



Samavaya

IIML Newsletter

Indian Institute of Management Lucknow



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Publication Profile

Research Publications

Papers

Dwivedi, Gourav, **Srivastava, S. K.** and **Srivastava, R. K.** (2017), "Analysis of Barriers to Implement Additive Manufacturing Technology in the Indian Automotive Sector", *International Journal of Physical Distribution and Logistics Management*, Volume 47, No. 10, 2017, pp. 972 - 991.

Purpose: A spurt in the usage of additive manufacturing (AM) is observed in industrial applications to produce final parts along with rapid prototyping and rapid tooling. Despite the potential benefits of on-demand and on-location production of customised or complex shape parts, widespread implementation of this disruptive production technology is not yet visible. The purpose of this paper is to examine the various barriers to implement AM in the Indian automotive sector and analyse interrelations among them.

Design/methodology/approach: Based on the extant literature and discussions with industry experts, ten major barriers are identified. The authors use a modified Fuzzy interpretive structural modelling (Fuzzy-ISM) method to derive strengths of relationships among these barriers, develop hierarchical levels, and thereafter group and rank these barriers.

Findings: ISM diagram is developed to demonstrate how the barriers drive one another. Production technology capabilities and government support emerge as the most critical factors, with high driving power and medium dependence.

Research limitations/implications: While identified barriers may be similar across the automotive industry, generalisation of results for interrelationships and ranks in other industries may be limited.

Practical implications: The findings may be useful to managers to develop suitable mitigation strategies, and take more informed decisions, with individual focus, level focus or cluster focus.

Social implications: Findings clearly establish that the role of management and government is crucial in mitigating workers' resistance to AM implementation.

Originality/value: This paper contributes to AM literature by the structured presentation of the barriers to implement AM in the Indian automotive sector. It also extends the Fuzzy-ISM method by presenting calculation of indirect relations using the appropriate max-product composition and in ranking the barriers.

Publication Profile

Research Publications

Papers

Sahoo, S. (2017), "Do anchor investors create value for initial public offerings ? An empirical investigation", *IIMB Management Review*, Vol 29, Issue 4, pp. 259–275.

The concept of anchor investors was introduced by the market regulator, Securities Exchange Board of India (SEBI), to bring transparency in the book building mechanism. We examine anchor investors' investment in initial public offerings (IPOs) to determine how they create value for issuing firms and participating investors. Using a database of 135 IPOs issued in the Indian market through book building mechanism during 2009–2014, we find that anchor investors' investment in IPOs reduces underpricing. Larger subscription from retail investors for anchor supported IPOs indicates that anchor investors' participation is viewed as a credible attestation of quality of the issue. We document that anchor-supported IPOs are more liquid and less volatile in the short run. We also find that by controlling for other factors such as offer size, subscription rate and age of the firm, a part of the underpricing is reduced by anchor investors.

KEYWORDS: Underpricing; Anchor investor; IPO; Subscription rate; Liquidity; Volatility; Age of the firm; Offer size; Market condition

Research Publications

Conference & Seminar Presentations

Chaudhuri, Atanu and Venkataramanaiah, S. (2017), "Service mix design and service delivery challenges in technology enabled healthcare service providers in India: Insights from case studies and future research opportunities", 5th PAN IIM World Management Conference, Dec 14-16, 2017, IIM Lucknow, India. Won 3rd prize of Emerald Best Research Paper award in the 5th PAN IIM Conference.

Introduction of digital technologies has enabled many technology enabled service providers to deliver healthcare services remotely in both urban and rural locations. Such service providers face challenges in service mix design, in delivering the services and in determining the appropriate service delivery model. But, there is limited research on understanding the above challenges. This research addresses this gap. Using interviews of 6 technology enabled healthcare services in India – three providing services in rural and three in urban areas, we develop understanding of the challenges and identify areas of future research.

Vaithinathan, Soumya and Srivastava, S. K. (2017), "Demystifying automobile and pharmaceutical sector recalls: An empirical study in the Indian context", presented in the 11th ISDSI International Conference, IIM Tiruchirappalli, December 27-30, 2017.

There is a dearth of empirical studies on defective products recalled in India. In this study, we empirically investigate pharmaceutical and automobile sector recalls in India from 1997-2017. We model the number of recalls per firm per year and examine the role of two types of explanatory variables: variables which are within the firm's control (remediation strategy, recall strategy etc.) and variables which are beyond the firm's control (firm size, defect type etc.). The results of the study provide valuable managerial insights in decision making when dealing with automobile and pharmaceutical sector recalls in India.

Publication Profile

Research Publications

Conference & Seminar Presentations

Raj, Alok, Biswas, Indranil and Srivastava, S. K. (2017), "Design of different contracts for the sustainable supply chain using game theoretic approach", presented in the IMR Doctoral Conference (IMRDC), IIM Bangalore, January 3-4, 2018.

The importance of sustainability in supply chains has been widely recognized in the literature as well as in practice. This paper studies supply chain coordination issues in sustainable supply chains that arise due to green and corporate social responsibility (CSR) initiatives undertaken by supply chain agents. Specifically, we consider the context when the supplier invests in the greening to improve the environmental performance and the buyer invests in the CSR to improve the firm's image among stakeholders. We analyse our model using the game-theoretic approach. A centralized model and a decentralized model in the context of wholesale price (WP) under three different power structures are first formulated and compared. We propose a linear two-part tariff (LTT), cost sharing contract (CS), revenue sharing contract (RS) and revenue plus cost sharing (RCS) contracts under full information game to coordinate the supply chain. Under the ambit of wholesale price contract and linear two-part tariff contract, we extend the model in asymmetric information about the buyer's marginal cost. We evaluate optimal decision variables under each contract. A numerical example with several key parameters is presented to get the managerial insights. The results reveal that the supply chain agents prefer LTT to RCS, prefer RCS to RS and prefer CS to WP. The results show that linear two-part tariff contract can lead to perfect coordination. Our analysis reveals that in cost sharing contract, the buyer follows a threshold policy on the supplier. Our findings also reveals that the value of information is higher under LTT contract compared to the WP contract. Our analysis expands the current understanding of profit maximising supply chain model incorporating the greening and CSR which are additional factors in the conventional supply chain.

Keywords: sustainable supply chain; game theory; CSR effort; greening effort; supply chain coordination; cost sharing ;asymmetric information

Vaithinathan, Soumya and Srivastava, S. K. (2017), "An empirical study of automobile sector recalls in India", presented in the 21st Annual Conference of the Society of Operations Management, Ahmedabad University, Ahmedabad, December 21-23, 2017.

Product recalls of defective items have been increasing worldwide. Recalls in the automobile sector due to defective components occur quite frequently. The number of registered motor vehicles per 1000 population in India has shown an increasing trend over the years: from 53 in 2005 to 167 in 2015. The Indian automobile industry produced a total 25,316,044 vehicles in April-March 2017, a growth of 5.41 percent over last year. Further, are getting stringent with the passage of the Motor vehicle (amendment) bill in 2016.

Given the above facts, it is important to analyse automobile sector recalls in India on which no empirical studies have been carried out so far. We fill this gap by empirically investigating automobile sector recalls in India from 1997-2017.

We model the number of recalls per firm per year and examine the role of two types of explanatory variables: variables which are within the firm's control (remediation strategy, recall strategy, frequency of recall announcement, etc.) and variables which are beyond the firm's control (firm size, defect type, etc.). The results provide valuable useful managerial insights for decision making while dealing with automobile sector recalls in India.

Publication Profile

Research Publications

Conference & Seminar Presentations

Karamchandani, Amit, **Srivastava, S. K.** and Srivastava, Akhil (2017), "Enterprise Blockchain: Potential Applications and Benefits", presented in the 21st Annual Conference of the Society of Operations Management, Ahmedabad University, Ahmedabad, December 21-23, 2017.

In 2007, Mattel (maker of Barbie dolls, hot wheel cars) recalled nearly one million toys from retailers like Walmart & Target in US because the toys were covered in lead paint. This fiasco led to severe reputation loss and huge financial losses. Mattel inspected the contractors, but it did not fully understand the extent to which some of them subcontracted to other companies - which in turn had subcontracted to even more. This issue of lack of visibility can create huge damages to a supply chain like experienced in this real life event. As per Gartner's 2016 report, visibility is the number one supply chain issue bothering supply chain managers. Enterprise Blockchain comes as a rescue to major supply chain issues that bothers the world today. Enterprise Blockchain is a decentralized electronic, encrypted ledger, which ensures visibility, trust, reduction of huge costs and many other benefits in a supply chain. Literature review methodology (encompassing research publications, existing industrial applications and potential applications proposed by consulting industry) is used to bring out benefits and applications of enterprise Blockchain in various fields. Other than visibility, there are other supply chain issues also, solution to those have been discussed in this paper.

Keywords: Blockchain, Enterprise Blockchain, Applications, Benefits

Premchandran, Rajesh and **Priyadarshi, Pushendra** (2017), " Do Boundary preferences, work-family self-efficacy and proactive personality predict job satisfaction? The mediating role of work-family enrichment", presented in the Fifth PAN IIM World Management Conference held at IIM Lucknow campus during 14-16 December 2017.

This study explores the role of personality and individual differences as an antecedent to work-family enrichment (WFE) and consequently with job satisfaction. This study address gaps in WFE literature by looking at proactivity, work-family self-efficacy and family permeability as antecedent variables that have received scant attention from researchers. By addressing these gaps, the study seeks to advance theory on WFE, and its relation to job satisfaction. We do this through the exploration of pathways through work-family enrichment (WFE) and studying 508 married individuals, with at least 1 child, working in the IT/ITES sector in India. We use SEM to analyse different pathways from personality based antecedents and work-family enrichment(WFE) as mediator. The results demonstrate the mediating role of WFE in the relationship between antecedents (WFSE, family permeability and proactive personality) and job satisfaction. This study contributes to existing research on work-family enrichment and personality by showing that WFE is a significant pathway towards job satisfaction and how personality variables influence satisfaction. It is also the first study to use proactivity and WBSE as antecedents to test out the influence of WFE on job satisfaction. This is also the first study to look at only married individuals with children in a work-family enrichment study forced on the services sector. Consequently, these findings have significant implications in the way organizations deal with work-life situations, especially in the 30+ age bracket in India.

Publication Profile

Research Publications

Conference & Seminar Presentations

Premchandran, Rajesh and **Priyadarshi, Pushendra** (2017), "Work-family enrichment: Evidence from India on source attribution", presented in the 17th Consortium of Students in Management Research (COSMAR 2017) held at Indian Institute of Science, Bangalore during 20-21st November 2017.

Based on social exchange theory and COR theory this study investigates the relative strengths of the relationships between WFE/FWE and domain specific satisfaction levels in a large sample of married employees from IT/ITES sector in India. examines the influence of bi-directional work-to family enrichment and satisfaction levels across both domains among married Indian employees with children. A total of 508 IT/ITES married professionals having at least one child participated in this survey. WFE was found to have stronger relationship with job satisfaction while FEW had stronger relationship with family satisfaction. Dual-earners reported experiencing greater satisfaction for the same levels of enrichment across domains and healthy relation with family satisfaction. Research contribution, implications, limitation and scope for future research have been discussed in the paper.

Premchandran, Rajesh and **Priyadarshi, Pushendra** (2017), "Eudaimonia and Hedonia through Enrichment: Pathways to Happiness", presented at 5th Biennial Indian Academy of Management Conference held at IIM Indore during 18-20 December 2017.

This study tests the pathways to wellbeing from work-family enrichment in the Indian services sector context. In doing so, we also wanted to empirically test the distinction between eudaimonia and hedonia and validate the new flourishing scale developed by Diener *et al*, (2010). A total of 504 IT/ITES married professionals having at least one child participated in this survey. Consistent with the earlier study (Diener et al. 2010), the data supports one-factor structure for the Flourishing Scale. Further, results while support the cross-domain theory wherein WFE influences affect, satisfaction and psychological wellbeing. The findings also underscore pathway from hedonia to eudaimonia. Research contribution, implications, limitation and scope for future research have been discussed in the paper.

Other Assignments

Samir K Srivastava delivered an Invited Talk on "Impact of Ease of Doing Business and Government Initiatives on Supply Chains", in the 6th Annual Management Convention of Noida Management Association, Hotel Fortune Plaza, Sector- 27, Noida, November 24, 2017. The Convention was inaugurated by Union Culture Minister, Dr. Mahesh Sharma. Find attached the photograph of the undersigned in the Convention with Dr. Sharma and others.



Management Development Programme

MDPs held during November 2017 - January 2018

S.No.	Programme Title	Programme Director(s)	Dates	Venue
1	Leadership Development	Prof. Pushpendra Priyadarshi & Prof. Himanshu Rai	November 6-8, 2017	Lucknow
2	Agricultural Input Marketing	Prof. Sanjeev Kapoor	November 6-10, 2017	Lucknow
3	Planning, Organizing and Foresightedness for the Executives of GAIL India Ltd.	Prof. Sushil Kumar (CBS) & Prof. Ashutosh K Sinha	November 6-10, 2017	Lucknow
4	Leadership, Strategic Thinking and Team Building for the Sr. Executives of RITES Ltd.	Prof. Archana Shukla	November 6-10, 2017	Noida
5	General Management Programme for the Executives of Coal India Ltd.	Prof. Ajay K Garg & Prof. Somdeep Chatterjee	November 6-17, 2017	Lucknow
6	Effective Communication for Managerial Success	Prof. Neerja Pande	November 8-10, 2017	Noida
7	General Management Programme for the Executives of HPCL	Prof. Ajay K Garg & Prof. Suresh Kumar Jakhar	November 11-12, 2017	Lucknow
8	General Management Programme for the Executives of Luminous Power Technologies Pvt. Ltd.	Prof. Archana Shukla & Prof. Neeraj Dwivedi	November 13-17, 2017	Lucknow
9	Change Management Programme for the Executives of Bharat Electronics Ltd.	Prof. D Tripathi Rao & Prof. Pushpendra Priyadarshi	November 13-18, 2017	Lucknow
10	International Training Programme on the World Bank's New Procurement Framework (NPF)	Prof. Amit Agrahari & Prof. Samir K Srivastava	November 13-24, 2017	Noida
11	CPBAE 8 (1st module)	Prof. Gaurav Garg & Prof. Kaustav Banerjee	November 18-25, 2017	Lucknow
12	Creativity, Problem Solving and Decision Making	Prof. Sushil Kumar (OM)	November 20-24, 2017	Lucknow
13	Finance for Decision Making (for non-Finance Executives)	Prof. Ajay K Garg & Prof. A Vinay Kumar	November 20-24, 2017	Noida
14	Leadership Development for the Women Executives of ONGC Ltd.	Prof. Himanshu Rai & Prof. Madhumita Chakraborty	November 20-24, 2017	Lucknow
15	MCTP for IRS (Customs & GST) Officers, Phase IV, Group II	Prof. Sabyasachi Sinha & Prof. Nishant Uppal	November 20-24, 2017 (OLC) & December 4-22, 2017 (DLC)	Lucknow, London-Cambridge-Brussels-Paris
16	Building Capability (Developing Self and others) for the Executives of GAIL India Ltd.	Prof. Pushpendra Priyadarshi & Prof. Ashutosh K Sinha	November 27 - December 1, 2017	Lucknow
17	Managing Self for Leadership Excellence for the Sr. Executives of Power Grid Corporation of India Ltd.	Prof. Pankaj Kumar	November 27 - December 1, 2017	Lucknow
18	General Management Programme for the Executives of Coal India Ltd.	Prof. Ajay K Garg & Prof. Rajesh K Aithal	November 27 - December 8, 2017	Lucknow
19	General Management Programme for the Executives of HPCL	Prof. Ajay K Garg & Prof. Suresh Kumar Jakhar	December 2-3, 2017	Lucknow
20	One year Part-time General Management Programme for Executives (GMPE15)	Prof. Sushil Kumar (CBS) & Prof. Madhumita Chakraborty	December 2-10, 2017	Lucknow

Management Development Programme

MDPs held during November 2017 - January 2018

21	Inspired Leadership	Prof. Sushil Kumar (CBS) & Prof. Pushpendra Priyadarshi	December 4-8, 2017	Lucknow
22	Project Saksham: Leadership Competency Development for the Executives of Indian Oil Corporation Ltd.	Prof. Indranil Biswas & Prof. Prem P Dewani	December 4-8, 2017	Lucknow
23	General Management Programme for the Executives of HPCL	Prof. Ajay K Garg & Prof. Suresh Kumar Jakhar	December 9-10, 2017	Lucknow
24	Digital Marketing	Prof. Moutusy Maity	December 11-13, 2017	Noida
25	Developing Transformational Leadership for the Sr. Executives of RITES Ltd.	Prof. Ajay Singh	December 11-15, 2017	Noida
26	Leadership, Strategic Thinking and Team Building for the Sr. Executives of RITES Ltd.	Prof. Archana Shukla	December 18-22, 2017	Noida
27	Understanding Self for Managerial Excellence	Prof. Pankaj Kumar	December 20-22, 2017	Lucknow
28	General Management Programme for the Executives of HPCL	Prof. Ajay K Garg & Prof. Suresh Kumar Jakhar	January 6-7, 2018	Lucknow
29	Creativity, Problem Solving and Decision Making for the Middle Level Executives of Indian Oil Corporation Ltd.	Prof. Sushil Kumar (OM)	January 8-12, 2018	Lucknow
30	Embedding Leadership for the DRDO Scientists	Prof. P Priyadarshi & Prof. Nishant Uppal	January 8-12, 2018	Lucknow
31	17th 24 weeks General Management Programme for Defence Officers	Prof. Sushil Kumar (OM) & Prof. Seshadev Sahoo	January 8 - June 22, 2018	Lucknow
32	General Management Programme for the Executives of HPCL	Prof. Ajay K Garg & Prof. Suresh Kumar Jakhar	January 13-14, 2018	Lucknow
33	Communication for the Executives of GAIL India Ltd.	Prof. Payal Mehra & Prof. Devashish Das Gupta	January 15-19, 2018	Lucknow
34	Project Saksham: Leadership Competency Development for the Executives of Indian Oil Corporation Ltd.	Prof. Indranil Biswas & Prof. Prem P Dewani	January 15-19, 2018	Lucknow
35	Leadership Development Programme for the Executives of SPMCIL	Prof. D Tripathi Rao & Prof. Nishant Uppal	January 20-25, 2018	Lucknow
36	General Management Programme for the Executives of HPCL	Prof. Ajay K Garg & Prof. Suresh Kumar Jakhar	January 27-28, 2018	Lucknow
37	Developing Strategic Mindset	Prof. Archana Shukla	January 29-31, 2018	Noida
38	Project Management for the DRDO Scientists	Prof. Sushil Kumar (OM)	January 29 - February 2, 2018	Lucknow
39	General Management Programme for the Executives of Oil India Ltd.	Prof. Ajay K Garg & Prof. Nishant Uppal	January 30 - February 9, 2018	Lucknow

Management Development Programme

MDPs scheduled during the month of February-March 2018

S.No.	Programme Title	Programme Director(s)	Dates	Venue
1	Communication for GAIL India Ltd.	Prof. Payal Mehra & Prof.Devashish Das Gupta	February 5-9, 2018	Lucknow
2	General Management Programme for the Executives of HPCL	Prof. Ajay K Garg & Prof. Suresh Kumar Jakhar	February 10-11, 2018	Lucknow
3	Communication, Presentation and Report/Proposal Writing Skills for the DRDO Scientists	Prof. Payal Mehra & Prof. Prakash Singh	February 12-16, 2018	Lucknow
4	Project Management for the State Administrative Service Officers of Govt. of Madhya Pradesh	Prof. Sushil Kumar (OM)	February 12-16, 2018	Lucknow
5	Managing Self for Leadership Excellence for the Sr. Executives of Power Grid Corporation of India Ltd.	Prof. Pushpendra Priyadarshi	February 12-16, 2018	Lucknow
6	GMP for the Executives of Organic India Pvt. Ltd.	Prof. M K Awasthi & Prof. Prem P Dewani	February 17-18, 2018	Lucknow
7	Advanced Financial Statement Analysis for Strategic Decision Making	Prof. Seshadev Sahoo	February 19-21, 2018	Noida
8	Managerial Effectiveness	Prof. Archana Shukla	February 19-23, 2018	Noida
9	Planning, Organizing and Foresightedness for the Executives of GAIL India Ltd.	Prof. Sabyasachi Sinha & Prof. Nishant Uppal	February 19-23, 2018	Lucknow
10	Leadership Communication and Image Management	Prof. Payal Mehra	February 19-23, 2018	Lucknow
11	Creativity, Problem Solving and Decision Making for the Junior Level Executives of Indian Oil Corporation Ltd.	Prof. Sushil Kumar (OM)	February 19-23, 2018	Lucknow
12	Role of Ethics, Leadership, Motivation and Quality Management for the Executives of Rural Engineering Department	Prof. Sushil Kumar (CBS) & Prof. Pushpendra Priyadarshi	February 19-23, 2018	Lucknow
13	Managerial Excellence for the Chief Engineers of UPPCL	Prof. Prem P Dewani	February 19-23, 2018	Lucknow
14	General Management Programme for the Executives of HPCL	Prof. Ajay K Garg & Prof. Suresh Kumar Jakhar	February 24-25, 2018	Lucknow
15	Leadership Development for the Women Executives of ONGC Ltd.	Prof. Devashish Das Gupta & Prof. Madhumita Chakraborty	March 5-9, 2018	Lucknow
16	Supply Chain Management for Logistics for the Executives of ONGC Ltd.	Prof. Samir K Srivastava & Prof. Suresh K Jakhar	March 5-9, 2018	Lucknow
17	General Management Programme for the Executives of HPCL	Prof. Ajay K Garg & Prof. Suresh Kumar Jakhar	March 10-11, 2018	Lucknow
18	GMP for the Executives of Organic India Pvt. Ltd.	Prof. M K Awasthi & Prof. Prem P Dewani	March 10-11, 2018	Lucknow
19	Learning, Innovation and Strategy	Prof. Krishna Chandra Balodi	March 14-16, 2018	Noida
20	General Management Programme for the Executives of HPCL	Prof. Ajay K Garg & Prof. Suresh Kumar Jakhar	March 24-25, 2018	Lucknow

Events

PAN IIM World Management Conference

The Fifth PAN IIM World Management Conference began on 14th December at IIM Lucknow. The PAN IIM conference is an annual event initiated by the Indian Institutes of Management and supported by the Ministry of Human Resource Development, Government of India. The conference, with its gamut of high-profile speakers, professional development and special plenary sessions, paper presentation among a host of other activities, is an opportunity for academicians, researchers, practitioners, policy makers and thought leaders to exchange their ideas and foster collaboration. The previous editions of the conference were initiated by IIM Calcutta (2013), IIM Kozhikode (2014), IIM Indore (2015) and IIM Ahmedabad (2016). This year a total of about 500 delegates are attending the conference.

The theme of the Three-day event was “The Making of Digital India: Management Perspectives”. Inaugurating the conference, Convener Prof. Satyabhushan Dash highlighted the contributions of the conference towards the theme.

Dr. Ajit Prasad, Director IIM Lucknow, in his welcome address talked about the history of establishment of all IIMs and the IIMs that IIM Lucknow has mentored in the last few years. He also spoke about the bio diversity of the campus. He also expressed his gratitude towards the Ministry of Human Resource and Development for its constant support which helped IIM Lucknow to host the event.

Mr. Nitin Seth, Chief Executive Officer, Incedo Inc. was the keynote speaker of the ceremony, who gave the address on the topic “New Rules of Management in the Era of Technology Disruption”. He talked about the 4th industrial revolution that centres around cutting edge digital technologies and how it is impacting lives all over the world.

The highlight of the first day was a panel discussion on Digital Healthcare: Challenges and Opportunities. The panelists included Dr. V K Singh - Managing Director, InnovatioCuris, Dr Deepak Agarwal - Professor, Neurosurgery, Ex- Chairman, Computerization & IT at AIIMS and Mr. Thulasiraj Ravilla - Executive Director – LAICO & Director Operations, Aravind Eye Care System.

During the day, there were professional development and special plenary sessions. The day started with a special session on Digital Technologies Strategic Influence in the Context of Emerging Economies by Prof Giri Kumar Tayi, Professor of Management Science and Information Systems, State University of New York, Albany. This was followed by a panel discussion on “Unlocking Potential of Social Network in the Connected World”. The panel discussion was moderated by Mr. Mohan Krishnan, Managing member, TPCKI.

Addressing research scholars from across the country, Prof. Naresh Malhotra, Regents’ Professor Emeritus, Scheller College of Business, Georgia Institute of Technology, USA delivered a cutting edge lecture on “Rigor in Research Methodology in Management Research”.

For the session on best IT practices Mr. Anil Agarwal, IPS Joint Secretary, spoke about UP 100, the award winning initiative by UP Govt. which is the first state in India to implement Location Based Services. Dr. M. Arumugam, Founder, Broadline Technologies shared his experience with the implementation of the drug distribution management system for Tamil Nadu Medical Services Corporation and the Utility Billing System and Mr. Uday Birje, Co-founder and Director of ThinkStreet Technologies talked about E-Governance initiatives for Digital Karnataka and building the ‘Mobile One App – Govt. at your fingerprints’.

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The penultimate day of the 5th PAN IIM World Management Conference started with a discussion around the disruptive impact of big data on industries such as retail, by Mr. Ritesh Ghosal - Chief of Marketing and Insights, Infiniti Retail.

Next session was by Prof Eldon Y. Li - Editor-in-Chief, International Journal of Electronic Business (Inderscience publication). He threw light on the method and applications of multilevel data analysis.

The day also saw Prof. Alok Gupta - Editor in Chief, Information Systems Research (ISR), (INFORMS) talk about big data and the many 'wicked problems' it can solve.

Another interesting talk was by Dr. Russel Belk – Professor; Kraft Foods Chair in Marketing at York University who spoke on the topic 'Technology at the Bottom of Pyramid'.

The highlight of the day was the session 'Meet the Editors', which facilitated a direct interface between budding scholars and editors of highly reputed journals. The panellists were Prof. Alok Gupta, Prof. Girish Ku. Tayi, Prof. Eldon Y. Li, Prof. Ram Mohan (Editor, Vikalpa: The Journal of Decision Makers), Prof. Madhusudan Karmakar (Editor, Metamorphosis) and Prof. Rajesh Babu (Editor-in-Chief, Decision). The session was moderated by Prof. Naresh Malhotra, Regents' Professor Emeritus, Scheller College of Business, Georgia Institute of Technology.

Parallel to these sessions on analytics and publication, there were technical sessions on disciplines such as sustainability, economics, finance and investments, marketing, IT and operations. More than 150 students and faculty from reputed business schools and management colleges across India presented their research and discussed its impact with fellow colleagues, creating an environment of multi-disciplinary learning and growth. The technical sessions also saw paper and poster presentations on topics such as digital banks, role of ICT based knowledge transfer model for farmers in Indian Agriculture Setting etc., which are important from the Digital India perspective.

The final day of the conference started with the keynote address of Shri Rajnish Kumar, Chairman, SBI. He talked about their latest app YONO (You Only Need One) which has been designed as a financial superstore to customer convenience, and other initiatives being taken for strengthening digital financial services in India. It was followed by a panel discussion on 'Impact of Technology on Financial Services and Delivery' which was moderated by Prof. Vikas Shrivastava. The panellists were Mr. Nitin Chugh - Country Head – Digital Banking, HDFC Bank Limited, Mr. Prem Narayan, Deputy Director General, (Joint Secretary Level), UIDAI, Ministry of Electronics & IT and Shri N.P.Chawla, Zonal Manager, LIC of India.

The topic of the next plenary session was 'Public service Delivery through Digital Platform: Challenges and Opportunities.' The session was moderated by Mr. Raju Goteti, VP, Co-Innovation Network, Tata Consultancy Services. The panellists were Mr. Kapil Ahuja, CEO North, Reliance Jio and Mr. Navniet Sikera, Inspector General (IG), Lucknow range.

As the day progressed, there were sessions on best IT automation practices being followed by leading industries where Prof. N. Ravichandran of IIM Ahmedabad talked about the automation of digital initiatives and the administrative challenges of implementing them in the current governance structure of India. Mr. Suvir Misra, Additional Director General, ECCS talked about their project for automation of customs processes in express cargo industry. And the implementation of a paperless clearance process for customs. Mr. Amit Sethi, Global Digital Customer Experience Leader at Baker Hughes, a GE company talked about the significant opportunity that online B2B communities present for the 'Digital India' initiative and shared his

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research insights with the audience. Mr. Uday Birje, Co-founder and Director of ThinkStreet Technologies talked about the TiE network and start-up ecosystem in Banaglore.

Parallel to this, there was a 'Co-creation Workshop on Digitalization and Management Towards a policy framework' headed by Mr. Mehmood Khan - Former Global Head(Innovation), Uniliver & Founder President, IIM Alumni Europe Chapter.

The next panel was an esteemed one where the directors of 16 IIMs discussed 'Management Education in Digital Era' which was moderated by Dr. Bharat Bhasker, Director, IIM Raipur. The panel consisted of directors of 16 IIMs (in alphabetical order) – Prof. Errol D'Souza (IIM A), Prof. C. Raghuram (IIM B), Prof. Saibal Chattopadhyay (IIM C), Prof. Rishikesh T. Krishnan (IIM Indore), Prof. Gautam Sinha (IIM Kashipur), Prof. Ajit Prasad (IIM L), Prof. L. S. Murthy (IIM Nagpur), Prof. Bharat Bhaskar (IIM Raipur), Prof. Shailendra Singh (IIM Ranchi), Prof. Dheeraj Sharma (IIM Rohtak), Prof. Mahadeo Jaiswal (IIM Sambalpur), Prof. Amitabha De (IIM Shillong), Prof. Neelu Rohmetra (IIM Sirmaur), Prof. Bhimaraya Metri (IIM Tiruchirappalli), Prof. Jannat Shah (IIM Udaipur) and Prof. M. Chandrasekhar (IIM Visakhapatnam). The panel talked about India operating at the juncture of two worlds – online and offline and our need to moderate and transform our curriculums to adapt to the changing face of global digital education.

The guests for the valedictory session of the conference were Mr. Dinesh Sharma, Deputy Chief Minister of Uttar Pradesh, Mr. KK Sharma, Secretary, MHRD and Justice Rajesh Tandon, Former Chairperson, Cyber Appellate Tribunal, Govt. of India. Mr. Suresh Prabhu, Minister of Commerce and Industry of India shared a message for the participants where he shared some examples of how digitization reduced graft in the railways and brought Govt. services to every Indian's palmtops and encouraged everyone to be a part of the transforming Digital India. It was followed by award ceremony for 24 awards in Excellence in Digital Entrepreneurship, Start-ups and Best Paper Awards for research presented during the conference. The guests released the Conference compendium and the Start-up India handbook which included all the start-ups that were awarded at the ceremony. Deputy CM, Mr. Dinesh Sharma addressed the participants of the conference. The conference closed with a vote of thanks by Prof. Satyabhushan Dash and the national anthem.

List of Awards

Entrepreneur Excellence Award
Category: Promising Startups
Name of Organization
No Broker
Greenday Pharma Solutions Pvt. Ltd
Category: Startup Stars
Name of Organization
UrbanClap Technologies India Pvt. Ltd
Digital India Award (Corporate)
Category: ICE Corporate
Name of Organization
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Jio

Events

List of Awards

Category: Electronic Manufacturing Corporate
Name of Organization
TJ1400-OLT: Converged Broadband Access and Packet Transport for Rural Broadband Networks
Category: Healthcare Corporate
Name of Organization
Doonline
Category: Agriculture Corporate
Name of Organization
The Transformation of Rural India with PRIDE
Category: Education Corporate
Name of Organization
Transforming Industrial Training by leveraging Virtual Reality (VR) technology
Category: Financial Service Corporate
Name of Organization
Digital e-Lock, South Indian Bank
Category: Citizen Service Corporate
Name of Organization
Express Cargo Clearance System (ECCS)
Digital India Award (Government)
Category: Citizen Service Government
Name of Organization
MyGov
Women Helpline 1090
Category: Education Government
Name of Organization
Train 10000 Teachers
Category: Healthcare Government
Name of Organization
Appointment Systems at AIIMS
Category: Agriculture Government
Name of Organization
Soil Health Card
Category: ICE Government
Name of Organization
Wifi, BSNL

Events



Events



From the Press

Amar Ujala

‘स्मार्ट फोन से आसान नहीं हो जाएगा गरीबों का जीवन’

प्रबंधन विशेषज्ञों ने कहा- तकनीक अपनी जगह, लेकिन जीवन स्तर सुधारने के लिए दूर करनी होंगी कई बाधाएं

अमर उजाला ब्यूरो
लखनऊ।

क्या तकनीक आम गरीब भारतीय का जीवन स्तर सुधार सकती है? शौचालयों से कहीं अधिक संख्या में स्मार्ट फोन होने से क्या हम मान लें कि गरीबों का जीवन आसान हो गया है? आईआईएम लखनऊ में पांचवीं मैनेजमेंट कॉन्फ्रेंस में इसका जवाब 'न' में ही मिला। अमेरिकी बिजनेस प्रो. एकेडमिशियन प्रो. रसल बेलक ने प्रबंधन के परिप्रेक्ष्य में डिजिटल इंडिया बनाने जैसी थीम पर आयोजित इस कॉन्फ्रेंस में रोचक ढंग से इस मुद्दे को उठाया। वहीं सत्र के दौरान सवाल-जवाब में किसानों की आत्महत्याओं से लेकर शहरी गरीबों तक के मामले उठे, जिनमें तकनीकी के निष्प्रभावी रहने के तर्क दिए गए।



प्रो. रसल बेलक

आईआईएम लखनऊ में
डिजिटल इंडिया पर पांचवीं
मैनेजमेंट कॉन्फ्रेंस

एमएचआरडी के सहयोग से आईआईएम की ओर से आयोजित इस कॉन्फ्रेंस में अपने वक्तव्य में प्रो. बेलक ने सामाजिक और आर्थिक संदर्भ में समाज के पिरामिड के निचले पायदान पर मौजूद नागरिकों के पक्ष को रखा। उन्होंने कहा कि पिछले कुछ वर्षों के दौरान भारत में टेक्नोलॉजी का उपयोग बढ़ा है। स्मार्ट फोन होने के अपने फायदे हैं, लोग अपने परिवार के संपर्क में रह पाते हैं, सूचनाएं तेजी से प्रसारित की जाती हैं, काम के अवसर भी बढ़ाए जा सकते हैं। दूसरी ओर प्रश्न है कि क्या ये चीजें और तकनीकें गरीबों की समस्याओं को दूर कर पाई हैं? प्रो. बेलक ने कहा कि इन तकनीकों के होते हुए भी गरीबों और सुविधाओं के बीच विचोलिए मौजूद हैं। गरीबों को सरकार

पूरे समाज को
बनाना होगा
डाटा का
अध्ययनकर्ता

करोसिन 15 रुपए लीटर में देती है, लेकिन उन्हें वही ब्लैक मार्केट से 45 रुपये में खरीदना पड़ता है। एलपीजी सिलेंडर पाने के लिए उन्हें अपनी एक दिन की दिहाड़ी तक छोड़नी पड़ जाती है। यही हाल

इंफॉर्मेशन सिस्टम रिसर्च के प्रमुख संपादक प्रो. आलोक गुप्ता ने कहा कि बड़े स्तर पर होने वाली रिसर्च के जरिए दावा किया जाता है कि यह भविष्य में झांकने में मदद करेगी, लेकिन ऐसा है नहीं। बड़े डाटा के साथ समस्या है कि इसमें सामने आई हर बात महत्वपूर्ण होती है। ऐसे में सामाजिक समस्याओं और चुनौतियों को समझने के लिए यह अध्ययन जरूरी है। समाज के अलग-अलग तबके के लोग क्या सोच रहे हैं, सटीक भविष्य को जानने के लिए सभी पक्षों को जानना जरूरी है। इसमें समाज का भी सहयोग लेना होगा जो इस बड़े डेटा का खुद अध्ययनकर्ता बनने को राजी हो। इसका उपयोग सरकारी नीतियां बनाने से लेकर ट्रैफिक समस्याएं तक सुलझाने में हो सकेगा।

तकनीक का भी है। उनके पास बिजली नहीं है, वे फोन के साथ इंटरनेट आसानी से नहीं पा रहे। यह संकेत है कि केवल यह मान लेना कि नई तकनीकी गरीबों तक पहुंचाने से उनका जीवन बदल जाएगा, गलत है।

धरातल पर बुनियादी सुविधाओं के क्षेत्र में अब भी काफी काम करने की जरूरत है। कॉन्फ्रेंस में कॉरपोरेट सेक्टर से रितेश घोषाल और प्रकाशन क्षेत्र से एल्डन वाई ली ने भी व्याख्यान दिए।

तकनीक हमेशा कारगर नहीं

प्रश्नोत्तर के दौरान पंजाब में भी किसानों की आत्महत्या का उदाहरण देते हुए पूछा गया कि क्या सच में तकनीक जीवन बदल सकती है? प्रो. बेलक ने कहा कि हरित क्रांति ने निश्चित रूप से उत्पादन बढ़ाया, लेकिन जिन किसानों का जीवन बदला, वे हमेशा इसी क्रांति पर आश्रित होकर रह गए। आत्महत्याएं इसी का नतीजा हैं। तकनीक लगातार बदलती है, ऐसे में हरित क्रांति किसानों के लिए हमेशा समृद्धि लाएगी, ऐसा नहीं माना जा सकता। नई तकनीकों की धरातल पर उपयोगिता भी समझने की जरूरत है।

Hindustan

स्टार्टअप व डिजिटल उद्यमिता के लिए 24 अवॉर्ड

आईआईएम

लखनऊ | कार्यालय संवाददाता

भारतीय प्रबंध संस्थान लखनऊ के 5वें पैन आईआईएम विश्व मैनेजमेंट सम्मेलन में शनिवार को 24 पुरस्कार बांटे गए। ये पुरस्कार स्टार्टअप के साथ डिजिटल उद्यमिता के लिए दिए गए हैं। कार्यक्रम के मुख्य अतिथि उप मुख्यमंत्री डॉ. दिनेश शर्मा के साथ मानव संसाधन विकास मंत्रालय के सचिव केके शर्मा और न्यायमूर्ति राजेश टंडन ने ये पुरस्कार दिए। इस अवसर पर आईआईएम लखनऊ के निदेशक प्रो. अजीत प्रसाद के साथ 16 अन्य आईआईएम के निदेशक भी मौजूद रहे।

सम्मेलन में दिन भर संवाद कार्यक्रम चला। एसबीआई के चेयरमैन रजनीश कुमार ने 'योनी' (यू ऑनली नीड वन) एप के बारे



आईआईएम लखनऊ के 5वें पैन आईआईएम विश्व मैनेजमेंट सम्मेलन में शनिवार को स्टार्टअप व डिजिटल उद्यमिता के लिए पुरस्कार बांटे गए

में जानकारी दी। उन्होंने बताया कि इस एप ने कस्टमर की समस्याओं को काफी हद तक हल कर दिया। 16 आईआईएम से आए निदेशकों ने 'मैनेजमेंट एजुकेशन इन डिजिटल एरा' विषय पर संवाद किया। शाम को पुरस्कार बांटे गए।

सीएम से लेकर अन्य ने बनाई दूरी आईआईएम के 5वें पैन विश्व मैनेजमेंट सम्मेलन में उदघाटन से

इनको मिले पुरस्कार

1. एंटरप्रेन्योर एक्सीलेंस अवार्ड : नो ब्रॉक, ग्रीन डे फार्मा सॉल्यूशन, ऑर्बन क्लैप टेक्नोलॉजीज इंडिया प्राइवेट लिमिटेड।
2. डिजिटल इंडिया अवार्ड (कारपोरेट) : bookmyparts.com, जियो, कन्वर्ज्ड ब्रॉडबैंड एक्सेस एंड पैकेट ट्रांसपोर्ट फॉर रूरल ब्रॉडबैंड नेटवर्क, डोकोनलाइन समेत अन्य
3. डिजिटल इंडिया अवार्ड (गवर्मेंट) : माईगव, तुमन पावर लाइन 1090, ट्रेन 10000 टीचर, अपॉइंटमेंट सिस्टम इन एम्स, सॉइल हेल्थ कार्ड और वाईफाई वीएसएनएल

उदघाटन कार्यक्रम में मुख्यमंत्री योगी आदित्यनाथ को आमंत्रित किया था। मानव संसाधन विकास

From the Press

Hindustan Live

आईआईएम : डिजिटल युग में बदल रहे मैनेजमेंट फंडे

लखनऊ | कार्यालय संवाददाता

पिछले कुछ वर्षों में भारत देश डिजिटल की दुनिया में तेजी से बढ़ रहा है। खासकर नोटबंदी के बाद से। डिजिटल दुनिया में समय के साथ मैनेजमेंट फंडे भी बदल रहे हैं। ये बातें गुरुवार को 'प्रौद्योगिकी विघटन के युग में प्रबंधन के नए नियम' विषय पर टेक्नोलॉजी सर्विसेज फर्म इनसीडो के सीईओ नितिन सेठ ने कहीं। मौका था आईआईएम परिसर में 5वें पैन आईआईएम विश्व मैनेजमेंट सम्मेलन के आयोजन का।

उन्होंने कहा कि आज के दौर में किसी भी उत्पाद की लाइफ अधिकतम तीन वर्ष रह गई है। इसका सीधा मतलब है कि ग्राहकों के पास उत्पादों की वैरायटी उपलब्ध है। इसलिए पुराने मैनेजमेंट



आईआईएम परिसर में गुरुवार को 5वें पैन आईआईएम विश्व मैनेजमेंट सम्मेलन का आयोजन किया गया।

डिजिटल दुनिया में एक तरह से लागू नहीं होते हैं। उन्होंने कहा कि चौथी औद्योगिक क्रांति के दौर में डिजिटल तकनीकी आपस में ही एक दूसरे को काट रही है।

इसका असर पूरे विश्व पर पड़ रहा है। उन्होंने सात नियमों का उल्लेख कर डिजिटल दुनिया में मैनेजमेंट को बेहतर बनाने के बारे में जानकारी दी। कार्यक्रम

आईआईएम विश्व मैनेजमेंट सम्मेलन में खास चर्चाएं

- डिजिटल क्रांति की उम्र और भारत की अर्थव्यवस्था में डिजिटल का भविष्य
- सोशल नेटवर्क की ऑनलाइन क्षमता पर
- प्रबंधन अनुसंधान में कठोरता में अनुसंधान कार्यप्रणाली पर परिचर्चा

में आईआईएम लखनऊ के निदेशक डॉ. अजीत प्रसाद सहित अन्य आईआईएम के प्रतिनिधि और शिक्षक मौजूद रहे।

डिजिटल हेल्थकेयर में चुनौतियों का हो रहा सामना: पहले दिन डिजिटल हेल्थकेयर का खास बेहद खास रहा। इस सेशन में इसकी चुनौतियों और अवसरों पर परिचर्चा हुई। इसमें डॉ. वी. के. सिंह,

डॉ. दीपक अग्रवाल, एम्स न्यूरोसर्जरी के थुलसिराज रवीला शामिल हुए। वक्ताओं ने भारत डिजिटल हेल्थकेयर क्रांति में आगे बढ़ रहा है। अपर्याप्त इन्फ्रास्ट्रक्चर, पहुंच और क्षमता के अभाव में चुनौतियों का सामना कर रहा है। उन्होंने कहा कि आने वाले कुछ वर्षों में अपन देश इसमें बेहतर करेगा।

Navbharat Times

'2025 तक वित्तीय क्षेत्र पूरी तरह होगा डिजिटल'



आईआईएम में चल रहे 5वें पैन मैनेजमेंट कॉन्फ्रेंस में डिप्टी सीएम डॉ. दिनेश शर्मा भी पहुंचे।

■ एनबीटी, लखनऊ: साल 2025 तक भारत का वित्तीय क्षेत्र पूरी तरह से डिजिटल हो जाएगा। हर क्षेत्र में डिजिटलीकरण से बड़ी क्रांति आई है। मौजूदा समय में डिजिटलीकरण का अधिकतर लाभ युवा पीढ़ी उठा रही है। शनिवार को आईआईएम में चल रही 5वीं पैन मैनेजमेंट कॉन्फ्रेंस के आखिरी दिन ये बातें एसबीआई के चेयरमैन रजनीश कुमार ने कही। यहां डिप्टी सीएम डॉ. दिनेश शर्मा भी मौजूद रहे। रजनीश ने कहा कि हम कोशिश कर रहे हैं कि 100 फ्रीस्टडी लोग

■ आईआईएम में चल रही 5वीं पैन मैनेजमेंट कॉन्फ्रेंस का समापन

■ डिजिटल बैंकिंग इस्तेमाल करने की लोगों से अपील

डिजिटल के तौर पर बैंकिंग करें। डिजिटली प्लेटफार्म खाताधारकों को सिर्फ पांच मिनट में हर तरह की सेवाएं दे देता है। हमारा 60 से ज्यादा ई-कॉमर्स वेबसाइटों के साथ मिलकर काम कर रहे हैं। एमडीआर (मर्चेण्ट डिस्काउंट रेशियो) को सरकार ने अपने खर्च पर दो वर्षों के

लिए आगे बढ़ा दिया है। क्योंकि व्यापारी इसको मानने से इनकार कर रहे थे। इसलिए बैंकों का खर्च केंद्र ने अपने ऊपर लिया है। इससे केंद्र को लगभग 2200 करोड़ रुपये से ज्यादा की रकम का बोझ खुद उठाना पड़ेगा।

एचडीएफसी बैंक लिमिटेड में डिजिटल बैंकिंग के कंट्री हेड नितिन चुग ने कहा कि डिजिटल के इस दौर में कंप्यूशन तेजी से बढ़ रहा है। यूआईडीएआई, इलेक्ट्रॉनिक्स और आईटी मंत्रालय के उप महानिदेशक प्रेम नारायण ने कहा कि टेक्नोलॉजी के इस दौर में जिसने भी सुस्ती दिखाई वह तेजी से पिछड़ जाएगा।

From the Press

Pioneer

CONFERENCE

Deputy Chief Minister Dinesh Sharma addressed the participants on final day of the PAN-IIM World Management Conference at IIM-Lucknow on Saturday. He compared the education system of ancient India and scholars like Aryabhata and Panini with the modern teaching styles in the digital India age and shared his own experiences with the evolution of technology. Minister of Commerce and Industry Suresh Prabhu had a message for the participants. He cited some examples of how digitisation reduced graft in railways and brought government services to every Indian's palmtops besides

part of the transforming 'Digital India'.



Deputy CM Dinesh Sharma at Pan-IIM conference on Saturday

From the Press

Navbharat Times

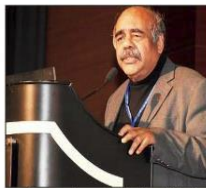
'डिजिटल क्रांति ने पूरी तरह से बदला व्यापार का स्वरूप'

आईआईएम के वर्ल्ड मैनेजमेंट कॉन्फ्रेंस में विशेषज्ञों ने दिए बाजार में टिके रहने के मंत्र

■ एनबीटी सं, लखनऊ : डिजिटल क्रांति ने व्यापार के स्वरूप को पूरी तरह बदल दिया है। वर्तमान हालात में व्यापार को अस्पष्टता, जटिलता, अनिश्चितता और अस्थिरता का सामना करना पड़ रहा है। ऐसे में जरूरी हो गया है कि बेहतर योजना तैयार करें, अपने प्रोडक्ट को दूसरों से अलग रखने का प्रयास करें, टेक्नालॉजी का ज्यादा से ज्यादा प्रयोग करें और सबसे अहम है कि रिस्क लेना सीखें। बाजार में टिके रहने के लिए समय के साथ बदलना ही होगा। आईआईएम लखनऊ में गुरुवार को टेक्नालॉजी

सर्विसेज की फर्म इनसीडो के सीईओ नितिन सेठ ने उक्त बातें कहीं।

5वें पैन आईआईएम वर्ल्ड मैनेजमेंट कॉन्फ्रेंस में वक्ता बोलते हुए सेठ ने कहा कि आज के दौर में किसी भी उत्पाद की लाइफ अधिकतम तीन वर्ष रह गई है। इसका सीधा मतलब है कि ग्राहकों के पास ज्यादा विकल्प हैं। पुराने फंडे डिजिटल दुनिया में लागू नहीं होते हैं। चौथी औद्योगिक क्रांति के दौर में डिजिटल तकनीकी आपस में ही एक-दूसरे को काट रही है। इसका असर पूरे विश्व पर पड़ रहा है। आईआईएम



सम्मेलन को इनसीडो के सीईओ नितिन सेठ ने संबोधित किया।

लखनऊ के निदेशक डॉ. अजीत प्रसाद ने संस्थान के इतिहास और नए कार्यों के बारे

में बताया। उद्घाटन के बाद हुए डिजिटल हेल्थकेयर का सेशन खास बेहद खास रहा। इसमें चुनौतियों और अवसरों पर चर्चा हुई। इसमें डॉ. वीके सिंह, डॉ. दीपक अग्रवाल, एमएस यूरोसर्जरी के थुलसिराज रवीला शामिल हुए। इसमें बताया गया कि भारत डिजिटल हेल्थकेयर क्रांति में आगे बढ़ रहा है। इस दौरान डिजिटल क्रांति की उम्र और भारत की अर्थव्यवस्था में डिजिटल का भविष्य, सोशल नेटवर्क की ऑनलाइन क्षमता और प्रबंधन अनुसंधान व अनुसंधान कार्यप्रणाली पर परिचर्चा हुई।

The Pioneer

Conference on digital tech commences at IIM-L

Lucknow (PNS): The fifth PAN IIM World Management Conference began on Thursday at the IIM, Lucknow. It is an annual event initiated by the Indian Institutes of Management and supported by the Ministry of Human Resource Development, Government of India. The conference with its gamut of high-profile speakers, professional development and special plenary sessions and paper presentation among a host of other activities, is an opportunity for academicians, researchers, practitioners, policy makers and thought leaders to exchange their ideas and foster collaboration. Its previous editions were initiated by the IIM, Calcutta

(2013), IIM, Kozhikode (2014), IIM, Indore (2015) and IIM, Ahmedabad (2016). This year a total of about 500 delegates are attending the conference.

The formal inaugural function of the three-day-long conference commenced with the lighting of the lamp ceremony by Dr Ajit Prasad, Director, IIM, Lucknow, followed by the Saraswati Vandana by the students of Kendriya Vidyalaya.

The theme of the three-day-long event is "The Making of Digital India: Management Perspectives" and the focus of the deliberations will be on the Digital India initiative and its implications and opportunities from the management point of view. The convener of the con-



ference, Prof Satyabhushan Dash, highlighted its contributions towards the theme.

Dr Ajit Prasad, Director,

IIM, Lucknow, in his welcome address talked about the history of establishment of all the IIMs and the ones which IIM,

Lucknow, had mentored during the past few years. He also spoke about the biodiversity of the campus. He also expressed his gratitude towards the Ministry of Human Resource and Development for its constant support which helped the IIM, Lucknow, to host the event. Nitin Seth, chief executive officer of Incedo Inc, was the keynote speaker of the ceremony and he spoke on the topic, 'New Rules of Management in the Era of Technology Disruption'.

He talked about the fourth industrial revolution which centred around the cutting-edge digital technologies and how it was impacting lives all over the world.

From the Press

Hindustan Times

UDYAM, ANNUAL BUSINESS CONCLAVE OF IIM LUCKNOW

Challenges in wake of digitisation discussed

HT Correspondent

htreportersdesk@hindustantimes.com

LUCKNOW: Udyam, the flagship annual business conclave of IIM Lucknow, Noida Campus was held with renowned industry leaders converging on the campus for a full day of discussion and deliberations.

The theme of the conclave was 'digitization'.

The business conclave was spread across two sessions wherein the first panel discussion was held on "Digital Transformation: Disruption or Innovation" and the second on "Industry 4.0: How Digitization is Changing Supply Chain".

In his inaugural address, Prof Md Akbar - MD L-Incubator, IIM Lucknow briefed on the disruptive innovation all around us and stressed on the import of the interaction between industry and academia in these volatile times.

Bringing together the best of minds from the different domains of the industry and thereby enlightening and provoking new thoughts among the future leaders was the main objective of this one-day event.

"Industry today is going through a flux and it is mostly on the back of some very high-end technology, making things possible today which were quite unimaginable a few years back. Autonomous cars, humanoid robots and billion dollar companies without physical assets are some of the realities that we face



The 'Udyam' business conclave in Noida was spread across two sessions - one on 'Digital Transformation' and the other on 'Industry 4.0'.

HT PHOTO

NEED TO INVEST IN CYBERSECURITY

The panelists talked about various challenges that would come up in the wake of digitization such as employability gap of the individuals and cybersecurity.

While speaking on the need to ensure a seamless transition to this new era of digitization,

Meenu Singhal, VP, Schneider Electric spoke about the need to invest not only on people to increase their productivity and efficiency but also on cybersecurity.

Neeraj Singh, director KPMG, talked about increasing product complexities.

today," he said.

Highlighting this fact, Rajesh Dhuddu, senior VP, Quattro Processing Services, gave the example of "Gatebox", where in a humanoid living with human beings does all activities.

He also spoke about the inevitability of coexistence of the dig-

ital and physical.

The phrase digital transformation itself conjured up a picture of companies adopting technology in their activities or in some cases changing business models or creating completely new businesses out of thin air, he said.

The panelists talked about various challenges that would come up in its wake such as employability gap of the individuals and cybersecurity. While speaking on the need to ensure a seamless transition to this new era of digitization, Meenu Singhal, VP, Schneider Electric spoke about the need to invest not only on people to increase their productivity and efficiency but also on cybersecurity and emerging technology.

The panelists also predicted that the coming 4th Industrial revolution would be based on application of the technology available, leading to an ecosystem that would change from being asset-based to network orchestrating, such as the Uber.

Neeraj Singh, director KPMG, talked about increasing product complexities and dynamic customer requirements which were necessitating need for IOT enabled connected equipment or production lines which could interact with each other giving enhanced efficiency of production.

The speaker also talked about the benefits of circular economy and the need to focus on how product was used, reused and disposed, thus helping reduce costs and have sustainable businesses.

The event was organized by students of various programmes (IPMX, PGP-SM and WMP) at IIM Lucknow, Noida Campus.

Amar Ujala

टेक्नोलॉजी व नई सोच ने उद्योग जगत में बढ़ाया संभावनाओं का दायरा

लखनऊ। टेक्नोलॉजी व नई सोच ने असंभव को संभव बना दिया है। उद्योग जगत में जो काम पिछले सालों में मुश्किल लगता था, आज वह तकनीक व सही सोच से सांचे में ढल जाता है। सोमवार को आईआईएम लखनऊ के नोएडा कैंपस में एनुअल बिजनेस कॉन्क्लेव 'उद्यम' में उद्योग से जुड़ी हस्तियों ने ये विचार व्यक्त किए। कॉन्क्लेव में पहला सत्र 'डिजिटलाइजेशन'



एनुअल बिजनेस कॉन्क्लेव 'उद्यम' में वक्ताओं ने रखे विचार

व दूसरा 'इंडस्ट्री 4.0: बाधाएं और नई खोज' पर हुआ, जिसमें वक्ताओं ने उद्योग जगत में स्टार्टअप की संभावनाओं पर विचार रखे। आईआईएम लखनऊ के प्रोफेसर मो. अकबर ने कहा कि नई खोजों का दायरा बढ़ता जा रहा है। इसलिए अलग-अलग उद्योगों के बुद्धिजीवियों को एक साथ एक मंच पर लाया जाए, जिससे नए आइडिया को अमलीजामा पहनाया जा सके। क्वाट्रो प्रोसेसिंग सर्विस के सीनियर वाइस प्रेसिडेंट राजेश धुद्दू ने कहा कि पिछले कई वर्षों तक जो काम असंभव लगता था, आज तकनीक से उद्योग उन्हें संभव बना रहे हैं। इसमें रोबोट की महत्वपूर्ण भूमिका है। स्कीनीडर इलेक्ट्रिक्स की वाइस प्रेसिडेंट मीनू सिंघल ने कहा कि कर्मचारियों की कार्यक्षमता के साथ-साथ तकनीकी व साइबर सिक्योरिटी में निवेश वक्त की जरूरत है। ब्यूरो

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