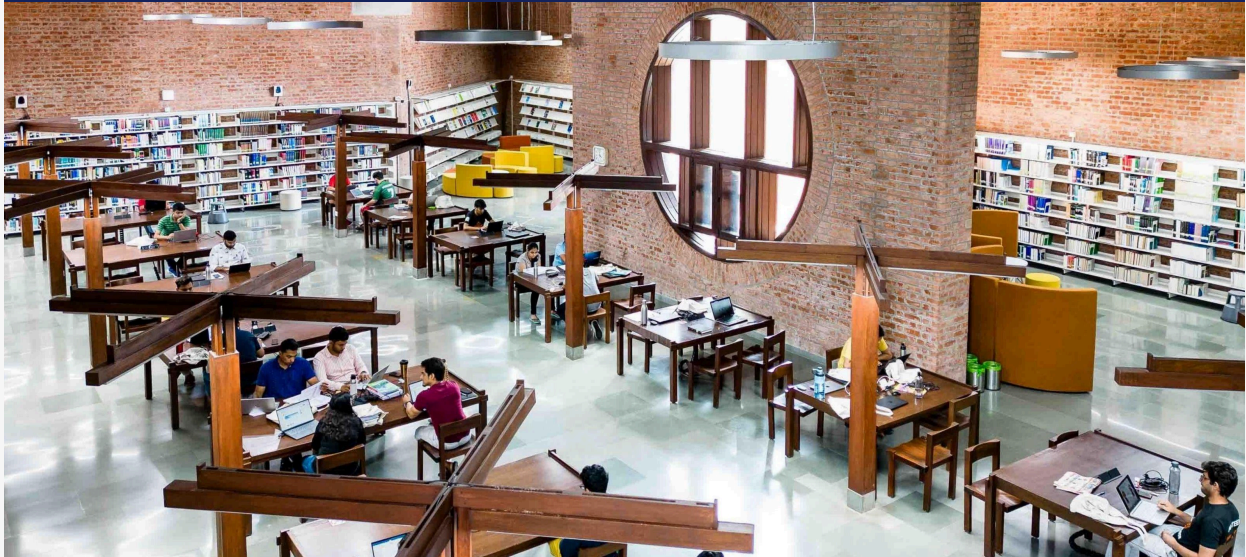




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Publications



**Crafting Effective Health Appeals:
Language and Source Credibility in
Amplifying Tobacco Control
Messages on Social Media**

Authors: Dhruven Zala, Athi Karthick, and
Arun Sreekumar

Journal: Health Marketing Quarterly, May
2025

[Read the Paper](#)

**An Empirical Analysis of
'Scandalous' and 'Obscene' Trade
Marks in India**

Authors: M P Ram Mohan, Aditya
Gupta, and Vijay V. Venkitesh

Journal: New York University Journal
of Intellectual Property & Entertainment
Law, May 2025

[Read the Paper](#)





Paradoxical Leadership, Experienced Tensions, and Counterproductive Behavior: Moderation by Consistency and Gender

Authors: Neha Tripathi, Daan van Knippenberg, and Charmi Patel

Journal: Journal of Leadership and Organizational Studies, May 2025

[Read the Paper](#)

Effect of Exogenous Testosterone on Cardiovascular, Cerebrovascular, and Thromboembolic Adverse Events: Results of Three Complementary Research Designs

Authors: Tat-Thang Vo and 8 other co-authors, including Samrat Roy

Journal: American Journal of Epidemiology, May 2025

[Read the Paper](#)



Assessing the Effectiveness of Import Duty to Reduce Carbon Leakage under Carbon-price Uncertainty

Author: Sriram Sankaranarayanan

Journal: Energy, May 2025

[Read the Paper](#)

Cases Published

Making Metro Rail Work in Developing Countries: Overcoming Ridership and Financial Management Challenges

Authors: Sandip Chakrabarti and Muskan Verma

Published on: May 19, 2025

[Read the Case](#)



Achievements & Appointments



Prof. Sundaravalli Narayanaswami of the Public Systems Group Area has been appointed as a Public Interest Director (PID) on the Board of Directors of the India International Bullion Exchange (IIBX), IFSC. In this role, she chairs the Standing Committee on Technology and serves as a member of the Audit Committee and Risk Management Committee of the BoD.

Invited Talks

Prof. Lakshmi Goyal of the Strategy Area was invited to conduct a workshop on “Problematization in Management Research” at the 15th Annual Conference on Excellence in Research and Education held at IIM Indore on May 2, 2025.



Prof. Satish Deodhar of the Economics Area was invited as a Keynote Speaker on May 9, 2025, for the International Conference held at IIM Kashipur and co-hosted by Brunel University, London. His address was on linking Economic Ideas from Ancient India to Sustainable Management Strategies for India's Future.

Access past issues of The IIMA Chronicle at: <https://www.iima.ac.in/faculty-research/the-iima-chronicle>

Faculty members may share their latest updates from each month with us on newsletter@iima.ac.in by the last date of every month.

