopping in markets with the technology acceptance model (TAM) during the COVID-19 pandemic. The study has been conducted by collecting data from 367 regular mobile shopping millennials, which was analyzed by structural equation modeling. The findings reported that the perceived ease of use correlates positively with perceived usefulness. Similarly, perceived ease of use, usefulness, perceived utilitarian value and hedonic value significantly impacts shoppers’ trust and attitude toward impulsive mobile shopping. Perceived trust was found to exhibit a positive association with mobile shopping. Finally, perceived usefulness, ease of use, utilitarian value, hedonic value, trust and attitude significantly positively impacted millennials’ impulsive mobile shopping. This study’s results will help e-retailers establish novel techniques and efforts to enhance market volume and build solid connections with mobile customers by ensuring secure purchase habits. The results would also help companies develop customer satisfaction-focused business strategies. This study contributes to the body of literature by finding a significant impact of attitude, trust and shopping values on impulsive mobile shopping. These constructs have not been explored as factors impacting mobile impulsive shopping, especially when it comes to a pandemic.



Ateeque Shaikh, Shubhomoy Banerjee, Baljeet Singh.

The differential impact of e-Service quality's dimensions on trust and loyalty of retail bank customers in an emerging market.

Name of the Journal: [Services Marketing Quarterly](#)



Abstract: The purpose of this study is to evaluate the differential impact of the dimensions of e-service quality (website design efficiency, fulfillment, security/privacy, and system availability) on trust and loyalty of retail bank customers in India, an emerging market. The study uses a survey questionnaire to collect data from 351 retail banking customers in India to test the hypothesized relationships. Structural equation modeling technique using IBM AMOS software is used. Findings suggest that fulfillment and security/privacy influence trust while website design efficiency, security/privacy, and system availability influence loyalty. Further, trust positively influences loyalty in the context of retail banking in India.

Rambalak Yadav, Deepak Sangroya, Vijay Periera. Why consumers turn negative about the brand: antecedents and consequences of negative consumer engagement in virtual communities.

Name of the Journal: [Information Systems and e-Business Management](#)



Abstract: Although consumer brand engagement has been given much attention in marketing literature, negative consumer engagement has received scarce attention. It is important to understand negative consumer brand engagement as it causes anti-brand actions like brand switches and brand revenge. The present research has emphasized the dark side of virtual communities, which the researchers have explored less. The proposed conceptual model attempts to understand the antecedents and consequences of negative consumer engagement in virtual communities using expectancy disconfirmation, social exchange, and equity theories. The findings suggest that information, system, and service failure of online services develop negative experiences for the consumers, subsequently shared in virtual communities. The study also reported that negative engagement with the brand's virtual communities influences consumers to take anti-brand actions such as public complaints, brand switching, and brand revenge. The study provides guidelines for marketers in understanding negative consumer brand engagement and its consequences.

Ramabu Lavuri, Umair Akram. Exploring the sustainable consumption behavior in emerging countries: The role of pro-environmental self-identity, attitude, and environmental protection emotion.

Name of the Journal: [Business Strategy and Environment](#)



Abstract: The paper examines the sustainable consumption behavior of two emerging countries, China and India. The conceptual framework incorporates egoistic value, social consumption motivation, altruistic values (stimulus factors), pro-environmental self-identity, attitude (mediators and organism factors), sustainable consumption behavior (response factor), and environmental protection emotion as a moderating factor, using stimulus-organism-response theory. We collected 658 original survey data from China (n=337) Indian (n=321) customers via convenience and purposive sampling method and analyzed the data with structural equation modelling. Intriguingly, the results show that (a) stimulus factors such as egoistic and altruistic values and social consumption motivation had a positive influence on pro-environment self-identity and attitude and sustainable consumption behavior in both countries; (b) Pro-environment self-identity had a positive effect on the attitude of both countries' consumers; (c) while mediation factors (Pro-environment self-identity and attitude) had a significantly positive mediation relationship between stimulus and response factors; and (d) environmental protection emotion significantly moderated the relationship between stimulus, organism factors and response factors of two countries. The study contributes to the current body of knowledge in the area of sustainable marketing by examining the rapidly growing phenomenon of sustainable consumer behaviour of two Asian countries.

Sudip Das, V.S. Prakash Atilli. The paper focuses on the features, current challenges and critically analyzes EBP 2018. It also compares EBP 2018 with the ethanol blending policies of leading nations and suggests remedial measures. Name of the Journal: [Economics and Policy of Energy and the Environment](#)



The Ethanol Blended Petrol (EBP) programme of 2018 is a policy framework designed to promote the availability of ethanol in the Indian market and to increase its blending percentage in petrol. The paper focuses on the features, current challenges and critically analyzes EBP 2018. It also compares EBP 2018 with the ethanol blending policies of leading nations and suggests remedial measures. The paper also analyses whether the ethanol blending and other policy measures had the desired impact on realization of EBP goals and on socio-economic development.

Jai Kamal, Sanjay Singh.**Effect of R&D and Advertisement on the market value of firm: Evidence from Indian firms.**Name of the Journal: [Vision: The Journal of Business Perspective](#)

Abstract: A strand of literature on Innovation suggests that discretionary expenses such as R&D and Advertisement expenses have mixed effect on the value of firm. To provide recent evidence from a developing country context, specifically Indian context, this paper explores the relationship between discretionary expenses and the value of a firm. With the help of CMIE prowess database for 680 Indian firms belonging to 41 industries over a 15-year period covering 5,171 firm years, we find that both R&D and Advertisement Expenditure have positive effect on the market value of a firm. Our results suggest that the effect of R&D on the value of firm is more in smaller and younger firms when compared to large and mature firms respectively.

Jabir Ali, Waseem Khan. Demographic, social and economic factors affecting the adoption of green toilets among rural households in India.Name of the Journal: [Environment, Development and Sustainability](#)

Abstract: This study investigates the demographic, social and economic factors as key determinants of green toilet adoption among rural households in India. Result of the analysis indicates that about 36.2 percent surveyed rural households have reported access to green toilets having proper effluent discharge systems as per the environmental norms. Further, there is a significant association between the adoption of green toilets and demographic, social and economic characteristics of rural households. Finally, the regression analysis indicates that a number of demographic, social and economic factors i.e., age, education, income, social category, access to information, access to drinking water, and asset ownership have a significant marginal effect on the adoption of green toilets in rural India.

Jabir Ali, Archana Kumari Ghildiyal. Socio-economic characteristics, mobile phone ownership and banking behaviour of individuals as determinants of digital financial inclusion in India.Name of the Journal: [International Journal of Social Economics](#)

Abstract: This paper aims at analysing the socio-economic characteristics, mobile phone ownership and banking behaviour as key determinants of digital financial inclusion in India. About 35.2% of respondents have reported

using digital financial services in the country. There is a significant association between the socio-economic profiles of individuals with the adoption of digital financial services in terms of gender, age, education, occupation and income. The marginal effect indicates that socio-economic factors, mobile phone ownership and banking behaviour of individuals towards borrowings and savings have indicated significant influence on digital financial inclusion. The analysis depicts that male with higher age, education, working status and higher income are more likely to adopt digital financial services. Further, individuals with mobile phone ownership and utilising banking in terms of borrowings and savings are more likely to adopt digital financial services.

Jabir Ali. Does mandatory corporate social responsibility expenditure affect the financial performance of food and agribusiness firms? Evidence from India.Name of the Journal: [European Business Review](#)

This paper aims to analyse the effect of mandatory corporate social responsibility expenditure (CSRE) on the performance of food and agribusiness firms in India. Out of 362 food and agribusiness firms, 52.2% have reported expenditure in the implementation of social initiatives under their corporate social responsibility. The results show a significant difference in the firm's characteristics vis-a-vis with and without CSRE. Further, the findings highlight a positive and significant correlation and causal impact of corporate social responsibility (CSR) on return on sales, return on assets and profit after tax.

Jabir Ali. Does religiosity affect entrepreneurial intention across countries?Name of the Journal: [International Journal of Sociology and Social Policy](#)**Sarbjit Singh, Vaseem Akram, Pradipta Kumar Sahoo. A club convergence analysis of financial integration: cross-country evidence.**

The purpose of this study is to examine the club convergence of Financial integration (FI) in the case of 60 countries from 1970 to 2015. FI plays a vital role in economic growth through sharing the risk between countries, cross-border capital association, investment and financial information. It also leads to the efficient allocation of capital and capital accumulation, thereby improving the systematic growth and productivity of the economy



Pratik Maheshwari. Digital twin-based warehouse management system: A theoretical toolbox for future research and applications.

Name of the Journal: [International Journal of Logistics Management](#)

Abstract: The study explores essential concepts such as interoperability and integrability in implementing DT. Further, it analyses the role of a supply chain control tower (SCCT) in modern supply chain management. A research framework is proposed for practitioners and academicians by incorporating the opportunities and challenges associated with DT implementation. The research findings are mainly threefold: Conceptualization of DT, Featuring SCCT, Exploration of cross-computer platform interfaces, scalability, and maintenance strategies.



Rambabu Lavuri, Kaur,J., Parida,R., Ghosh, S. Exploring the Impact of Gamification Elements in Brand Apps on Purchase Intention of Consumers.

Name of the Journal: [Journal of Global Information Management](#)

Abstract: The purpose of this manuscript is to understand how the elements of the game apps impact the intention of purchase of a consumer with the mediating effect of perceived enjoyment, hedonic value, and social interaction to derive benefits designed in terms of marketing strategies. Quantitative data obtained from the non-probability sampling via a standardized questionnaire in the design of exploratory analysis was done to examine the effect of gamification on behaviour intention by adopting mechanic-dynamics-aesthetics (MDA) framework. The findings of the research indicated that fun as a sub-element of mobile gamification can significantly affect social interaction, and storytelling has a significant impact on perceived enjoyment. The study identifies perceived enjoyment as an important antecedent of consumer intention to involve gamification. This provides managers and developers to focus on dynamics, mechanics, and proper feedback systems with the emergence of new technologies.



Bijoy Rakshit and Samaresh Bardhan. Does bank competition affect the transmission mechanism of monetary policy through bank lending channel? Evidence from India. Name of the Journal: [Journal of Asian Economics](#)

Abstract: This paper empirically investigates how intensified competition in the Indian banking affects the transmission of monetary policy through bank lending channel over the period 1997–2017.



Bijoy Rakshit and Samaresh Bardhan. Bank competition and SMEs access to finance in India: evidence from World Bank Enterprise Survey. Name of the Journal: [Asian Review of Accounting](#)

Abstract: The primary purpose of this study is to investigate the effects of bank competition on SMEs' access to finance in selected Indian states. Using 9,281 firm-level observations from World Bank Enterprises Survey (WBES), this study tests the market power hypothesis versus the information hypothesis to determine whether bank competition promotes access to finance for financially constrained firms.

Bijoy Rakshit, Samaresh Bardhan, Panika Jain and Rajesh sharma. An empirical investigation of the effects of poverty and urbanization on environmental degradation: the case of sub-Saharan Africa.

Abstract: This study empirically investigates the effects of poverty and urbanization on environmental degradation for a sample of 43 sub-Saharan African (SSA) economies from 1995 to 2018. The major contribution of the study lies in examining the existence of non-linear effects of poverty and urbanization on environmental degradation.

IIM Jammu in Media January to March

HT Digital Streams Limited | Hindustan Times

Saturday 11th Feb 2023

IIM Jammu Inks A Pact With Shri Mata Vaishno Devi University, Katra For Research Collaboration

Jammu: Indian Institute of Management (IIM) Jammu signed a Memorandum of Understanding (MoU) with the Shri Mata Vaishno Devi University (SMVDU) Katra, for Academic Cooperation, Joint Research, and other relevant areas of mutual interest. The MoU was signed by Prof. B.S. Sahay, Director, IIM Jammu, and Prof. Ravindra. Kumar Sinha, Vice-Chancellor, Shri Mata Vaishno Devi University (SMVDU), Katra, in presence of Prof. Jabir Ali, Dean Academics, IIM Jammu, Dr. Supam Kumar Sharma, Dean, School of Management, SMVDU, Dr. Vineet Tyagi, Dean, R & D, SMVDU along with the faculty and administrative staff of IIM Jammu.

Speaking on the occasion, Prof. B.S. Sahay, Director, IIM Jammu said that the collaboration with SMVDU will help in fostering the advancement in the key areas ranging from teaching,

Tuesday, 17 January 2023

IIM Jammu inaugurates fourth Academic Module of MGNF

Anum Ansari Assistant Manager – Content Updated on Jan 17, 2023 09:19 IST

The fourth academic module of the program spans twelve days from January 16 to January 28, 2023 where learning and application will go simultaneously.

Mahatma Gandhi National Fellowship Academic Module

Recognizing the expertise of IIM Faculty on the occasion, he added, "With banking becoming a highly diversified and specialized domain requiring up-gradation in knowledge and skill set regularly, I am sure that the trainees would be fully equipped to meet the challenges of leadership in contemporary management so as to come up to the expectations of all our stakeholders." On the occasion he thanked the faculty of IIM associated with the program and wished the trainee batch best for the program.

Pertinently, forty officers of the Bank will attend the 5-day leadership training program at Srinagar and Jammu campuses of IIM Jammu till 20th January, 2023.

Disclaimer

J&K - The Jammu & Kashmir Bank Ltd. published this content on 16 January 2023 and is solely responsible for the information contained therein. Distributed by Public, unedited and unaltered, on 17 January 2023 05:39:03 UTC.

IIM Jammu successfully inaugurated the fourth academic module of its ongoing Mahatma Gandhi National Fellowship Academic (MGNF) under the Ministry of Skill Development and Entrepreneurship (MSDE), Government of India on Monday. The inaugural ceremony commenced with the lamp-lighting ceremony. This was followed by an introductory address by Dr. Shahid Jibrani, Program Manager, MGNF.

The Program was inaugurated by Professor BS Sahay, Director, IIM Jammu in the presence of Professor Jabir Ali, Dean of Academics, IIM Jammu, and Dr Prateek Maheshwari, Co-Chairperson, Executive Education and Consultancy. The event witnessed the presence of faculty and staff members of IIM Jammu, the MGNF team consisting of Radhika Sharma and Rajan Kumar (State Resource Coordinators, MGNF), and fellows.

The fourth academic module of the program spans twelve days from January 16 to January 28, 2023, where learning and application will go simultaneously.

22nd February Wednesday

IIM Jammu records 100% placements for MBA

The highest domestic CTC stood at Rs 64 lakh per annum (LPA), with the top 10 percentile at 32.4 LPA, and the top quartile CTC at Rs 24.5 LPA.

Written by **FE Education**

February 22, 2023 15:40 IST

Friday 03rd Feb 2023

Academic delegation from Australia's Monash University visits IIM Jammu

PTI Updated: February 03, 2023 22:15 IST

Jammu, Feb 3 (PTI) A seven-member academic delegation from Australia's Monash University on Friday visited the Indian Institute of Management here, an official said.

The premier institutes discussed collaborative engagements, including student and faculty exchange, joint research, academic activities and strategic partnership, he said.

The discussions were fruitful and ended on a positive note, the official added. Welcoming the delegation virtually from Spain where he is currently on a tour, Director, IIM Jammu, B S Sahay said the institution is looking forward to collaborating with Monash University.

"This will be a vital part of IIM Jammu's international endeavours and helpful in fostering the advancement in teaching, research, and cultural understanding as well as the international reputation of both the institutes through student exchange, faculty exchange, technology transfer, and research programs," he said.

He said the coming together of both institutes is sure to open new avenues and meaningful outcomes in the interest of all the stakeholders.

Professor of Management, Monash University, Amrik Sohal said, "Collaboration with IIM Jammu will help us to develop our competence in many key areas ranging from the development of educational and training programs, long-range planning and institutional development."

"The collaboration will give a leading edge to the research output of Monash University. We are looking forward to fruitful outcomes in the interest of both the institutes," he added.

(This story has not been edited by THE WEEK and is auto-generated from PTI)

Jammu and Kashmir Bank: IIM Jammu organizes maiden leadership program for J&K Bank Officers

01/17/2023 | 12:40am EST

In a first, Indian Institute of Management (IIM) today kick-started a leadership training program for the Branch Heads of J&K Bank at its Jammu and Srinagar campuses.

Director IIM (Jammu) Professor B S Sahay inaugurated the program titled "Effective Leadership for Branch Managers" along with Bank's General Manager/Divisional Head Sunil Kumar at Old University Campus in Jammu in presence of faculty members of the institute and officers of the bank.

Lauding J&K Bank for its developmental role especially in J&K, Prof. Sahay said that the rising trend of Bank's share price also speaks well of its market performance. "I see these training programs as significant platform for exchange of information, experiences and insights between the two institutions", he said.

On the occasion, he presented a memento to GM Sunil Kumar, who was also the Chief Guest on the occasion.

Earlier, welcoming the dignitaries on the launch of inaugural program, General Manager Sunil Kumar said, "Translating an important part of MoU into action between the two premier institutions of J&K, I feel delighted to be part of this inaugural event meant for training the officers of J&K Bank for leadership programs. Such programs will further deepen the bond between the two institutions."

Recognizing the expertise of IIM Faculty on the occasion, he added, "With banking becoming a highly diversified and specialized domain requiring up-gradation in knowledge and skill set regularly, I am sure that the trainees would be fully equipped to meet the challenges of leadership in contemporary management so as to come up to the expectations of all our stakeholders." On the occasion he thanked the faculty of IIM associated with the program and wished the trainee batch best for the program.

Pertinently, forty officers of the Bank will attend the 5-day leadership training program at Srinagar and Jammu campuses of IIM Jammu till 20th January, 2023.

Disclaimer

J&K - The Jammu & Kashmir Bank Ltd. published this content on 16 January 2023 and is solely responsible for the information contained therein. Distributed by Public, unedited and unaltered, on 17 January 2023 05:39:03 UTC.

Tuesday 28th Feb 2022

J&K possesses vast potential for entrepreneurship, innovation, incubation, and startups: Advisor Bhatnagar

Dated: Feb 27, 2023 **General**

Saturday 28th Jan 2023

Political, traders, other organizations celebrate 74th Republic Day with patriotic fervour

IIM Jammu: IIM Jammu celebrated the 74th Republic Day at the Institute with patriotic fervor. The Republic Day commenced with the unfurling of the National Flag followed by a review of the Parade by Prof. B.S. Sahay, Director, IIM Jammu at its Canal Road Campus. The unfurling of the National flag at Jallochak Campus was done by Prof. Jabir Ali, Dean of Academics, IIM Jammu. This was followed by the national anthem. Prof. B.S. Sahay, Director IIM Jammu in his Republic Day address advised everyone to work hand in hand for the progress and development of the Nation. He announced the commencement of two Centers by IIM Jammu - the Center for Diversity and Inclusivity and the establishment of Centers for Small Business Development (SBDU) for the first time in India. He also mentioned the Center of Excellence for Innovation and Entrepreneurship at Jammu and Srinagar including the opening of IIM Jammu Off Campus at Ladakh. He also mentioned IIM Jammu achieving 36th rank in the recently held NIRF Rankings and working further to enhance its ranking in the forthcoming rankings. Further, he laid impetus on achieving academic excellence, research, and on all other fronts for the Institute to move ahead. He also credited the Ministry of Education (MoE) and Government of J&K for their constant support of the Institute on all fronts. He concluded his speech by commenting that the day was indeed an extremely proud day for every Indian and urged everyone to celebrate it to the fullest.

SATURDAY THE Kashmir Horizon

IIM Jammu's Community Leadership Executive Course concludes successfully

K.N News Service

Jammu | March 31: The Community Leadership Executive Course, a Corporate Social Responsibility (CSR) initiative led by Director IIM Jammu, Prof B.S. Sahay, concluded successfully on Friday. The five-day training programme ran from March 27th to March 31st, 2023. The programme was organised in collaboration with the District Administration Kishtwar, Mission Youth and Government Polytechnic College-Kishtwar. Chairperson of Executive Education and Consultancy (EE&C), Dr. Pankaj K. Agarwal discussed various issues faced by participants from the Kishtwar region and mentioned that the programme was designed to address issues such as government schemes, drug abuse, and skill enhancement. He urged participants to represent their respective regions and play a pivotal role in regional development by implementing what they learned. Dean Academics IIM Jammu, Prof. Jabir Ali deliberated on factors such as surroundings, ambience, and overall atmosphere which play a major role in building leadership qualities. He expressed satisfaction with the successful completion of the programme and its potential for cross-learning. He urged participants to implement their learnings at the district level to pave the way for sustainable development in Jammu and Kashmir. The valedictory ceremony was held at the Canal Road Campus and also attended by others including Programme Directors Dr. Vasem Akram and Dr. Brij Rajakishor and AC-EE&C, IIM Jammu, Nadeem Younus Zargar.

Why the executive MBA is gaining popularity again

The executive MBA, once a less-favoured part of management education, is seeing a resurgence with many opting for online and hybrid programmes.

Sheena Sachdeva | Nov 17, 2022 - 2:21 p.m. IST
Share Via

NEW DELHI: In 2021, Garima Arora, 30, made a shift into marketing and public relations. After six years in journalism, she was no longer content with being "paid peanuts".

Tuesday, 07 March 2023

IIM Jammu, IICA jointly launch new 'Executive MBA in Corporate Affairs & Management' programme

The Indian Institute of Management (IIM) Jammu and the Indian Institute of Corporate Affairs (IICA) have jointly launched a new Executive MBA program in Corporate Affairs and Management. The program is designed for mid-career professionals and is open to all professionals and entrepreneurs from various industries.

JAMMU: Indian Institute of Management (IIM) Jammu in association with the Indian Institute of Corporate Affairs (IICA) launched a new programme, Executive MBA in Corporate Affairs and Management in New Delhi.

The programme was launched by Manoj Govil, IAS, Secretary, Ministry of Corporate Affairs, Government of India in the presence of Padmashri Dr Milind. P. Kamble, Chairman, Board of Governors, IIM Jammu, Prof B S Sahay, Director, IIM Jammu, Praveen Kumar, Director General & CEO, IICA, and Prof Naveen Sirohi, Head, School of Finance, IICA and Dr Mahesh Gadekar, Chairperson, Executive MBA, IIM Jammu, other dignitaries and members from both the Institutes.

Tuesday, 21 February 2023

Thursday 26th Jan 2023-Print Version

IIM Jammu hosts interactive session on 'Indian Neighbourhood Policy'

Excelsior Correspondent

JAMMU, Jan 25: Indian Institute of Management (IIM) Jammu conducted a thought-provoking session by Preeti Saran, IFS (Retd) on "Indian Neighbourhood Policy" at its transit campus in Jammu.

The Ministry of External Affairs, Government of India, has taken the initiative to bring ex-Ambassadors to share their views/opinions on contemporary foreign policy themes in a popular lecture series, "Videsh

Tuesday 28th March 2023

CSR: IIM Jammu to hold Community Leadership Executive Course

Prof. B.S. Sahay, Director, IIM Jammu mentioned that the Community Leadership Program is part of the Institute CSR Initiative

March 27, 2023

The leadership programme is expected to enhance the skill sets of the youth of Kishtwar paving the path of sustainable development and growth in the territory of J & K

HT Digital Streams Limited | Hindustan Times

Tuesday 20th March 2023

IIM Jammu to host its annual cultural extravaganza from March 3 to 5

JAMMU, Mar 2: Indian Institute of Management (IIM) Jammu under the leadership of Prof. B.S. Sahay, Director, IIM Jammu is all set to host its annual cultural and management extravaganza, "EMPYREAN'23" from March 3-5, 2023.

The event promises to be a unique blend of entertainment and learning, showcasing the brightest minds in the nation.

The three-day extravaganza will feature a plethora of cultural events such as Battle of the Bands, Solo Singing, Fashion Show, Group and Solo Dance performances, and an exciting Gaming Arena.

During the 03rd to 5th March 2023, the event will feature an EDM Night by Pro Bros, comic opera by Shri Devesh Dixit, International EDM by Kevu, and Bollywood night by a popular music duo Meet Bros from the Indian Entertainment sector.

These events will provide a platform for participants to showcase their business acumen and compete with like-minded individuals from different backgrounds. Participants will have the opportunity to showcase their talents and compete with the best of the best from IIMs, IITs, and other institutes across the country.

The event is gonna be graced by dignitaries and esteemed personalities from the union territory of J & K.

In addition to the cultural events, EMPYREAN'23 will also feature an array of management games ranging from Buzz HR, AgriQuiz, Consulerza, Healthbuzz, Story Telling, Adfix, iPL Auction, Entrepreneur Quiz, BizQuiz, and Empreneur.

Speaking on the occasion, Prof. B.S. Sahay, Director, IIM Jammu said, "Empyrean, the annual cultural festival of IIM Jammu, is an event that brings together a diverse group of individuals to celebrate and appreciate the various cultures represented within the Institute. The festival is filled with a range of activities that are sure to excite and engage attendees of all interests."

Prof. Jabir Ali, Dean Academics, IIM Jammu said, "Empyrean is a fun and memorable experience that brings the community together to celebrate the rich diversity within the institute. Whether you're a music enthusiast, a foodie, or just looking to have a good time, Empyrean is the perfect event for you. So, mark your calendars and come join us in celebrating the vibrant cultures of IIM Jammu at Empyrean."

JAMMU: Indian Institute of Management (IIM) Jammu in association with the Indian Institute of Corporate Affairs (IICA) launched a new programme, Executive MBA in Corporate Affairs and Management in New Delhi.

Tuesday, 28 February 2023

AICTE ATAL FDP on Transportation and Logistics at IIM Jammu off to a positive start

GJ REPORT

JAMMU, 27: The AICTE ATAL Faculty Development Programme (FDP) on "Transportation and Logistics" under the able leadership and mentorship of Prof. B.S. Sahay, Director, IIM Jammu was inaugurated at IIM Jammu on 27th Feb 2023. IIM Jammu has started the second week of its ATAL FDP on the Transportation and Logistics Industry under the PM Gati Shakti Yojana sponsored by Dr Manu Tripathi, Chairperson Internal Complaints Committee (ICC) and Assistant Professor, IIM Jammu, and case address by the Programme Director, Dr. Manjish Kumar.

The inaugural event was graced by the presence of Dr. Manjish Kumar, Dr. Pratik Maheshwari, Chairperson, Executive Education, and Dr. Yashoda Devi, Assistant Professor, IIM Jammu. The inaugural event finally concluded with the participation of the participants left with a renewed sense of determination and enthusiasm to make the most of the ongoing event.

The first day of the event included various sessions on the National Education Policy (NEP) by Prof. Jabir Ali, Dean Academics, IIM Jammu, and Stress management by Dr Manu Tripathi, Chairperson Internal Complaints Committee (ICC) and Assistant Professor, IIM Jammu, and case address by the Programme Director, Dr. Manjish Kumar.

The organizing team of FDP consisted of Dr. Manjish Kumar, Dr. Praveen Raj, and several other coordinating members. We hope that the knowledge shared during the FDP will help the industry and academics reach their fullest potential.

Monday 20th March 2023

IIM Jammu Hosts Interactive Session For Students

The session was attended by Prof Vishanth Weerakody, Professor and Associate Dean, University of Bradford, UK

20th March, 2023 - BW Online Bureau

Indian Institute of Management (IIM) Jammu hosted an interactive session with Prof Vishanth Weerakody, Professor and Associate Dean, University of Bradford, UK, at its Canal Road Campus on March 17, 2023 for research scholars and March 18, 2023 for IPM Students. Both sessions started with a welcome address and introduction by Prof Jabir Ali, Dean - Academics, IIM Jammu.

Prof Ali welcomed Prof Weerakody on behalf of IIM Jammu. During his address, he mentioned research is at the heart of IIM Jammu. He emphasised the need for publishing in top-class journals and provided insights into the various possibilities regarding research activity and pursuing education abroad. He mentioned organising a conference on Circular Economy in collaboration with the University of Bradford, UK. He expressed that in the coming times, IIM Jammu and the University of Bradford will be collaborating in many key areas that will pave the path for knowledge sharing, academic excellence and sustainable development across the globe.

Prof. B.S. Sahay, Director, IIM Jammu said that the collaboration with SMVDU will help in fostering the advancement in the key areas ranging from teaching,

Monday 06th Feb 2023

MGNF IIM Jammu newsletter, Grassroots Gazette unveiled on the eve of Republic Day

Indian Institute of Management (IIM) Jammu on the eve of 74th Republic Day Celebrations unveiled the MGNF newsletter, "Grassroots Gazette" by Padmashri Dr. Milind. P. Kamble, Chairman, Board of Governors, IIM Jammu. The event was graced by Prof. B.S. Sahay, Director, IIM Jammu, Prof. Jabir Ali, Dean Academics, IIM Jammu, Dr. Mugli Burhan, Chairperson, Srinagar Off Campus, faculty members, and the MGNF fellows. IIM Jammu recently inaugurated the fourth academic module of its ongoing two-year Mahatma Gandhi National Fellowship (MGNF) program under the Ministry of Skill Development and Entrepreneurship (MSDE), Govt. of India on 16th Jan 2023.

Sunday, 26 February 2023

IIM Jammu organizes medical camp

AL CORRESPONDENT

Jammu, Feb 27: IIM Jammu in collaboration with the Government of Jammu and Kashmir, organized a medical camp for the benefit of the students and staff of IIM Jammu. The camp was held on the campus of IIM Jammu on February 27, 2023. The camp was inaugurated by Prof. B.S. Sahay, Director, IIM Jammu. The camp was attended by Prof. B.S. Sahay, Director, IIM Jammu, Prof. Jabir Ali, Dean Academics, IIM Jammu, and Dr. Ashish Kumar, Chairperson, Student Affairs, IIM Jammu. The camp was held in the presence of the students and staff of IIM Jammu. The camp was held in the presence of the students and staff of IIM Jammu. The camp was held in the presence of the students and staff of IIM Jammu.

Alumni Corner



Versha Kaushik
MBA 03, IIM Jammu
Current Company:
Accenture Strategy
Designation:
Management Consulting Analyst



Academic excellence with a sophisticated infrastructure and well-informed faculty is something that I have experienced at IIM Jammu. IIM Jammu gave me a life-changing opportunity to extend my studies not only in India but beyond the boundaries of India. The international exposure at ESCP Berlin endowed with integrated learning at IIM Jammu had certainly instilled a vision in me to construct new horizons. With many ineffable memories, one amazing thing to cherish was to shape ourselves to learn and improve continuously with perseverance. One of the best moments of my life was to receive PGP Chairman's Bronze medal from the honorable Vice President of India, Shri M. Venkaiah Naidu. Thank you, IIM Jammu, for the wonderful memories of a lifetime!

Student Testimonial



Ms. Poorva
MBA07



Greetings, everyone. I am Poorva, currently pursuing my MBA from IIM Jammu. IIM Jammu is one of the top-ranked B-Schools in India, offering a two-year full-time residential MBA program. The program is designed to provide students with a solid foundation in core management disciplines such as finance, marketing, operations, and human resources and specialized knowledge in areas such as analytics, entrepreneurship, and strategy.

The faculty at IIM Jammu are highly qualified and experienced. They employ various teaching methods, including case studies, simulations, and industrial projects, to help students develop practical skills relevant to today's business environment.

Students at IIM Jammu also benefit from a vibrant campus community. They can enjoy the scenery of Jammu with a range of extracurricular activities such as sports, cultural events, and student-run clubs and organizations. As it is, the institute is referred to as "IIM in Paradise."

Overall, my experience at IIM Jammu is amazing, as it offers its students an excellent opportunity to develop their managerial skills and prepare for leadership roles in the business world. I highly recommend students join this institute and be a part of the community.

Faculty Speak




Dr. Jai Kamal
Assistant Professor,
Economics
& Business
Environment

The ethos of IIM Jammu, with an emphasis on discipline and academic rigor, enables the right environment for students and faculty alike. As a result, IIM Jammu has touched the heights within a short span of time that many institutes dream of.

I feel very privileged as I got the opportunity to teach brilliant MBA students coming from diverse backgrounds and experiences, bright IPM students who are curious to learn, and hard-working doctoral students who are ready to start their research journey. Teaching students has been a fascinating journey in which I have learned a lot from my students. Some of the questions asked by students have challenged me to rethink the way I know things.

IIM Jammu, like many other institutes, faces challenges. Unlike other institutions, the stakeholders —students, staff, and faculty— of IIMJ are not only capable of overcoming them but also motivated enough to see them as opportunities. It is rightly said that problems can be opportunities if the right people come together.

We foresee IIM Jammu among the top-ranked management institutions in the country, given the growth trajectory the institute has taken so far. In the upcoming years, we hope to feel proud for being part of the journey of such a great institution. 



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