



Indian Institute of Management Lucknow



NEWSLETTER

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"The road to happiness lies in two simple principles: find what it is that interests you and that you can do well, and when you find it, put your whole soul into it —every bit of energy and ambition and natural ability you have."

— John D. Rockefeller III

In this Issue:



In this Issue

RESEARCH PUBLICATIONS:

Journal Publications
Conference/Seminar Publications
Book Chapters

Other assignments

Events during the month

NOIDA Campus events

MDPs

From the Press



RESEARCH PUBLICATIONS**JOURNAL PUBLICATIONS**

Saji, K.B., "Modeling the Store Retailing Performance Outcome"; *International Journal of Mathematical Models and Methods in Applied Sciences*, (NAUN) Vol.2 No.2 (2008): 186-189.

ABSTRACT

In a fast changing global business scenario, the technological advancements are bringing in significant changes in traditional retailing operations. A revolution is under way at present in the store-dominated world of retailing both in developing as well as developed economies. Marketers have increasingly started realizing the fact that the purchasing power of customers, consumer preferences, latent need fulfillment, and convenient buying are the most important reasons for improving the retailing effectiveness. Of all these reasons, it is experienced to be the convenient buying that demands a unique approach in retailing. An effective retailing operation should facilitate placement of order for products and services from home, an in-home delivery in the shortest possible time, and payment flexibility. For these to happen, the retailing firms may have to seek appropriate technologies for bringing in operational efficiency in order to gain competitive advantage. This necessitates technology assimilation based on appropriateness, availability, accessibility, cost and timeliness. Through this paper, it is attempted to study these factors in the context of convenient buying for assessing their criticality in deciding the effectiveness of retailing operation. The paper successfully reports a predictive model for assessing the store retailing performance outcome.

CONFERENCE/SEMINAR PUBLICATIONS

Raina, Roshan Lal, "Scholarly Information & Communication in Web Environment: Context, Challenges and Opportunities." Invited paper presented in the First National Seminar on 'Scholarly Information & Communication in Web Environment', organized by IndianJournals.com at India Habitat Centre, New Delhi, on May 23, 2009.

ABSTRACT

In today's knowledge-driven-context, competitive advantage originates more from 'knowledge' rather than from the traditional sources of 'labour' and 'capital'. Knowledge has become the engine of growth, be it at the micro level or macro. It is in this context adequate attention needs to be paid on facilitating 'generation', 'processing' and 'use' of knowledge. ICT has shown enormous potential towards this end. Capturing, organizing, accessing, retrieving, and disseminating the essence of 'knowledge' is what is needed to keep the 'knowledge cycle' happening (in a seamless fashion). Justifying the argument, the paper advocates for web interface as a powerful instrument for all such activities and also illustrates the role of IndianJournal.com in this direction.



BOOKS CHAPTERS

Singh S. K., "Urban Bus Policy to Reduce Air Pollution and Congestion", In *Vehicular Pollution and Health: A Way Forward for Mitigation*, edited by Debashree Mukherjee & Parmita Nag (Eds.), Hyderabad: The ICFAI University Press, 2008, ISBN: 978-81-314-1888-8, pp. 113-122.

ABSTRACT

Until recently, the main function of urban bus transport was to satisfy the individual needs of the less affluent members of society, but now it has to contribute for congestion relief and environmental preservation. This requires a fundamental change of emphasis to fulfill its new role of attracting enough people away from the private cars and two-wheelers. The Indian cities cannot afford to cater only to the private vehicles and there has to be a general recognition that policy should be designed in such a way that reduces the need to travel by personalized modes and boosts bus transport system. This requires both an increase in quantity as well as quality of bus transport and effective use of demand as well as supply side management measures. It is imperative that bus transport companies identify different groups of consumers and provide variety of services at optimal prices to attract people towards bus transport. At the same time, government should use market based instruments to promote cleaner technology and fuel and encourage people to use non-motorized transport.

OTHER ASSIGNMENTS

Prof. K.B. Gupta was invited as the Chief Guest at a seminar organized by NBRI Lucknow to celebrate the National Technology Day on 11th May, 2009. He delivered the keynote address, titled "Market Based Project Adoption and Technology Development in the Field of Plant Sciences and Agriculture".

EVENTS DURING THE MONTH



Indian Institute of Management Lucknow
Noida Campus



4th May 2009

Steria CEO addresses IPMX Batch



Dr. Mukesh Aghi, CEO, Steria India Ltd., visited IIM Lucknow, Noida and interacted with the IPMX 2009-10 batch students. During his visit, Dr. Aghi talked about some of the most important qualities that a leader should possess in these recessionary times. Sighting the examples of Mahatma Gandhi, Peter Drucker, Collin Powell and leaders alike, Dr. Aghi illustrated the importance of vision and perseverance for future leaders. He also stressed on the importance of work-life balance and people management in an individual's career. Replying to questions raised by the IPMX students, Dr. Aghi said, "During these tough times, companies, especially IT companies, need to constantly look out for innovative ways for reducing their operational costs,

and need to tap newer markets for growth opportunities". He opined that laying-off people does not hold the key in resolving current situations and considered people, if nurtured properly, to be the biggest asset in resolving company problems.

The session was also attended by Prof. Punam Sahgal, Dean, IIM-Lucknow, Noida Campus. The session ended with students delivering a vote of thanks to Dr. Aghi.

MANAGEMENT DEVELOPEMENT PROGRAMMES

NAME OF THE PROGRAMME	DURATION	PROGRAMME DIRECTOR
Forest Research Methodology for IFS Officers	June 1-5, 2009	Prof. Jabir Ali & Prof. Kritibardhan Gupta
Strategic Leadership for Principals of CBSE Schools	June 1-5, 2009	Prof. Archana Shukla
Management Skills for the Officers of Navodaya Vidyalaya Samiti	June 8-12, 2009	Prof. R L Raina
Strategic Leadership for Principals of CBSE Schools	June 15-19, 2009	Prof. Devashish Dasgupta



FROM THE PRESS

Business Standard

IITs, IIMs need to revise curricula: Sibal

REPORTER
By [Name], 28 July

The Indian Institute of Technology (IIT) and Indian Institute of Management (IIM) need to revise their curricula to compete for international talent, newly appointed Union Minister for Ministry Human Resource Development (MHRD), Kapil Sibal, told ministers while taking charge on Friday.

He also clarified that pending bills, drafted by the previous government, would be pushed forward as important bills include the Foreign Education Bill and Right to Education Bill. If passed in Parliament, Foreign Education Bill will allow foreign universities to offer higher education courses and set Indian campuses. At present, foreign universities are forbidden from offering degree courses in India by the MHRD. The government need Sibal, however, did not provide any details in this regard.

Explaining his stance on revising curricula, Sibal said, "The use of technology and automation, economy has changed and it has become difficult for graduates to find jobs. So, there has to be a change in the school and university curricula."

Sibal also said that there is a need to change the curriculum as they are not in sync with the changing times. "The education system has been slow in responding to the changes around the world. Management is not relevant to the management and it is in need of a complete overhaul. So, for an IIT, the ministry expects us to incorporate some changes, we will do it."

Incidentally, the H. C. Bhargava view Committee report said that most of the IIM management development programmes (MHRD) consist of courses for employed or junior executives reflecting on the perceptions of business and industry about the value addition which IIMs can provide for senior managers. When copy-tacted, Bhargava said, "I believe education is a very important ministry — among the top three ministries in India — but has not been given its due. My Sibal's appointment gives a great degree of hope that the education sector will see a lot of reforms."

He also said, "I am looking forward to the ministry's expectations to incorporate some changes, we will do it."

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THE FINANCIAL EXPRESS

Tajiv Tikoo

INDIAN business schools and universities are getting climate friendly. While some are launching programmes on sustainability, others are offering courses in climate change, clean technology and carbon trading to be in sync with globally emerging trends in business and environment.

Pune-based Symbiosis Institute of International Business will be launching its new programme, MBA in energy & environment, next month. The two-year, full-time residential programme will seek to empower tomorrow's managers with knowledge in the fields of energy and environment.

Environment has been bunched with energy because the institute recognises that an understanding of environmental issues like climate change, loss of biodiversity and ozone layer depletion is necessary to pursue sustainable development. The programme will focus particularly on managerial, economic, legal and technical aspects to enable aspiring global managers to act as an interface between the world of new technology and sustainable business.

Explaining the rationale behind launching the programme during the showstop, Rajni Gupta, director, Symbiosis Institute of International Business, said, "The programme will seek to impart new skill sets to aspiring managers so that they are in sync with a new global context, which puts a premium on sustainability. It will focus not only on the integration of sustainable agenda in the institute's vast knowledge capital in sustainable development."

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THE TIMES OF INDIA
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STEERING LEADERSHIP

Indian Institute of Management (IIM), Lucknow's Noida campus is organising a leadership series for its international programme in management for executives (IPMX) batch. The series is already underway for the new batch, which began its classes less than a month ago. This series focuses on interaction with experts in the sector and emphasises on the importance of leadership as a skill. The IPMX 2009-10 batch has 46 participants. A majority of these participants come from engineering backgrounds who have worked in private organisations in India and abroad.



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Designed by: **Vani Venkat**

