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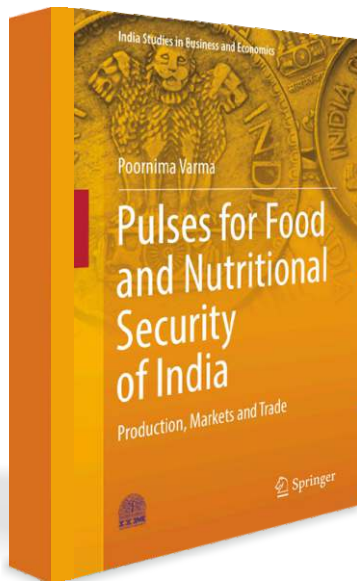
Newsletter

from the Research & Publications
Office, Indian Institute of Management
Ahmedabad

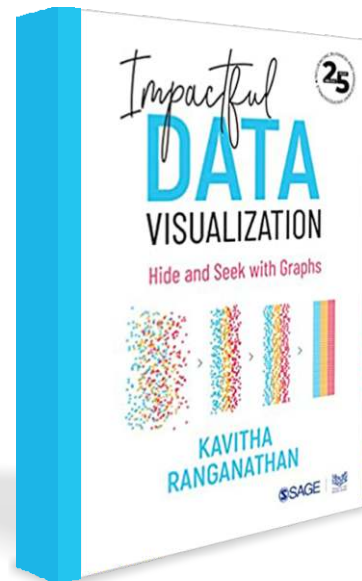
December 2022



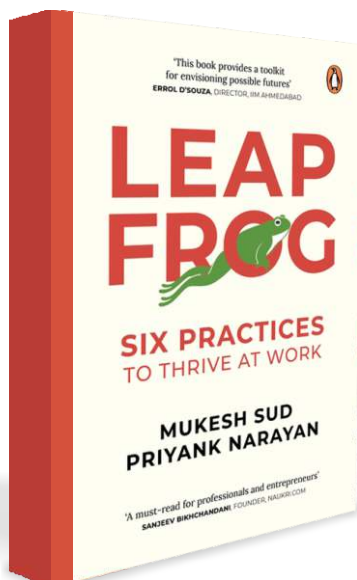
Books



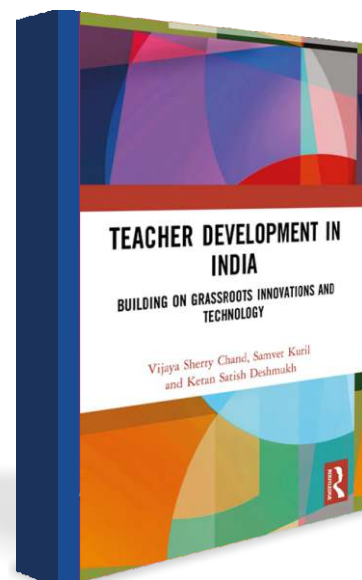
**Pulses for Food and Nutritional Security of India:
Production, Markets and Trade**
Author: Poornima Varma



**Impactful data visualization :
Hide and seek with graphs**
Author: Kavitha Ranganathan



Leapfrog: Six Practices to Thrive at Work
Authors: Mukesh Sud, Priyank Narayan



**Teacher Development in India:
Building on
Grassroots Innovations and Technology**
Authors: Vijaya Sherry Chand,
Samvet Kuril, Ketan Deshmukh

Message from Chairperson



We are pleased to provide an overview of IIMA's faculty research output during the period of July-December 2022 in our Research and Publications Newsletter. We are proud while we summarise the research publications in the form of journal articles, books, and book chapters. During this period R&P office has received tremendous support from faculty and research students towards hosting research seminars and workshops.

The R&P Office has organized a research methodology workshop on Introduction to Discrete Choice Modelling by Professor Maya Ganesh, which was highly appreciated by the participants. During this period, we also organized editorial and publishing workshops by editors of reputed journals namely International Journal of Information Management and Journal of Academy of Marketing Science. R&P Office initiated the practitioner talk series during this period. Eminent practitioners in the field of information technology, Advanced Analytics, Science and Engineering from Philips, SAS Institute Inc., and Amazon respectively contributed to this series.

In the first half of 2023, we have several leading editors who will be visiting IIMA and offering editorial and publishing workshops in focussed areas of management including workshops to enhance research writing skills. We hope to continue with the momentum and we look forward to your support.

Debjit Roy
Chairperson, Research & Publication Committee

One-click at a time: Empowering mothers for their adolescent children's educational expenditures through social media usage

Akshaya Vijayalakshmi, Meng-Hsien (Jenny) Lin

International Journal of Consumer Studies
Doi: <https://doi.org/10.1111/ijcs.12891>



Akshaya Vijayalakshmi

Mothers play a significant role in deciding their adolescents' educational expenditures. They increasingly rely on the Internet for information search and building online support networks to enhance their confidence. Thus, we use the psychological empowerment theory in this study to examine the association between social media use and educational expenditures. Through two studies, we show how a mother's use of social media (active/passive use) significantly impacts adolescent children's educational expenses via dimensions of psychological empowerment. We further demonstrate that the two dimensions of

psychological empowerment differentially drive this relationship: intrapersonal (relying on the self) and Interactional (leveraging the community) empowerment. We discover that active (passive) social media use increases mother' intrapersonal (interactional) empowerment. We also find that cross-cultural differences play a role in psychological empowerment's effect on educational expenditures, where intrapersonal empowerment is vital in the United States, and interactional empowerment is more relevant in India. Our key contributions to literature are three-fold: we establish the relationship between a mother's social media use and educational expenditures for their adolescent children, identify predictors of different dimensions of psychological empowerment, and present evidence for cross-cultural differences in the empowering role of social media.



02 A climate club to decarbonize the global steel industry

Lukas Hermwille, Amit Garg et al.

Nature Climate Change

Doi: <https://doi.org/10.1038/s41558-022-01383-9>

Decarbonizing global steel production requires a fundamental transformation. A sectoral climate club, which goes beyond tariffs and involves deep transnational cooperation, can facilitate this transformation by addressing technical, economic and political uncertainties.



Amit Garg

03 Disentangling reciprocal relationships between R&D intensity, profitability and capital market performance: A panel VAR analysis

Amit Karna, Christos Mavis, Ansgar Richter

Long Range Planning

Doi: <https://doi.org/10.1016/j.lrp.2022.102247>

Research and development (R&D) investments are strategic choices that firms make to create and sustain competitive advantage. Extant literature proposes that firms' R&D investments and their profitability and capital market performance are reciprocally related. However, the direction of these relationships and their temporal nature are unclear. We take a real options perspective to argue that the long-run firm performance effects of R&D investments are better than their short-term ones, and that the initial level of R&D intensity influences the nature of these relationships. We apply panel vector autoregression (P-VAR) to a sample of 6623 U.S. firms over the 1990–2020 period in order to test our hypotheses. Our results indicate that increases in R&D intensity have negative effects on profitability in the short term, yet these effects diminish relatively quickly. The effects of increases in R&D intensity on capital market performance are positive and persist over time. Consistent with our predictions, they are contingent on the initial levels of R&D intensity and performance. The findings are fundamentally in line with the real options perspective employed here, yet they add important nuance to our understanding of when, how, and under which conditions R&D investments and firm performance affect one another.



Amit Karna

04 Integrating poverty alleviation and environmental protection efforts: A socio-ecological perspective on menstrual health management

Federica Angeli, Anand Kumar Jaiswal, Saumya Shrivastava

Social Science & Medicine

Doi: <https://doi.org/10.1016/j.socscimed.2022.115427>

Apt menstrual health management is crucial to the livelihood of low-income, bottom of the pyramid (BOP) women as well as to environmental conservation. However, knowledge is still scant about the factors underpinning women's preferences towards menstrual products, and whether and how the environmental impact of different solutions matter to women's choices. We address this gap by proposing a socio-ecological perspective to understand whether a product's low environmental impact enhances low-income women's uptake of sanitary napkins, thereby supporting poverty alleviation objectives but also efforts geared towards environmental protection. Results from a discrete-choice experiment involving 164 women (n = 1148) in two Indian slums in Delhi and Ahmedabad show that sanitary products' biodegradability is the most important attribute affecting women's preferences towards menstrual hygiene management solutions, which also significantly interacts with women's socio-economic and socio-cultural characteristics. Our findings highlight the potential for business models to find positive synergies between environmental protection and poverty alleviation goals and to situate solutions within the larger socio-ecological context of receiving communities.



Anand Kumar Jaiswal



05 Sparsistent filtering of comovement networks from high-dimensional data

Arnab Chakrabarti, Anindya S. Chakrabarti

Journal of Computational Science
Doi: <https://doi.org/10.1016/j.jocs.2022.101902>



Anindya S. Chakrabarti

Network filtering is a technique to isolate core subnetworks of large and complex interconnected systems, which has recently found many applications in financial, biological, physical and technological networks among others. We introduce a new technique to filter large dimensional networks arising out of dynamical behavior of the constituent nodes, exploiting their spectral properties. As opposed to the well known network filters that rely on preserving key topological properties of the realized network, our method treats the spectrum as the fundamental object and preserves spectral properties. Applying asymptotic theory of high-dimensional covariance matrix estimation, we show that the proposed filter can be tuned to interpolate between zero filtering to maximal filtering that induces sparsity via thresholding, while having the least spectral distance from a consistent (non-)linear shrinkage estimator. We demonstrate the application of our proposed filter by applying it to covariance networks constructed from financial data, to extract core subnetworks embedded in full networks.



Research and market structure: Evidence from an antibiotic-resistant pathogenic outbreak

Mayank Aggarwal, Anindya S. Chakrabarti,
Chirantan Chatterjee, Matthew J. Higgins

Research Policy

Doi: <https://doi.org/10.1016/j.respol.2022.104633>

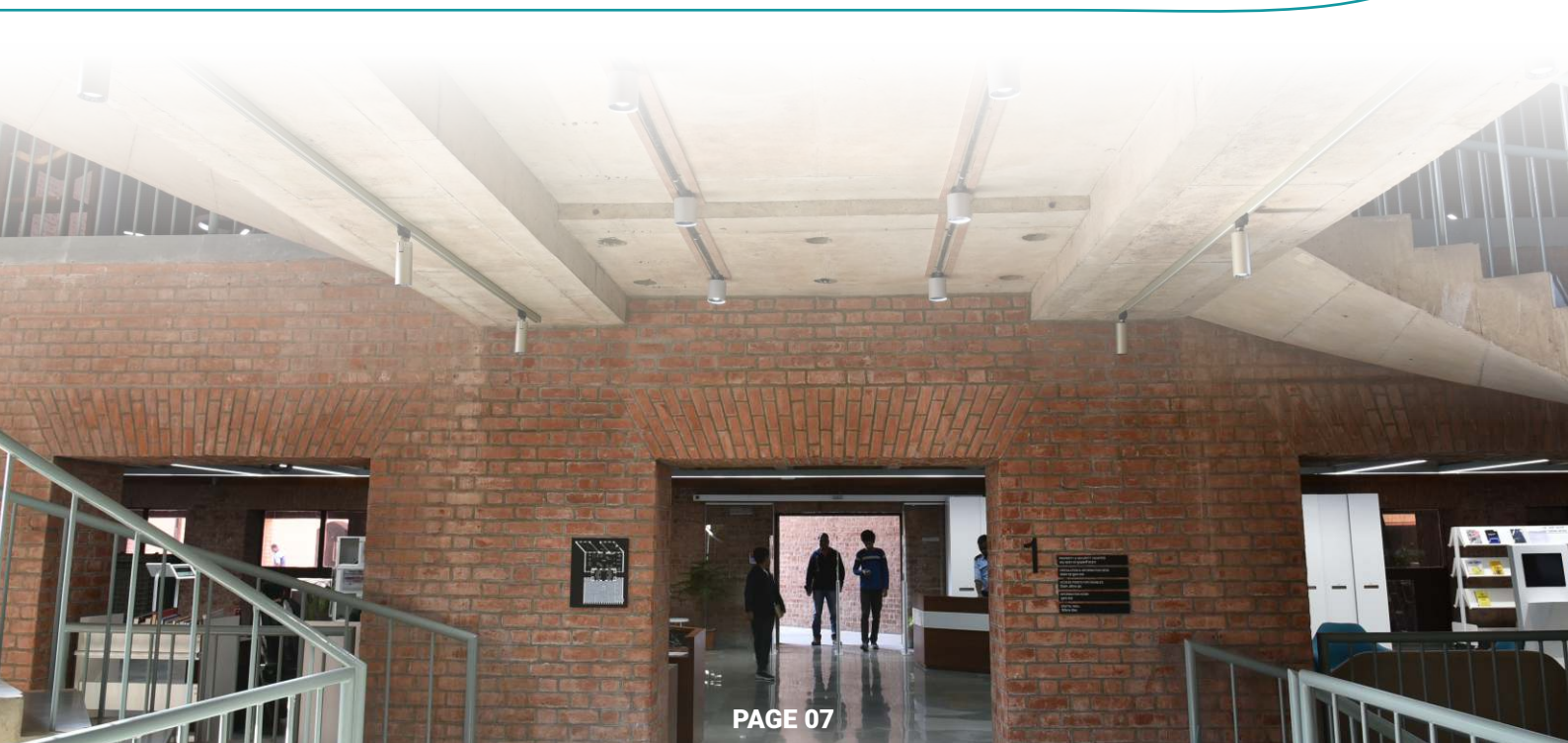
We provide causal evidence that upstream research shocks impact unconnected downstream product markets. Focusing on the Indian pharmaceutical market, we use a natural experiment involving a publication that identified a pathogenic outbreak involving a carbapenem antibiotic resistant superbug. Consistent with theory, we find that this upstream research shock caused multinational firms selling carbapenem antibiotics in India to reduce their downstream market exposure. Rational antibiotic stewardship implies that we should observe a similar response by domestic Indian firms. Surprisingly, we observe the opposite, domestic Indian firms filled the void in the market left by multinational firms. We confirm this aggregate finding with prescription level data; Indian physicians prescribed fewer focal multinational products relative to domestic firm products. Results are robust to alternate control groups and placebo testing. Implications for antibiotic resistance, global health policy and innovation policy are discussed.



Anindya S. Chakrabarti



Chirantan Chatterjee



Pandemics and technology engagement: New evidence from m-Health intervention during COVID-19 in India

Sawan Rathi, Anindya S. Chakrabarti,
Chirantan Chatterjee, Aparna Hegde

Review of Development Economics
Doi: <https://doi.org/10.1111/rode.12909>

Information provision for social welfare via cheap technological media is now a widely available tool used by policymakers. Often, however, an ample supply of information does not translate into high consumption of information due to various frictions in demand, possibly stemming from the pecuniary and non-pecuniary cost of engagement, along with institutional factors. We test this hypothesis in the Indian context using a unique data set comprising 2 million call records of enrolled users of ARMMAN, a Mumbai-based nongovernmental organization that sends timely informational calls to mobile phones of less-privileged pregnant women. The strict lockdown induced by COVID-19 in India was an unexpected shock on engagement with m-Health technology, in terms of both reductions in market wages and increased time availability at home. Using a difference-in-differences design on unique calls tracked at the user-time level with fine-grained time-stamps on calls, we find that during the lockdown period, the call durations increased by 1.53 percentage points. However, technology engagement behavior exhibited demographic heterogeneity increasing relatively after the lockdown for women who had to borrow the phones vis-à-vis phone owners, for those enrolled in direct outreach programs vis-à-vis self-registered women, and for those who belonged to the low-income group vis-à-vis high-income group. These findings are robust with coarsened exact matching and with a placebo test for a 2017–2018 sample. Our results have policy implications around demand-side frictions for technology engagement in developing economies and maternal health.

08 Cross-border environmental regulation and firm labor demand

Pavel Chakraborty, Anindya S. Chakrabarti,
Chirantan Chatterjee

Journal of Environmental Economics and Management
Doi: <https://doi.org/10.1016/j.jeem.2022.102753>

In 1994, due to environmental concerns, Germany banned a chemical called 'Azo-dyes', a primary input for the leather and textiles firms in India (a key exporter). Exploiting this as a quasi-natural experiment, we examine the effects of this cross-border regulatory change on labor compensation, particularly managerial, for both Indian upstream (dye-producing) and downstream (leather and textile) firms. We find that the regulation increased compensation of managers by 1.3%–18% in dye-producing firms compared to other chemical firms. This is due to the combination of changes such as investing in R&D, product churning, import of high-quality intermediates, due to the ban, which led to this change in within-firm labor composition. This increase in overall compensation is driven only by fixed component (wages), consistent with the effects of a long-run shock. We find no such effects for downstream firms. We believe, our study is one of the first to show that just like tariff, non-tariff barriers (NTBs) can also significantly affect within-firm labor composition.

09 Evaluating the efficacy of demand-side communication interventions on claiming rights: Evidence from an action research field experiment in India

Akshay Milap, Ankur Sarin

Human Communication Research

Doi: <https://doi.org/10.1093/hcr/hqac027>

Communication-based interventions increasingly characterize attempts to strengthen policy implementation, especially policies targeting disadvantaged populations who despite their eligibility often fail to access potential benefits. However, factors that determine their effectiveness remains an open empirical question. To examine elements of effective communication in the exercising of rights, we designed and implemented a randomized field experiment around a public informational assistance campaign, spanning an entire urban district in India as part of a larger action research initiative. Situated within the context of India's ambitious "Right to Education" Act, our intensive campaign employed distinct instruments varying in terms of trustworthiness, expertise, and media richness—frontline public health workers, trained student volunteers, and an interactive voice response system—to assist individuals in the claiming process. While our results reiterate the value of information, we find these effects to be less pronounced for the most disadvantaged. Our results also emphasize the role of expertise in navigating complex administrative processes. However, our analysis points to the necessity of complementing communication-based interventions with other supply-side enabling measures that ensure they aid the most disadvantaged.



Ankur Sarin



10 Electronic marketplaces under conditions of oligopsony and relational marketing – an empirical exploration of electronic agricultural markets in India

Aashish Argade, Arnab Kumar Laha, Anand Kumar Jaiswal

Electronic Markets

Doi: <https://doi.org/10.1007/s12525-022-00539-x>

Abstract

Benefits of electronic marketplaces across diverse, largely consumer-facing, competitive industries have been in the form of lower transaction costs, transparent price discovery, and improved coordination. This article explores the benefits of electronic marketplaces under oligopsony, which generally encompasses relational marketing as well. With producer – first handler agricultural markets as the context, the article draws from literature on electronic marketplaces, transaction costs, and seller-buyer dependence. Based on survey data, an exploratory factor analysis is conducted to understand the elements of relational marketing between farmers and traders. Subsequently, transaction costs of marketing in a physical agricultural marketplace are compared with those in its electronic counterpart. Results did not indicate significant reduction in transaction costs in the e-marketplaces. Reasons for such findings are logically deduced to be a consequence of opportunistic traders not sharing marketing-related information with farmers, notwithstanding dependence of the latter on traders for such informational needs. Implications for policymakers, third-party electronic marketplace providers are discussed for the specific context, besides indicators for similar other market structures.



Arnab Kumar Laha



Anand Kumar Jaiswal



11

Is ESG the key to unlock debt financing during the COVID-19 pandemic? International evidence

Jagriti Srivastava, Aravind Sampath, Balagopal Gopalakrishnan

Finance Research Letters

Doi: <https://doi.org/10.1016/j.frl.2022.103125>

In this article, we examine whether stakeholder engagement impacts firms' ability to raise debt during the COVID-19 pandemic. Using firm-level data from 51 countries, we find that firms with greater stakeholder engagement obtain higher debt financing during the COVID-19 pandemic. This effect is more pronounced for riskier firms, highlighting the importance of maintaining relationships with stakeholders. Moreover, we find that stakeholder engagement facilitates higher debt financing for less asset-intensive firms and firms in emerging economies. Our empirical analysis reinforces the role of firms' stakeholder engagement in mitigating the adverse impact of economic shocks.



Balagopal Gopalakrishnan

12

Generic competition and the incentives for early-stage pharmaceutical innovation

Lee Branstetter, Chirantan Chatterjee, Matthew J. Higgins

Research Policy

Doi: <https://doi.org/10.1016/j.respol.2022.104595>

What impact has rising generic competition had on the nature and direction of pharmaceutical innovation? We find broad-based, strong evidence that pharmaceutical companies have diverted their new drug development efforts away from therapeutic markets already well-served by generic drugs. We also find that increasing generic competition induces firms to shift their R&D activity toward more biologic-based products and away from chemical-based products. We conclude by discussing potential implications of our results for long-run innovation policy.



Chirantan Chatterjee

Restaurant analytics: Emerging practice and research opportunities

Debjit Roy, Eirini Spiliotopoulou, Jelle de Vries

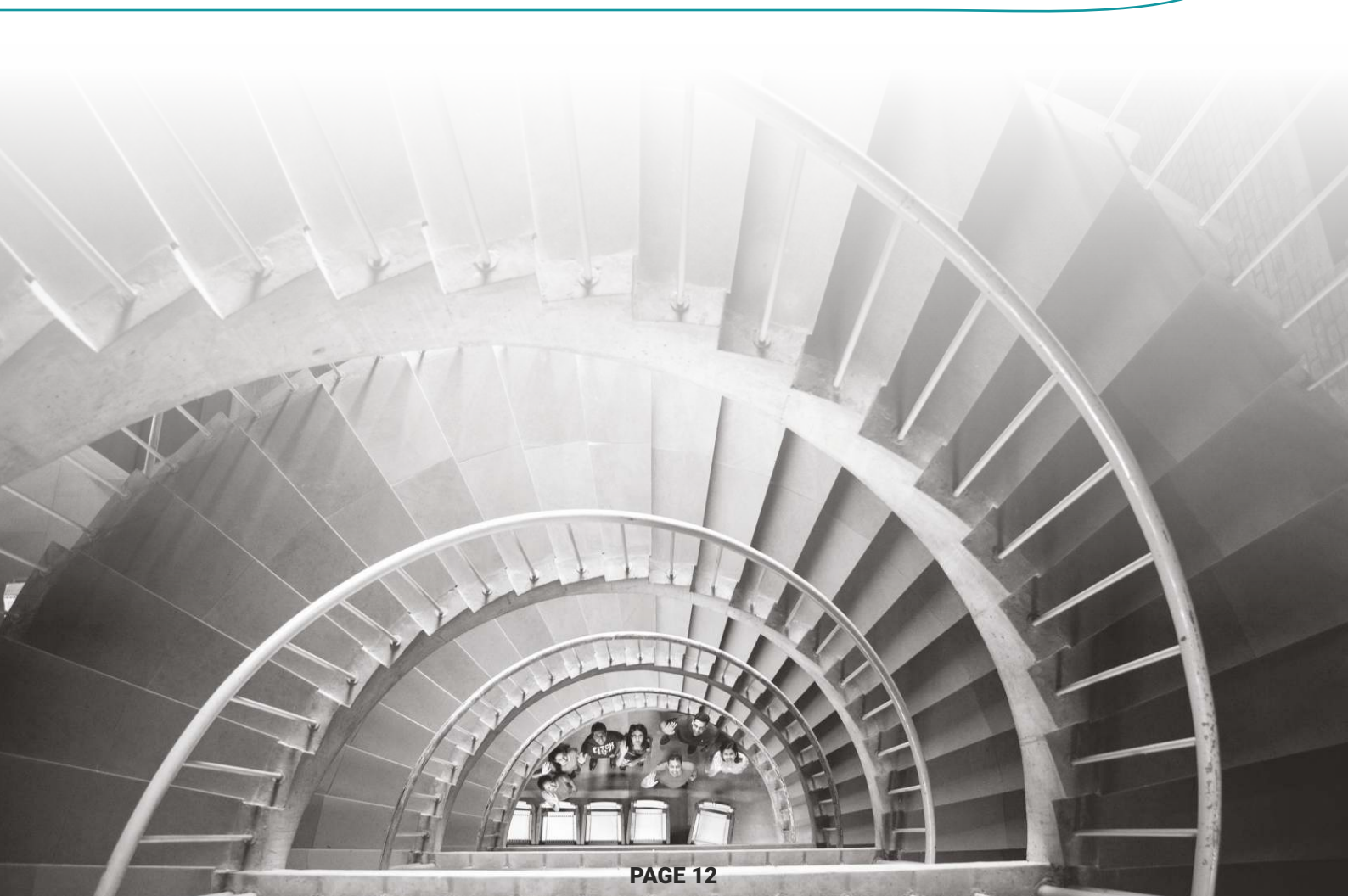
Production and Operations Management
Doi: <https://doi.org/10.1111/poms.13809>

Smart technologies and increased data availability enable restaurateurs to gather more information about customers and their behavior. These data can be combined with data from other sources to make a wide range of strategic and operational restaurant decisions, and can therefore generate tremendous value for restaurants and their customers. This study focuses on discussing the most promising research opportunities in restaurant operations that leverage data analytics. In particular, we focus on specific research questions across restaurant decision domains such as

location, reservation and table management, queue management, menu design and engineering, and multichannel order management. For each research question, we motivate its practical and theoretical relevance, identify data sources, propose a methodological approach for analysis, and discuss actionable insights for practitioners. As a result, this paper aims to highlight data analytics opportunities for restaurateurs and inspire researchers to contribute in this domain.



Debjit Roy



14 Performance evaluation and optimization of design parameters for electric vehicle-sharing platforms by considering vehicle dynamics

Vishal Bansal, Deepak Prakash Kumar, Debjit Roy, Shankar C. Subramanian

Transportation Research Part E:
Logistics and Transportation Review
Doi: <https://doi.org/10.1016/j.tre.2022.102869>

Global adoption of electric vehicles (EVs) faces many challenges such as range anxiety, high cost of EVs, and inadequate charging infrastructure. EV-sharing platforms resolve such concerns by setting up an optimal configuration for charging infrastructure and optimizing the charging decisions for depleted EVs. These platforms manage the vehicles' flow to different charging stations and decide when and to what energy level the depleted vehicles should be recharged. Station-based platforms are one of the mainstream vehicle sharing systems where the customer picks-up and drops-off the vehicle at the designated stations. If a vehicle's battery energy level falls below a threshold after completing the customer trip, it is charged either partially or fully at the charging station. This study addresses various operational and strategic decisions (such as the number of chargers, vehicle repositioning, and partial charging policy) for a one-way station-based EV-sharing platform using a stylized three-stage analytical framework. We use vehicle dynamics to model the EV powertrain and regenerative braking under different traffic conditions and simulate them using AVL CRUISE™. We model the platform operations using an open queuing network and provide a mixed-integer non-linear optimization program using inputs from the queuing network and vehicle dynamics simulation. We also provide a bound-based heuristic to solve this NP-hard optimization problem. We generate various managerial insights for an efficient implementation of the partial charging policy for EV-sharing platforms. The increase in the partial charging probability (the fraction of depleted vehicles charged partially) reduces the effective charging demand, resulting in fewer chargers and a higher profit. On the other hand, if we increase the target battery energy level for partial charging, the platform's profit decreases due to higher effective charging demand dominating the benefits of lower charging frequency of vehicles.



15 Impostor phenomenon and identity-based microaggression among Hispanic/Latinx individuals in Science, Technology, Engineering, and Mathematics: A qualitative exploration

Devasmita Chakraverty

Violence and Gender

Doi: <https://doi.org/10.1089/vio.2021.0061>



Devasmita Chakraverty

Impostor phenomenon is defined as a psychological condition when some successful people do not fully ascribe their success to ability or competence, but attribute it to luck, generosity from others, or misjudgment, thereby experiencing an internal conflict. Microaggression is defined as subtle disparaging behavior that consciously or unconsciously discriminates people based on their background, personal identity, and group membership. Both impostor phenomenon and microaggression are commonly experienced in science, technology, engineering, and mathematics (STEM) fields, especially by women and BIPOC individuals—black, indigenous, or other person of color. Hence, the connection between microaggression and impostor phenomenon among BIPOC individuals needs deeper exploration. This qualitative study examined the research question: How do Hispanic/Latinx PhD students and postdoctorates in STEM describe impostor phenomenon and microaggression based on ethnic identity? U.S.-based participants were recruited using convenience sampling and snowball sampling. Semistructured interviews were conducted with 29 participants who self-reported experiencing impostor phenomenon. Interview transcripts were coded and analyzed inductively using constant comparison to develop themes. Twenty-two of the participants (18 women) experienced microaggression during training based on their Hispanic/Latinx identity. Microaggressive comments were made by faculty members, peers, and others in academia. Microaggression and impostor phenomenon were related through “othering” or feeling like outsiders, creating a sense of (un)belonging in STEM fields.



Impostor Phenomenon Among Hispanic/Latino Early Career Researchers in STEM Fields

Devasmita Chakraverty

Journal of Latinos and Education

Doi: <https://doi.org/10.1080/15348431.2022.2125394>

Impostor phenomenon (IP) is an experience of psychological discomfort where some high-achieving people disbelieve their success. Those experiencing IP feel undeserving and fear being discovered as a fraud in one's area of expertise. This study examined how early career researchers or ECRs of Hispanic/Latino origin in science, technology, engineering, and mathematics (STEM) fields described ethnicity-based experiences of IP. The research question examined how Hispanic/Latino ECRs (current PhD students and postdoctoral trainees) in STEM describe ethnicity-based experiences of IP during doctoral or postdoctoral training. Twenty-nine US-based ECRs were sequentially surveyed and interviewed. Participants were recruited purposefully and by snowball sampling through professional networks and social media. Descriptive statistics from surveys indicated that participants experienced moderate to intense IP at the time of the study with a mean score of 73.65/100 indicating high IP. Interviews with the same participants were coded and thematically displayed using constant comparison. The following themes were constructed: 1) family background and first-generation status, 2) disparity in observable traits and ethnic identity, 3) communicating in English, 4) enhance diversity, and, 5) underrepresentation and isolation. IP in connection with racial, ethnic, and other identities is poorly understood; culturally-informed understanding requires more research.

17 Faculty experiences of the impostor phenomenon in STEM fields

Devasmita Chakraverty

CBE- Life Sciences Education

Doi: <https://doi.org/10.1187/cbe.21-10-0307>

Successful people experiencing impostor phenomenon consider themselves less competent and less worthy of their positions or achievements. They attribute their success to luck, deceit, fraudulence, and others being kind to them instead of their own competence. Prior research has focused primarily on students in higher education; faculty experiences of impostor phenomenon in science, technology, engineering, and mathematics (STEM) fields are not well understood. The research question guiding this inquiry was: "What kind of academic events or activities could contribute to faculty experiences of impostor phenomenon in STEM?" Using a qualitative analysis of 56 interviews, this U.S.-based study examined occurrences and experiences among faculty who self-identified as experiencing impostor phenomenon. A prior survey from the same participants revealed that they were predominantly White and female, experiencing moderate, high, or intense impostor phenomenon. Thematic interview analysis revealed that impostor phenomenon could be related to the following: 1) peer comparison, 2) faculty evaluation, 3) public recognition, 4) the anticipatory fear of not knowing, and 5) a perceived lack of competency. A comparison with findings from the larger study revealed that there are commonalities among faculty, PhD student, and postdoctorate experiences of impostor phenomenon in STEM. This necessitates professional development opportunities that could address self-limiting beliefs across the academic pipeline.

Intervening on impostor phenomenon: 18 Prospective evaluation of a workshop for health science students using a mixed-method design

Shine Chang, Hwa Young Lee, Cheryl Anderson, Kava Lewis,
Devasmita Chakraverty, Melinda Yates

BMC Medical Education

Doi: <https://doi.org/10.1186/s12909-022-03824-7>

Background

Unaddressed impostor feelings that impede developing interest in science and self-efficacy in conducting research have a dispiriting effect that perpetuates unsatisfactory diversity in the health science workforce when such feelings are experienced more by those historically underrepresented in the workforce. This warrants effective interventions to reduce the impact of impostor feelings and related factors that diminish career resilience. We examined the effects of a 90-minute workshop on impostor perceptions and growth mindset to raise awareness of impostor phenomenon (IP) and develop skills to manage IP successfully for students attending a 10-week summer research experience program.

Methods

Using a convergent mixed-methods design, data were analyzed from 51 racially and ethnically diverse students who participated in an interactive IP workshop. Using students' half-way and final progress reports about their summer experiences and pre- and post-summer online surveys, we identified how the workshop changed awareness of IP and helped students develop coping strategies.

Results

Students strongly endorsed the workshop, remarking that its content and personal stories from peers validated their own IP experiences and relieved anxiety by revealing how common the experience was. Many reported applying mindset-changing solutions, including positive self-talk, focusing their thinking on facts about themselves and situation, and grounding themselves firmly against potentially persuasive and confidence-eroding impostor feelings. While students reported end-of-summer impostor feelings at levels similar to before the program, they described being able to manage their feelings better and persist towards goals and challenging tasks. One measure of IP appeared to be addressed through students' activation of a growth mindset, potentially explaining a specific mechanism for intervention. Discrepancies between qualitative responses and quantitative IP measures demand additional work on IP instruments.

Conclusions

A brief, theory-based IP workshop administered by research training programs, including those as short as 10-weeks, can have positive impact on subsequent IP experience and its successful management, with potential long-term impact on retention of a diverse biomedical research workforce.

Understanding the evolution of an emerging technological paradigm and its impact: The case of Digital Twin

Suparna Dhar, Pratik Tarafdar, Indranil Bose

Technological Forecasting and Social Change
Doi: <https://doi.org/10.1016/j.techfore.2022.122098>

The interest of the academic and practitioner communities on the topic of Digital Twin has grown substantially in recent years. Bibliometric analysis can serve as a useful tool to explore the roadmap of the Digital Twin across various emergent themes over time. In this paper, we compare and analyze 1270 news articles and 4036 research publications to assess the evolution of the Digital Twin paradigm according to these sources from 2016 to 2021. We apply topic modeling and sentiment analysis on the textual corpora.

Our analysis shows that certain topics related to applications, simulation, and enabling technologies for Digital Twin find greater coverage and generate higher positivity over time. We ascertain the coevolution and divergence in the number and sentiment of topics through curve matching metrics and determine whether they can rouse consumer interest, captured through online search trends. Our regression analysis shows that news on applications of Digital Twin and research on process evaluation through real-time simulation significantly impact the search frequency of consumers. Our research helps the digital product and service providers to understand the academia-industry gap in their effort to investigate Digital Twin and guides them on steps to take and themes to pursue for generating consumer interest.



Indranil Bose



Determining the optimal release time of movies: A study of movie and market characteristics

Megha Sharma, Sumanta Basu,
Soumyakanti Chakraborty, Indranil Bose

Decision Support Systems

Doi: <https://doi.org/10.1016/j.dss.2022.113893>

The over-the-top (OTT) industry has witnessed remarkable growth in recent years with a sharp increase in the number of subscribers, leading to increased competition among OTT platforms to acquire movie rights. Consequently, the gap between the theatrical and OTT releases has been diminishing over the last few years. An early release of a movie on an OTT platform fetches a higher distribution fee for a movie distributor (MD), however, it reduces the MD's revenue from the theatrical release. Therefore, it becomes critical for the MD to determine the optimal release time and distribution fee combination. In this paper, we analytically solve the MD's decision problem and provide a detailed analysis of how the optimal release time varies with changes in platform characteristics such as the proportion of ad revenue and the platform's risk profile, movie characteristics such as success factor and suitability for OTT, and market characteristics such as broadband penetration, piracy rate and customers' preferences for viewing channels. We compare our results with the actual release times of 243 movies released during 2015–2022. We find that the optimal release time increases with ad revenue proportion, broadband penetration, and piracy rate, whereas the optimal fee reduces non-linearly with release time and depends on OTT's risk profile. Our findings also indicate that the optimal release time reduces for movies that do not provide any additional utility for theater goers, and as customers' preference towards OTT increases. Our work provides much-needed guidelines for professionals dealing with movie releases on OTTs.



21 Impact of price path on disposition bias

Avijit Bansal, Joshy Jacob

Journal of Banking & Finance

Doi: <https://doi.org/10.1016/j.jbankfin.2022.106616>

Recent experimental studies illustrate the influence of price path, particularly the 'non-straight' price path, on several aspects of investor decision-making. The paper employs an empirical proxy for price path based on convexity and demonstrates that price convexity significantly impacts the selling decisions with transaction-level data. We find that a price path that is likely to signal a favourable (unfavourable) price movement in the future lowers (heightens) the selling propensity of traders in stocks. The findings suggest that likely expectations about future price movement, as could be inferred from the experienced price path, significantly influence the trading decisions of retail traders.



Joshy Jacob

22 Section 29A of India's Insolvency and Bankruptcy Code: An instance of hard cases making bad law?

M. P. Ram Mohan, Vishakha Raj

Journal of Corporate Law Studies

Doi: <https://doi.org/10.1080/14735970.2022.2083771>

The Insolvency and Bankruptcy Code (IBC) of India which offers a mode of reorganisation for distressed corporations prevents promoters and directors with non-performing assets from submitting plans to rescue their company. This provision is contained under section 29A of the IBC. Judicial interpretation has required corporate reorganisations under India's Companies Act to give effect to the limitations under section 29A as well. The introduction and application of section 29A is reflective of a broader scepticism towards allowing promoters and directors whose companies entered financial distress from regaining control. This article evaluates whether section 29A has addressed the problems it had set out to and finds that some ineligibilities prescribed for the incumbent management under section 29A can be relaxed. It also uses the example of the United Kingdom's insolvency regime (with which India bears similarities) to explain why resolution plans from the incumbent management should not be disallowed.



M. P. Ram Mohan

Understanding “reverse” knowledge flows following inventor exit in the semiconductor industry

Mayank Varshney, Amit Jain

Technovation

Doi: <https://doi.org/10.1016/j.technovation.2022.102638>

Organizational learning research suggests that employee exit lowers firm performance by eroding its human and social capital. We have a rather limited understanding of the conditions under which exit from a focal firm, defined as the firm from which exit takes place, may stimulate learning and reverse knowledge flows from the hiring firm. We developed a model of learning-by-exit to address this gap and tested it using a long panel of data (1985–2012) from the semiconductor industry. Our model suggests that the focal firm is likely to benefit more from reverse knowledge flows from the hiring firm when it is less aware of the latter. A focal firm is less aware of the hiring firm when there have been no prior inter-firm interactions between them, and when they are separated by a larger geographic and technological distance. Econometric analysis of our data using zero-inflated Poisson regressions provides empirical support for our model. This research contributes to our understanding of knowledge spillovers by highlighting the criticality of firm heterogeneity in the relationship between employee exit and reverse knowledge flows.



Mayank Varshney

24 Learning-by-hiring: How do rival firms learn from focal firm’s hiring

Mayank Varshney

Research Policy

Doi: <https://doi.org/10.1016/j.respol.2022.104664>

Previous studies provide evidence of learning from the mobility of scientists for the source and the hiring firms. However, we have a limited understanding of the competitive implications of such inter-firm mobility and associated learnings. Using a difference-in-difference approach on matched patents in the semiconductor industry in 1981–2010, we find that mobile scientists’ patents receive more citations from rival firms after the mobility vis-à-vis before the mobility and vis-à-vis other similar patents. We conclude that rival firms respond to mobilities across other firms by attributing more attention to mobile scientists. Furthermore, the context of the mobility can determine the extent of response from rival firms. Rival firms are more likely to build on a mobile scientist’s patents after mobility when the mobility occurs between technologically distant firms, the source firm or the hiring firm has low research experience, or the mobile scientist has considerable experience.

Inequality of opportunity in health among urban, rural, and migrant children: Evidence from China

Namrata Chindarkar, Maki Nakajima, Alfred M. Wu

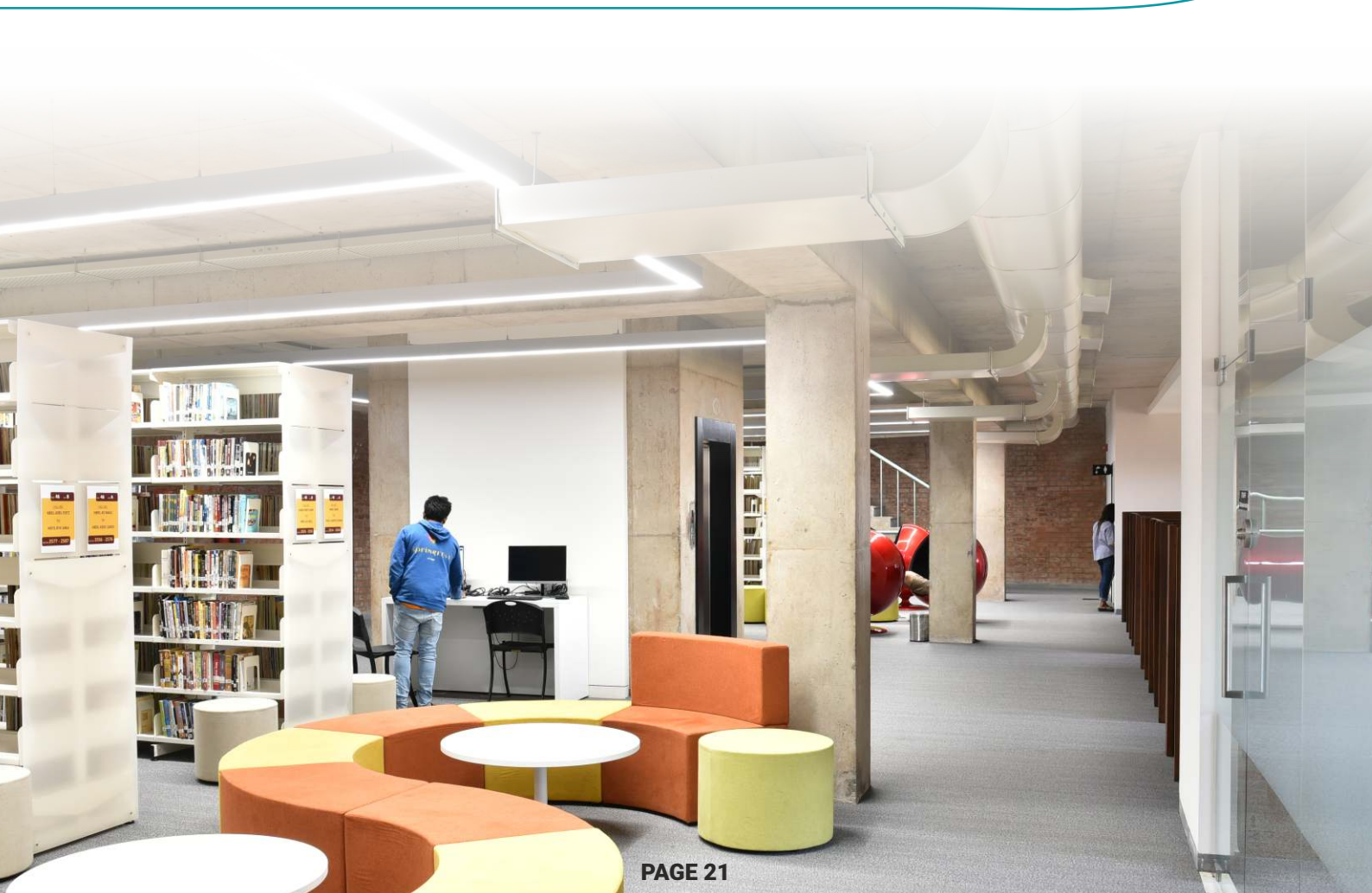
Journal of Social Policy

Doi: <https://doi.org/10.1017/S0047279422000782>

Rural-urban migrants, though facing unique social and institutional constraints, remain a largely overlooked population in research on health inequality in China. This study applies the inequality of opportunity (IOp) framework to investigate health inequality among children in China. Instead of comparing only urban and rural children, we include rural-urban migrants. Drawing upon three waves of a nation-wide survey, we find that migrant children in China remain disadvantaged in terms of health when compared to urban and rural children. The decomposition of the determinants indicates that while the direct influence of hukou, China's household registration system, on IOp in health is low and has decreased, particularly between 2007 and 2013, one's province of residence still matters. Parental health contributes substantially to IOp in health, which likely is an indirect effect of hukou that creates barriers for migrant parents in regard to accessing healthcare. The policy implication of these findings is that although the direct influence of hukou has decreased, when coupled with the continued lack of local government support for the welfare of migrant workers, it perpetuates health inequalities.



Namrata Chindarkar



26 Internal corporate governance and cash flow manipulation

Neerav Nagar, Mehul Raithatha

International Journal of Emerging Markets

Doi: <https://doi.org/10.1108/IJOEM-01-2022-0044>



Neerav Nagar

Purpose

The authors examine whether internal corporate governance mechanisms are effective in curbing cash flow manipulation through real activities, misclassification, and timing.

Design/methodology/approach

The sample comprises of firms from an emerging market, India with data for years 2004 through 2015. The authors use the methodology given in Roychowdhury (2006).

Findings

The authors find that corporate boards in India play an active role in curbing cash flow manipulation through real activities but fail to control cash flow manipulation through misclassification and timing.

Practical implications

The study suggests that corporate boards should pay more attention to the reported cash flow numbers. Regulators can reduce the opportunities available for cash flow misclassification by fixing relevant accounting and governance norms. Auditors can also help by critically focusing on the cash flow classifications presented by management.

Originality/value

This study, to the authors' knowledge, is the first study that talks about the role of internal governance in a trade-off between different cash flow manipulation techniques.



27 The impact of dominant IT infrastructure in multi-establishment firms: The moderating role of environmental dynamism

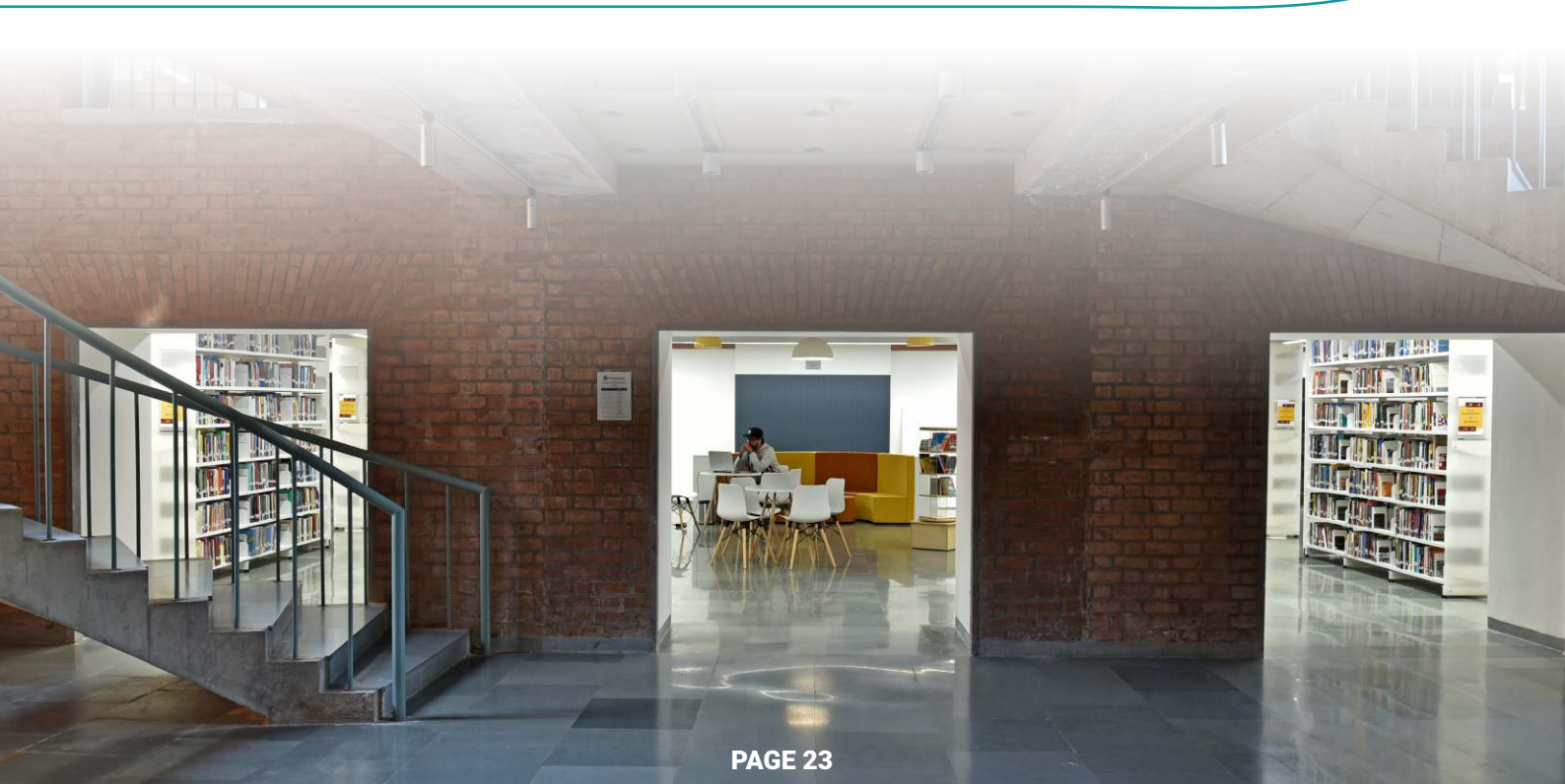
Franck Soh, Pankaj Setia

Journal of the Association for Information Systems
Doi: <https://aisel.aisnet.org/jais/vol23/iss6/2>



Pankaj Setia

Multi-establishment firms (MEFs) rely on digitized processes enabled by advanced IT infrastructure; however, environmental dynamism is a major influence on their operations. Environmental dynamism threatens the efficacy of current operations, requiring firms to evolve their processes. Firms' IT infrastructure may catalyze or hinder their endeavors and performance as they respond to environmental dynamics. Little previous research has examined which IT infrastructure types are high-performing and whether their effects vary across environments. We investigate the impacts of IT infrastructure, examining microlevel implementation—the constitution of technical and human assets—across the establishments of a multi-establishment firm (MEF). Specifically, we use the notion of a dominant IT infrastructure to unravel the heterogeneity of IT infrastructure across establishments. We explore dominant IT infrastructures—technology, human, or both—and assess their impacts across environmental conditions. To test our hypotheses, we used a panel dataset from 2007 to 2009 comprising 355 unique firms. Our findings reveal that the impact of establishment-level IT infrastructure types on MEF performance is contingent on environmental dynamism. A technology-dominant IT infrastructure leads to greater MEF performance in less dynamic environments, while a human-dominant IT infrastructure leads to greater MEF performance in more dynamic environments. The MEF performance is enhanced through a combination of technology- and human-dominant IT infrastructures in more dynamic environments. We conclude by discussing the theoretical insights and managerial implications of our findings.



28 Project scheduling under the threat of catastrophic disruption

Joseph G. Szmerekovsky, Prahalad Venkateshan,
Peter D. Simonson

European Journal of Operational Research
Doi: <https://doi.org/10.1016/j.ejor.2022.12.037>



Prahalad Venkateshan

We consider the case of scheduling a project under the threat of a catastrophic disruption where the likelihood and timing of the disruption are independent of the project schedule and if the disruption occurs, the project is completely canceled. In such scenarios, there is high managerial interest to know the maximum investment at risk at any time during project execution. This can be answered using the alphorn of uncertainty which maps the maximum and minimum possible project costs during project execution when activity durations and, correspondingly, cash flows are random. We prove the NP-hardness of calculating the alphorn of uncertainty and provide a mixed integer linear program for calculating it. The mixed integer linear program is shown to be able to calculate the alphorn for projects with up to 145 activities efficiently. We also show that using railway scheduling as opposed to roadrunner scheduling can significantly reduce the maximum possible investment at risk without significantly delaying the project.



Technology, megatrends and work: Thoughts on the future of business ethics

Premilla D'Cruz, Shuili Du, Ernesto Noronha,
K. Praveen Parboteeah, Hannah Trittin-Ulbrich, Glen Whelan

Journal of Business Ethics

Doi: <https://doi.org/10.1007/s10551-022-05240-9>

To commemorate 40 years since the founding of the Journal of Business Ethics, the editors in chief of the journal have invited the editors to provide commentaries on the future of business ethics. This essay comprises a selection of commentaries aimed at creating dialogue around the theme Technology, Megatrends and Work. Of all the profound changes in business, technology is perhaps the most ubiquitous. There is not a facet of our lives unaffected by internet technologies and artificial intelligence. The Journal of Business Ethics established a dedicated section that focuses on Technology and Business Ethics, yet issues related to this phenomenon run right through all the sections. Kirsten Martin, editor of the Technology and Business Ethics section, joins our interim social media editor, Hannah Trittin-Ulbrich, to advance a human-centric approach to the development and application of digital technologies that places Business Ethics at centre of the analysis. For Shuili Du, technology is the defining condition for a new era of Corporate Social Responsibility—CSR 3.0—which she defines as “a company's socially responsible strategies and practices that deal with key ethical and socio-technical issues associated with AI and related technologies on the one hand and leverage the power of AI and related technologies to tackle social and environmental problems on the other hand.” It is not just technologies that are a determining feature of our lives but technology companies, an argument made by Glen Whelan as he examines Big Business and the need for a Big Business Ethics as we try to understand the impact of Big Tech on our post-work world. Indeed, as noted by Ernesto Noronha and Premilla D'Cruz, megatrends in addition to advancement in technologies, namely globalization, the greening of economies, and changes in demographics and migration, are shaping the future for workers in ways previously unimaginable. Contributing to this important debate, Praveen Parboteeah considers the influence of another longstanding but oft overlooked megatrend, the role of religion in the workplace. Given the enormity of the influence of technology and other megatrends in our world, it is not surprising that this essay introduces ground-breaking ideas that speak to the future of business ethics research.



Premilla D'Cruz



Ernesto Noronha

Saima Ahmad, Talat Islam, Premilla D'Cruz, Ernesto Noronha

International Journal of Conflict Management

Doi: <https://doi.org/10.1108/IJCMA-05-2022-0098>

Purpose

Adapting a positive business ethics framework, the purpose of this paper is to offer a new perspective to manage bullying at work. Specifically, this paper reports an empirical study which examines how the good work of servant leadership may lower employees' exposure to workplace bullying, with compassion as a mediator and social cynicism beliefs (SCBs) as a moderator.

Design/methodology/approach

Survey data were gathered from 337 essential health professionals working in various public and private health-care organisations in Pakistan. Structural equation modelling was used to test the research model.

Findings

This study found that perceived servant leadership helps in lessening employee exposure to workplace bullying by strengthening their compassion. However, SCBs moderate the mediating role of compassion in employees' perceptions of the servant leadership–bullying relationship.

Research limitations/implications

This study has implications in developing models of leadership to build employees' empathetic resources to combat workplace bullying. The authors found that servant leadership and workplace compassion, embodying positive, ethical and sustainable attributes, play a crucial role in managing bullying at work by promoting relational dignity.

Originality/value

To the best of the authors' knowledge, this is the first study that examines the relationships between employee perceptions of servant leadership, workplace bullying and employee compassion while considering SCBs as a boundary condition

How COVID-19 lockdown has impacted the sanitary pads distribution among adolescent girls and women in India

Karan Babbar, Niharika Rustagi, Pritha Dev

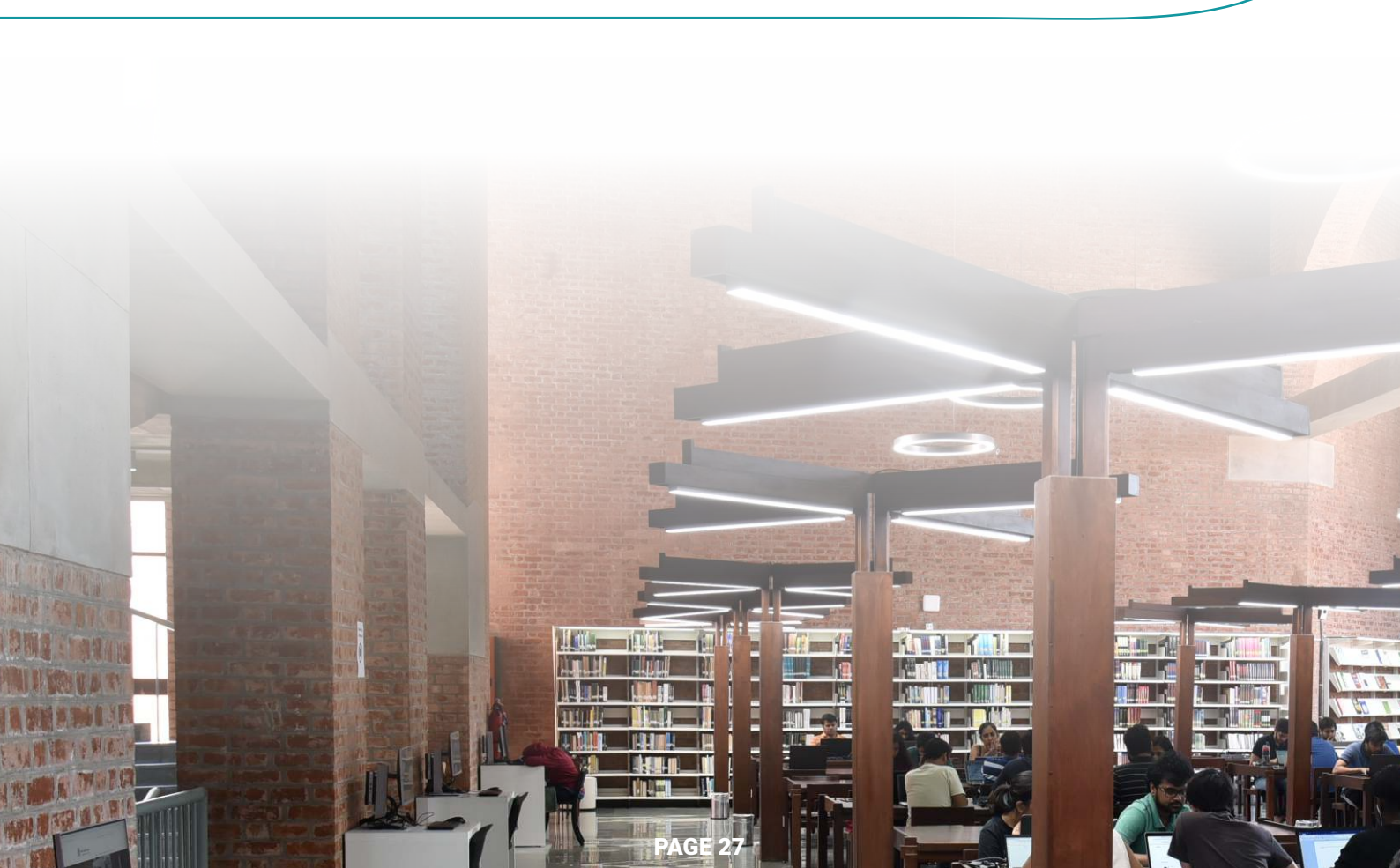
Journal of Social Issues

Doi: <https://doi.org/10.1111/josi.12533>

This paper empirically explores the impact of COVID-19 pandemic and its accompanying lockdown on adolescent girls' and women's access to sanitary pads in India. We have used the National Health Mission's Health Management Information System (NHM-HMIS) data for the study, which provides data on pads' distribution on a district level. The empirical strategy used in the study exploits the variation of districts into red, orange, and green zones as announced by the Indian Government. To understand how lockdown severity impacts access to sanitary pads, we used a difference-in-difference (DID) empirical strategy to study sanitary pads' access in red and orange zones compared to green zones. We find clear evidence of the impact of lockdown intensity on the provision of sanitary pads, with districts with the strictest lockdown restrictions suffering the most. Our study highlights how sanitary pads distribution was overlooked during the pandemic, leaving girls and women vulnerable to managing their menstrual needs. Thus, there is a requirement for strong policy to focus on the need to keep sanitary pads as part of the essential goods to ensure the needs of the girls and women are met even in the midst of a pandemic, central to an inclusive response.



Pritha Dev



32 How can diverse national food and land-use priorities be reconciled with global sustainability targets? Lessons from the FABLE initiative

Aline Mosnier, Ranjan K. Ghosh et al.

Sustainability Science

Doi: <https://doi.org/10.1007/s11625-022-01227-7>

There is an urgent need for countries to transition their national food and land-use systems toward food and nutritional security, climate stability, and environmental integrity. How can countries satisfy their demands while jointly delivering the required transformative change to achieve global sustainability targets? Here, we present a collaborative approach developed with the FABLE—Food, Agriculture, Biodiversity, Land, and Energy—Consortium to reconcile both global and national elements for developing national food and land-use system pathways. This approach includes three key features: (1) global targets, (2) country-driven multi-objective pathways, and (3) multiple iterations of pathway refinement informed by both national and international impacts. This approach strengthens policy coherence and highlights where greater national and international ambition is needed to achieve global goals (e.g., the SDGs). We discuss how this could be used to support future climate and biodiversity negotiations and what further developments would be needed.



Ranjan K. Ghosh

33 Informal land leasing in rural India persists because it is credible

Yugank Goyal, Pranab Ranjan Choudhury, Ranjan K. Ghosh

Land Use Policy

Doi: <https://doi.org/10.1016/j.landusepol.2022.106299>

While insecure property rights are considered 'perverse' with respect to development, we examine what are the features most amenable for their persistence. Applying a Credibility Thesis framework in the context of rural land tenancy relations in India, that are largely held through private arrangements, we try to understand if there are inherent preferences to the existing informal structure of land leasing. An in-depth primary household survey across four states of India reveals that farmers rely on customary, informal mode of leasing arrangements because of their functionality in terms of no paperwork, easy accessibility, swifter modes of payment and prompt conflict resolution. Informality makes the existing institutional arrangement 'credible' in the eyes of both the tenants and owners. This raises the questions of whether policy prescriptions on intricate land related issues should entail appreciation of prevailing informal tenant customs, regulating them, or simply letting them be and realign agrarian support and delivery systems around this embedded informality.

34 Pathway to achieve a sustainable food and land-use transition in India

Chandan K. Jha, Ranjan K. Ghosh, Satyam Saxena
Vartika Singh, Aline Mosnier, Katya Perez Guzman,
Miodrag Stevanović, Alexander Popp, Hermann Lotze-Campen

Sustainability Science

Doi: <https://doi.org/10.1007/s11625-022-01193-0>

India has committed to reducing the emissions intensity of GDP by 33–35% from the 2005 level by 2030 in alignment with objectives of the Paris Agreement. This will require a significant reduction in greenhouse gas (GHG) emissions from the food and land-use sector. In this paper, we construct three potential pathways for India to achieve its emissions target by 2050 involving moderate ambitions of mitigation action (BAU), moderate ambitions combined with achieving healthy diets (BAU + NIN), and high levels of mitigation action inclusive of healthy diets (SUSTAINABLE). Using an integrated accounting tool, the FABLE Calculator, that harmonizes various socioeconomic and biophysical data, we project these pathways under the conditions of cross-country balanced trade flows. Results from the projections show that the demand for cereals will increase by 2050, leading to increased GHG emissions under BAU. Under the SUSTAINABLE pathways, GHG emissions will decrease over the same period due to reduced demand for cereals, whereas significant crop productivity and harvest intensity gains would lead to increased crop production. The exercise reveals the indispensability of healthy diets, improved crop, and livestock productivity, and net-zero deforestation in achieving India's mid-century emission targets from the agriculture sector.



Artificial intelligence and big data analytics for supply chain resilience: A systematic literature review

Efpraxia D. Zamani, Conn Smyth, Samrat Gupta,
Denis Dennehy

Annals of Operations Research

Doi: <https://doi.org/10.1007/s10479-022-04983-y>

Artificial Intelligence (AI) and Big Data Analytics (BDA) have the potential to significantly improve resilience of supply chains and to facilitate more effective management of supply chain resources. Despite such potential benefits and the increase in popularity of AI and BDA in the context of supply chains, research to date is dispersed into research streams that is largely based on the publication outlet. We curate and synthesise this dispersed knowledge by conducting a systematic literature review of AI and BDA research in supply chain resilience that have been published in the Chartered Association of Business School (CABS) ranked journals between 2011 and 2021. The search strategy resulted in 522 studies, of which 23 were identified as primary papers relevant to this research. The findings advance knowledge by (i) assessing the current state of AI and BDA in supply chain literature, (ii) identifying the phases of supply chain resilience (readiness, response, recovery, adaptability) that AI and BDA have been reported to improve, and (iii) synthesising the reported benefits of AI and BDA in the context of supply chain resilience.



Samrat Gupta



36 Towards dissemination, detection and combating misinformation on social media: A literature review

Kulvinder Kaur, Samrat Gupta

Journal of Business & Industrial Marketing

Doi: <https://doi.org/10.1108/JBIM-02-2022-0066>

Purpose

Social media is becoming a hub of fake content, be it political news, product reviews, business promotion or any other sociocultural event. This study aims to provide a comprehensive review of the emerging literature to advance an understanding of misinformation on social media platforms, which is a growing concern these days.

Design/methodology/approach

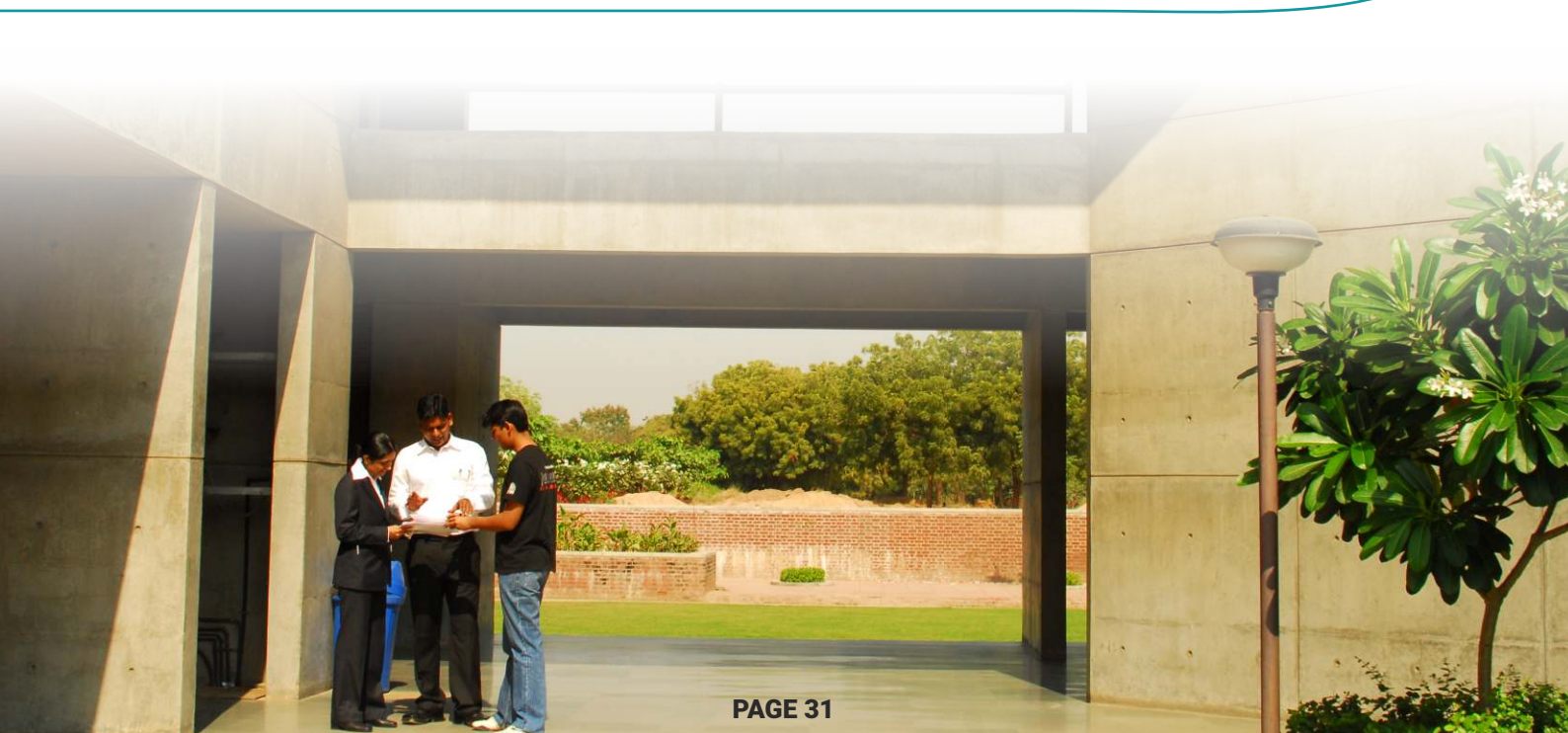
The authors curate and synthesize the dispersed knowledge about misinformation on social media by conducting a systematic literature review based on the preferred reporting items for systematic reviews and meta-analyses framework. The search strategy resulted in 446 research articles, out of which 33 relevant articles were identified for this research.

Findings

Misinformation on social media spreads swiftly and may result in negative consequences. This review identifies 13 intrinsic predictors of the dissemination, 11 detection approaches and 10 ways to combat misinformation on social media.

Originality/value

The study adds to the present knowledge of spread and detection of misinformation on social media. The results of this study will be beneficial for researchers and practitioners and help them in mitigating the harmful consequences of the spread of misinformation.



37 Does transportation network centrality determine housing price?

Sandip Chakrabarti, Triparnee Kushari, Taraknath Mazumder

Journal of Transport Geography

Doi: <https://doi.org/10.1016/j.jtrangeo.2022.103397>

In this paper, we investigate whether transportation network centrality determines housing price in cities. We find that it does. Using housing price data from >400 neighborhoods across the city of Kolkata, India, our research shows that a neighborhood's centrality within the intra-urban road transportation network is positively associated with the average price per sq. ft. of ownership units in multistory apartment buildings in the neighborhood. We test the relationships of three alternative centrality indices – closeness, betweenness, and eigenvector – capturing different dimensions of network-wide connectedness with housing price, independently and in combination. We employ two alternative network weights to derive centrality considering peak-period and off-peak travel conditions and road transportation network performance. We address the spatial autocorrelation issue to derive robust evidence on the centrality-price relationship. Our results suggest that centrality is an intrinsic location advantage that positively influences urban housing price. Different centrality indices have different effects on price but they collectively reinforce each other. The estimated magnitudes of association between centrality indices and housing price are significant for policy and practice. In addition to contributing to scholarship in the domain of transportation planning, our research offers specific takeaways for metropolitan planning agencies and real-estate developers, especially in resource constrained geographic contexts.



Sandip Chakrabarti

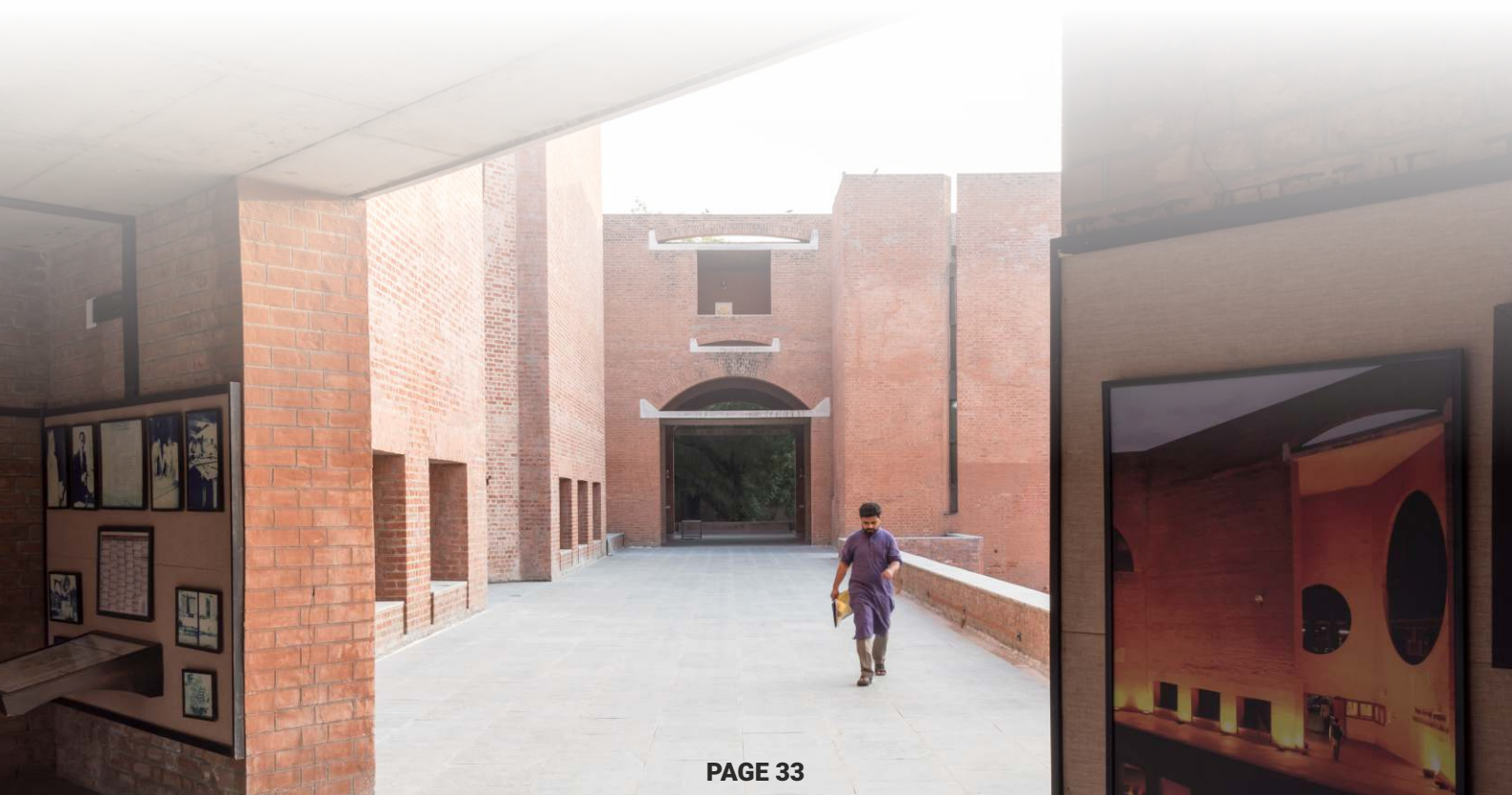


Andy Hong, Sandip Chakrabarti

Urban Studies

Doi: <https://doi.org/10.1177/00420980221127401>

The coronavirus pandemic has reignited the debate over urban density. Popular media has been quick to blame density as a key contributor to rapid disease transmission, questioning whether compact cities are still a desirable planning goal. Past research on the density–pandemic connection have produced mixed results. This article offers a critical perspective on this debate by unpacking the effects of alternative measures of urban density, and examining the impacts of mandatory lockdowns and the stringency of other government restrictions on cumulative Covid-19 infection and mortality rates during the early phase of the pandemic in the US. Our results show a consistent positive effect of density on Covid-19 outcomes across urban areas during the first six months of the outbreak. However, we find modest variations in the density–pandemic relationship depending on how densities are measured. We also find relatively longer duration mandatory lockdowns to be associated with lower infection and mortality rates, and lockdown duration’s effect to be relatively more pronounced in high-density urban areas. Moreover, we find that the timing of lockdown imposition and the stringency of the government’s response additionally influence Covid-19 outcomes, and that the effects vary by urban density. We argue that the adverse impact of density on pandemics could be mitigated by adopting strict lockdowns and other stringent human mobility and interaction restriction policies in a spatially targeted manner. Our study helps to inform current and future government policies to contain the virus, and to make our cities more resilient against future shocks and threats.



39 Big-4 auditors and audit quality: A novel firm life-cycle approach

Sonali Jain, Sobhesh Kumar Agarwalla

Meditari Accountancy Research

Doi: <https://doi.org/10.1108/MEDAR-06-2021-1344>



Sobhesh Kumar Agarwalla

Purpose

Firm-specific factors such as size, profitability, growth, risk and complexity, in addition to agency-related issues determine both auditor selection and firm life-cycle stage. This paper aims to examine whether and how the effect of Big-4 auditors (B4As) on client firms' audit quality varies across firms' life-cycle stages.

Design/methodology/approach

The sample comprises 1,813 firm-year observations in India's emerging economy from 2011 to 2020. The Modified Jones model and Jones (signed, unsigned) model are used to compute discretionary accruals/audit quality. The authors use Koh et al.'s (2015) methodology to determine the firm life cycle.

Findings

The authors' key findings show that the client firms employing B4As have superior audit quality than those employing non-Big-4 auditors (NB4As). The authors also show that the life-cycle stage significantly impacts the relationship between B4As and a firm's audit quality. Furthermore, B4A client firms report superior audit quality vis-à-vis NB4A firms only in the birth- and decline-stages. The audit quality of growth- and mature-stage B4A and NB4A client firms is not significantly different.

Practical implications

Implications for managers include the decision to hire B4As. Given that B4As earn a significant fee premium, managers leading birth- and decline-stage firms should hire B4As, while managers of growth- and mature-stage firms should not.

Originality/value

To the best of the authors' knowledge, this is the first paper to examine the moderating effect of the firm life-cycle stage on the selection of B4As and their impact on audit quality.

Knowledge structure of Chief Marketing Officers (CMOs): A review, bibliometric analysis, and research agenda

Amalesh Sharma, Laxminarayana Yashaswy Akella,
Sourav Bikash Borah

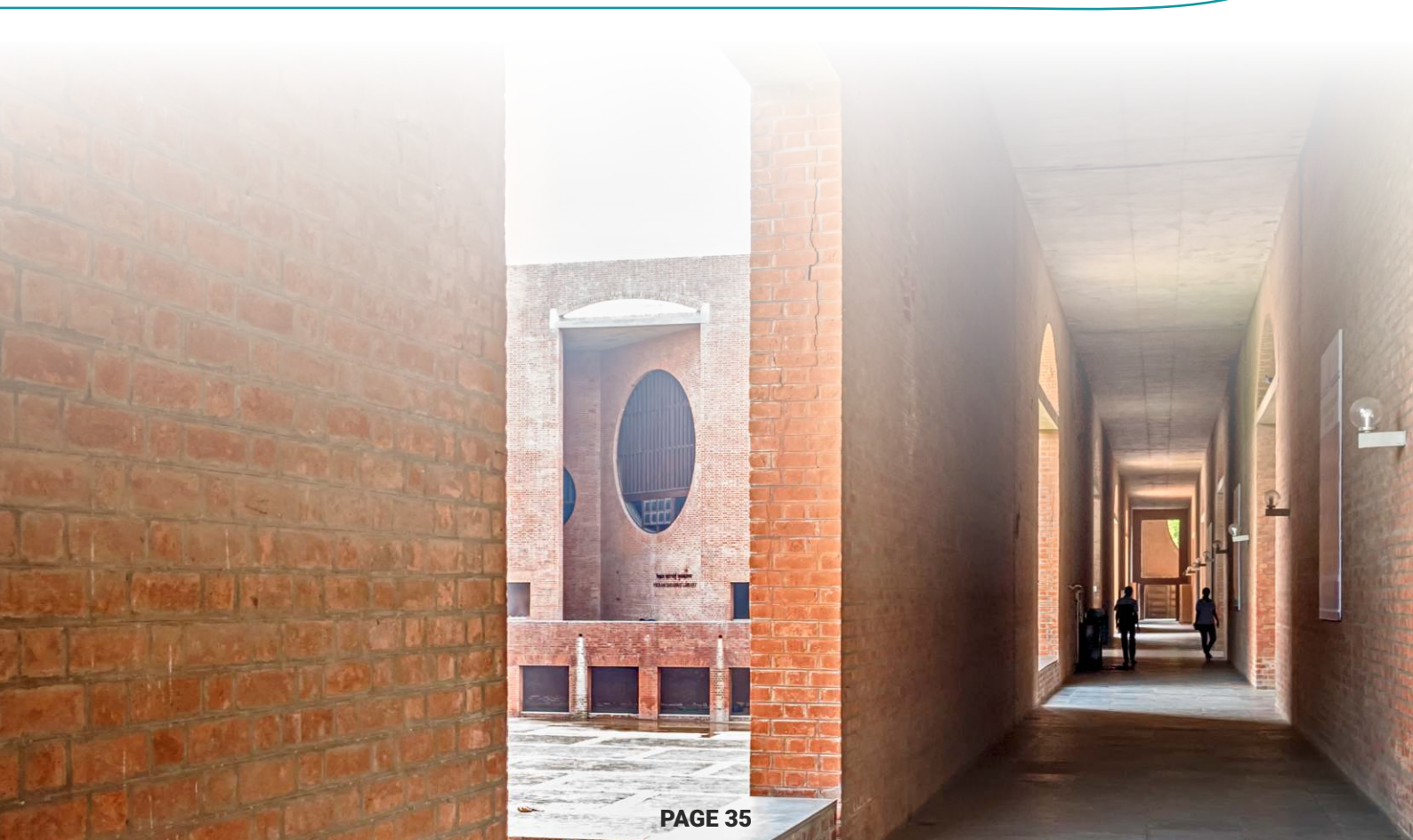
Journal of Business Research

Doi: <https://doi.org/10.1016/j.jbusres.2022.06.060>

Research on Chief Marketing Officers (CMOs) has flourished in the last two decades. Nevertheless, despite significant interest among marketing academics and professionals, a comprehensive understanding of knowledge structure or of what the future holds for research remains lacking. In response, this paper aims to summarize CMO research's current knowledge structure, understand the literature's knowledge gaps, and identify critical future research avenues. An overview of paradoxical findings sets out the key issues, before a bibliometric analysis of 55 business- and management-related research articles is deployed to reveal a range of intellectual influences that have helped shape perspectives, identifying five meaningful clusters of knowledge. Related research within each cluster is then evaluated, and empirical findings discussed, alongside theoretical and conceptual development. Blind spots in CMO literature are also highlighted, and key directions are proposed for advancing research. The findings and future research avenues may help to further strengthen CMOs' C-suite relevance.



Sourav Bikash Borah



41 A two-stage integer programming model considering transaction equivalence for privacy preservation

Srikumar Krishnamoorthy

Computers and Operations Research

Doi: <https://doi.org/10.1016/j.cor.2022.105997>



Srikumar Krishnamoorthy

Preserving privacy is one of the fundamental requirements of firms that share data with their business partners for building advanced data mining models. Firms often aim to protect the disclosure of sensitive knowledge or information discovered during the data mining process. In this study, we investigate the problem of Frequent Itemset Hiding (FIH) which aims to hide sensitive itemset relationships present in a transactional database. We propose a two-stage integer programming model that maximizes the proportion of unaltered transactions in the sanitized database and protects sensitive itemset relationships. The model exploits the concept of transactional equivalence and significantly reduces the size of the FIH problem. In addition, our model enables the identification of solutions with minimal side effects. We conduct an experimental evaluation on both real and synthetic databases to show that our approach is scalable and produces a sanitized database with maximum accuracy. The generated solution is also found to have lower side effects (itemset information loss) compared to other state-of-the-art methods. Our experiments on very large problem instances show problem size reductions of one to three orders of magnitude. The proposed approach is quite attractive and practically useful for solving large-scale FIH problem instances and preserving privacy in increasingly shared and big data-driven organizational environments.



Fairness over time in dynamic resource allocation with an application in healthcare

Andrea Lodi, Philippe Olivier, Gilles Pesant,
Sriram Sankaranarayanan

Mathematical Programming

Doi: <https://doi.org/10.1007/s10107-022-01904-6>

Decision making problems are typically concerned with maximizing efficiency. In contrast, we address problems where there are multiple stakeholders and a centralized decision maker who is obliged to decide in a fair manner. Different decisions give different utility to each stakeholder. In cases where these decisions are made repeatedly, we provide efficient mathematical programming formulations to identify both the maximum fairness possible and the decisions that improve fairness over time, for reasonable metrics of fairness. We apply this framework to the problem of ambulance allocation, where decisions in consecutive rounds are constrained. With this additional complexity, we prove structural results on identifying fair feasible allocation policies and provide a hybrid algorithm with column generation and constraint programming-based solution techniques for this class of problems. Computational experiments show that our method can solve these problems orders of magnitude faster than a naive approach.



Sriram Sankaranarayanan



I “showroom” but “webroom” too: Investigating cross-shopping behaviour in a developing nation

Subhadip Roy, Kirti Sharma, Sharuti Choudhary

International Journal of Retail & Distribution Management
Doi: <https://doi.org/10.1108/IJRDM-05-2021-0222>



Subhadip Roy

Purpose

The concepts of showrooming and webrooming have been well researched but majorly from the marketing/economic perspectives. The present study explores the socio-psychological motivations and different types of satisfaction derived from “cross-shopping” behaviour namely, showrooming and webrooming in a developing nation.

Design/methodology/approach

The study is exploratory and is conducted using an interpretive approach. The researchers conducted 52 in-depth interviews and the collected data were subjected to open and axial coding to generate the conceptual model.

Findings

The findings indicate various motivations of cross-shopping such a habit and the joy of discovery while novel aspects of satisfaction emerge such as process satisfaction and social satisfaction. The findings also revealed contextual moderators of the cross-shopping process.

Research limitations/implications

The present study contributes to the domain of cross shopping behaviour by illustrating the social motivators behind the same and novel satisfaction outcomes because of the cross-shopping process.

Practical implications

The present study has multiple implications that would enable managers to effectively utilize cross shopping behaviour such understanding of satisfaction beyond those derived from the product only.

Originality/value

This is one of the first studies to investigate consumer behaviour related to cross shopping based on psycho-social dimensions.

The olfactory experience (in retail) scale: Construction, validation and generalization

Subhadip Roy, Priyanka Singh

Journal of Service Management

Doi: <https://doi.org/10.1108/JOSM-05-2021-0173>

Purpose

Measurement scales for sensory experience in retailing exist for sight, touch and sound. In the present study, the authors aim to develop the olfactory experience (OEX) scale in the context of retailing.

Design/methodology/approach

Based on literature review and six studies that follow standard scale development protocols (combined $n = 1,203$), the authors develop and validate a three-dimensional OEX scale. The scale is further validated in the final study in a different market set-up than the first five.

Findings

The authors found the three dimensions of OEX as (scent) company, congeniality and congruity. The OEX scale is found to be generalizable and valid across different cultural and market set-ups. In addition, the OEX (i.e. the scale) was found to effect psychological and behavioral outcomes of the consumer in a significant manner.

Research limitations/implications

The present study contributes to the domain of sensory experience in retailing with the OEX scale and provides three new dimensions of OEX for the academicians to further explore.

Practical implications

The OEX scale provides a ready to use tool for the retailer to gauge the level of OEX in the store and to predict consumer attitudes and behavior.

Originality/value

The study is the first to develop a scale for OEX in retailing or for that matter in consumer behavior.

45 Exploring the culture–creativity–innovation triad in the handicraft industry using an interpretive approach

Subhadip Roy, Subhalaxmi Mohapatra

Journal of Business Research

Doi: <https://doi.org/10.1016/j.jbusres.2022.113460>

Researchers have independently studied the roles of culture, creativity, and innovation in the domain of handicrafts. In the present study, we aimed to understand the linkages between the three constructs in the same sector. We based our research background on the theory of cultural embeddedness and the componential view of creativity. To this end, we employed a multiple-case-study design of two handicraft forms in Odisha and one handicraft form in Maharashtra, India. The data consist of focus group discussions (FGDs) (n = 49), observations, and documentational evidence. The findings were a process model of the creativity and innovation in the handicraft sector that began with the cultural backdrop that influences creativity, which, in turn, influences innovation. We observed innovation influences the marketability, and we found that it has a reverse relationship with creativity. We found that cultural embeddedness and cultural clustering moderate the relationship between creativity and innovation. The study has implications for theory and policy.



Effects of social information signals on user engagement: Evidence from randomized field experiments

Swanand J. Deodhar, Ayushi Tandon, Abhas Tandon, Abhinav Tripathi

Behaviour & Information Technology
Doi: 10.1080/0144929X.2022.2101024



Swanand J. Deodhar

In this study, we examine the social information signal as a driver of user engagement. Specifically, we model two distinct outcomes related to user engagement: content consumption (e.g. watching a video) and content organisation (e.g. adding a video to a playlist). Given the increasingly social nature of digital platforms, we predict user engagement actions as a function of Peer and Expert social information signals. We employ a series of field experiments on a mobile e-learning application to tease out the distinction between content consumption (CC) and content organisation (CO) based on users' responses to information signals distinguished based on the source. Our results indicate that the Peer and Expert information signals significantly affect the focal user's CC action but have no effect on their CO actions. These findings, coupled with interesting nuances from two allied field experiments on the same app, reveal the uneven effects of social information signals on both user engagement actions. To sum up, the study presents important implications for predicting user engagement in digital platforms and the social information signaling these platforms can adopt.



The influence of status on evaluations: Evidence from online coding contests

Swanand J. Deodhar, Yash Babar, Gordon Burtch

MIS Quarterly

Doi: <https://doi.org/10.25300/MISQ/2022/16178>

In many instances, online contest platforms rely on contestants to ensure submission quality. This scalable evaluation mechanism offers a collective benefit. However, contestants may also leverage it to achieve personal, competitive benefits. Our study examines this tension from a status-theoretic perspective, suggesting that the conflict between competitive and collective benefits, and the net implication for evaluation efficacy, is influenced by contestants' status. On the one hand, contestants of lower status may be viewed as less skilled and hence more likely to make mistakes. Therefore, low-status contestants may attract more evaluations if said evaluations are driven predominantly by an interest in collective benefits. On the other hand, if evaluations are driven largely by an interest in personal, competitive benefits, a low-status contestant makes for a less attractive target and hence may attract fewer evaluations. We empirically test these competing possibilities using a dataset of coding contests from Codeforces. The platform allows contestants to assess others' submissions and improve evaluations (a collective benefit) by devising test cases (hacks) in addition to those defined by the contest organizer. If a submission is successfully hacked, the hacker earns additional points, and the target submission is eliminated from the contest (a competitive benefit). We begin by providing qualitative evidence based on semi-structured interviews conducted with contestants spanning the status spectrum at Codeforces. Next, we present quantitative evidence exploiting a structural change at Codeforces wherein many contestants experienced an arbitrary status reduction unrelated to their performance because of sudden changes to the platform's color-coding system around contestant ratings. We show that status-loser contestants received systematically more evaluations from other contestants, absent changes in their short-run submission quality. Finally, we show that the excess evaluations allocated toward affected contestants were less effective, indicating status-driven evaluations as potentially less efficacious. We discuss the implications of our findings for managing evaluation processes in online contests.

48 Choice of margin period of risk and netting for computing margins in central counterparty clearinghouses: A Monte Carlo investigation

Jayanth R. Varma, Vineet Virmani

Journal of Financial Market Infrastructures
Doi: 10.21314/JFMI.2022.003

Given the increasing importance of central counterparty clearinghouses (CCPs) to developments in modern financial market infrastructure, in this study we provide a quantitative comparison for evaluating the impact of collecting margins in a gross versus net system with the margin period of risk (MPOR) set to between one and five days. Historically, gross and net margins have been used by different CCPs, and the two-day MPOR has been used to compensate for the leniency of the net margining system. Using a Monte Carlo experiment design, we analyze the trade-off between gross and net margins in scenarios where a large client of a clearing member defaults idiosyncratically and where defaults arise out of “crowded trades”. We describe the conditions under which the longer MPOR does, or does not, offset the risks induced by net margins. We find that the level of client heterogeneity plays a crucial role in determining the trade-off. Our modeling framework encapsulates the complex multilevel margining system in a few parameters that CCPs and their supervisors can easily calibrate based on data privately available to them. Our simulation methodology could thus be useful for CCPs to analyze the effect of other changes to the margining system.



Vineet Virmani



Jayanth Varma

Pay-for-performance, procedural justice, OCB and job performance: A sequential mediation model

Vishal Gupta, Shweta Mittal, P. Vigneswara Ilavarasan,
Pawan Budhwar

Personnel Review

Doi: <https://doi.org/10.1108/PR-11-2021-0782>



Vishal Gupta

Purpose

Building on the arguments of expectancy theory and social exchange theory, the present study provides insights into the process by which pay-for-performance (PFP) impacts employee job performance.

Design/methodology/approach

Based on a sample size of 226 employees working in a technology company in India, the study examines the relationships between PFP, procedural justice, organizational citizenship behavior (OCB) and employee job performance. Data on perceptions of PFP and procedural justice were collected from the employees, data on OCB were collected from the supervisors and the data on employee job performance were collected from organizational appraisal records.

Findings

The study found support for the positive relationship between PFP and job performance and for the sequential mediation of the relationship between PFP and job performance via procedural justice and OCB. Further, procedural justice was found to mediate the relationship between PFP and OCB.

Research limitations/implications

The study was cross-sectional, so inferences about causality are limited.

Practical implications

The study tests the relationship between PFP and employee job performance in the Indian work context. The study shows that the existence of PFP is positively related to procedural justice which, in turn, is positively related to OCB. The study found support for the sequential mediation of PFP-job performance relationship via procedural justice and OCB.

Originality/value

The study provides an insight into the underlying process through which PFP is related to employee job performance. To the best of our knowledge, such a study is the first of its kind undertaken in an organizational context.



Book Chapters

Sl. No.	Title of the Book Chapter	Chapter Authors	Book Title	Editors	Publisher & Place
1.	Frugal innovation: A structured literature review of antecedents, enablers, implications and directions for future research	Jayshree Jaiswal, Amit Anand Tiwari, Samrat Gupta, Renu Agarwal	Innovation	Renu Agarwal, Eric Patterson, Sancheeta Pugalia, Roy Green	Routledge, New York
2.	Global monetary policies and implications for financial flows to India and other emerging markets	Sanket Mohapatra	Revisiting the Indian Financial Sector	Pramita Mukherjee	Springer, Singapore
3.	A women inclusive emancipatory alternative to corporate capitalism: The case of Kerala state initiated Kudumbashree programme	George Kandathil, Poornima Varma, Rama Mohan Turaga	Organising Resistance and Imagining Alternatives in India	Rohit Varma, Devi Vijay	Cambridge University Press, UK
4.	The wire and circuits of resistance: Immersions in the slowness of democratic time and de-naturalising the present	Srinath Jagannathan, Rajnish Rai	Organising Resistance and Imagining Alternatives in India	Rohit Varma, Devi Vijay	Cambridge University Press, UK
5.	Capacity building through mobility and its challenges	Devasmita Chakraverty, Maude Lévesque, Jing Qi, Charity Meki Kombe, Conor O'Carroll	Towards a Global Core Value System in Doctoral Education	Maresi Nerad., David Bogle, Ulrike Kohl, Conor O'Carroll, Christian Peters, Beate Scholz	University College London Press





Working Papers Published

WP No.	Title	Author/s
2022-07-01	Litigating Barbie: Trademark infringement, parody and free speech	M.P. Ram Mohan, Aditya Gupta
2022-07-02	Effects of climatic variations on child morbidity in Bundelkhand Region of India: A panel data analysis	Vanita Singh, Vidhee Avashia, Manju Sharma Bhati, Amit Garg
2022-09-01	India's Progressive Environmental Case Law: A worthy roadmap for global climate change litigation	M.P. Ram Mohan, Els Reynaers Kini, Sriram Prasad
2022-09-02	Fishing in muddy waters: Mergers and acquisitions during uncertainty	Balagopal Gopalakrishnan, Joshy Jacob, Jagriti Srivastava
2022-09-03	Cyclically adjusted PE ratio (CAFÉ) and stock market characteristics in India	Joshy Jacob, Pradeep K.P.
2022-10-01	Arbitrage constraints and behaviour of volatility components: Evidence from a natural experiment	Pranjal Srivastava, Joshy Jacob
2022-10-02	Risk information - normal markets and the COVID-19 pandemic period	Pranjal Srivastava, Joshy Jacob
2022-11-01	Performance of quality factor in Indian Equity Market	Joshy Jacob, Pradeep K.P., Jayanth R.Varma
2022-12-01	In pursuit of balance: Vicarious liability doctrine in the United Kingdom and India	M. P. Ram Mohan, Sai Muralidhar K.



Research Workshops Organized

Sl. No.	Name of the Facilitator	Topic	Date
1	Prof. Maya Ganesh	Introduction to Discrete Choice Modelling	December 2, 2022



Editorial and Publishing Workshops/Seminars Organized

Sl. No.	Name of the Facilitator	Topic	Date
1	Prof. Manoj K. Agarwal	How to publish in top tier journals	December 9, 2022
2	Yogesh K. Dwivedi School of Management, Swansea University	Journal desk rejection: Common reasons	December 8, 2022





Research Webinars/Seminars Organized

Sl. No.	Name of the Speaker & Affiliation	Topic	Date
1	Prof. Anuj Kumar Warrington College of Business, University of Florida	How Do Product Recommendations Help Consumers Search Products? Evidence of Underlying Mechanisms from a Field Experiment	July 1, 2022
2	Dr. Aditya Kuvalekar University of Essex	The Wrong Kind of Information	July 4, 2022
3	Dr. Ranjan Pal Sloan School of Management, Massachusetts Institute of Technology (Incoming)	How to Govern Insured Cyber-Risk Management in Cyber-Physical System Societies? Cautionary Learnings for Businesses, Risk Managers, and Regulators in Modern War Times	July 7, 2022
4	Prof. Srinivas Talluri Michigan State University	Evaluating and monitoring distribution network efficiency with multivariate process control methods	July 12, 2022
5	Prof. Anup Malani University of Chicago Law School	Effect of Health Insurance in India: A Randomized Controlled Trial (in collaboration with CMHS)	July 15, 2022
6	Prof. Debasmita Basak University of Nottingham	Product Market Cooperation, Stochastic R&D and Welfare	July 18, 2022
7	Prof. Sushmita Pati National Law School of India University, Bangalore	Kunbas as Joint Stock Companies, Panchayats as Cartels: How Rent Shapes Delhi	August 3, 2022
8	Prof. Charan K. Bagga Haskayne School of Business, University of Calgary	How Currency Concreteness Impacts Spending Behavior – Insights from Loyalty Programs	August 5, 2022
9	Prof. Vishal K. Gupta Culverhouse College of Business, The University of Alabama	Entrepreneurial Orientation, Firm Performance, and the Moderating Influence of CEO Servant Leadership	August 8, 2022
10	Prof. Rahul Rai International Center for Automotive Research, Clemson University	Geometric Reasoning and Machine Learning in Digital Manufacturing and Design Applications	August 22, 2022
11	Prof. H.R. Rao Carlos Alvarez College of Business, The University of Texas at San Antonio	Misinformation in the context of Covid-19 Pandemic: An investigation of health harm characteristics and related social media conversations (in collaboration with CDSA)	August 23, 2022
12	Prof. Ludvig Levasseur Indian Institute of Management Bangalore	Time Perspective, Firm Resources, and Dynamic Capabilities	August 24, 2022
13	Prof. Anujit Chakraborty The University of California, Davis	Future Self-Proof Elicitation Mechanisms	August 25, 2022

14	Prof. Abhinav Anand Indian Institute of Management Bangalore	Integration Among US Banks	August 29, 2022
15	Dr. Jossy Mathew Swansea University	Managing Human Resource Management Tensions in Project Based Organisations	September 6, 2022
16	Prof. Souvik Roy Indian Statistical Institute Kolkata	Stability in Matching with Couples having Responsive Preferences	September 7, 2022
17	Prof. Abhijeet Singh Stockholm School of Economics	COVID-19 Learning loss and recovery: Panel data evidence from India	October 17, 2022
18	Prof. Soumya Mukhopadhyay Indian Institute of Management Ahmedabad	Impact of review narrativity on sales in a competitive environment	November 11, 2022
19	Prof. ManMohan S. Sodhi Bayes Business school (formerly Cass) of City, University of London	Profit and welfare in public-private service supply chains motivated by changes in passenger rails in UK	November 17, 2022
20	Prof. Arup Varma Quinlan School of Business, Loyola University Chicago	Does distance really make the heart grow fonder? An investigation of the development of interpersonal affect in the era of hybrid work	November 18, 2022
21	Dr. Pavithra Harsha IBM T. J. Watson Research Center, Yorktown Heights	Omnichannel Retail Operations: Pricing and Inventory Management	November 30, 2022
22	Kris Ferreira Harvard Business School	Improving Human-Algorithm Collaboration: Causes and Mitigation of Over- and Under-Adherence	December 7, 2022
23	Sumitro Banerjee Ecole de Management (GEM)	Vaporware or Costly Signal? – It Depends...	December 12, 2022





Practitioner Talks Organized

Sl. No.	Name of the Speaker & Affiliation	Topic	Date
1	Mr. V.C. Gopalratnam, Global Chief Information Officer, Philips, Netherlands	Digital Initiatives at Philips and Research Opportunities: Smart Factory, IoT-enabled Logistics, and Data-driven Decision-making	August 12, 2022
2	Dr. Radhika Kulkarni, Vice President (Retired) Advanced Analytics R&D, SAS Institute Inc. 2022 President of INFORMS	Machine Learning, Artificial Intelligence and Optimization: Opportunities for Inter-Disciplinary Innovation	December 1, 2022
3	Dr. Arnab Sinha, Science & Engineering leader Offers Experience, Amazon	How to experiment without losing trust	December 14, 2022



Brown Bag Seminars Organized

Sl. No.	Name of the Speaker	Topic	Date
1	Prof. Ranjan K. Ghosh and Ms. Vartika Singh	Reduced Subsidies Vs. Environment Flow Protection: What drives sustainable water use in India's cereal production system	July 22, 2022
2	Mr. Sumit Sourav	Natural Disasters, Interest Rates Dynamics, and Economic Activities	October 14, 2022
3	Ms. Amrita Roy	Demographic Shocks, Castes and Labour Markets in the Central Provinces, 1901-31	December 9, 2022





Research Projects Initiated

Sl. No.	Title of the Project	Principal Investigator/s	Type of project
1	Heterogeneous agent quantal response equilibrium	Jeevant Rampal	SRP
2	Extent and pattern of substance (Inhalants) abuse among children in street situations in Ahmedabad city	Ankur Sarin	SRP
3	How can information labels on almost expired food products reduce wastage?	Vidya Vemireddy	SMP
4	Unpacking the technological black box: Tackling issues of 'construct clarity' and 'construct validity' in inter-organizational technology transfer	Rajnish Rai	SMP
5	Capability building of frontline leaders: Examining the strategic learning efficacy of immersion programs in elite organisations	Rajnish Rai	SMP
6	Do firms learn from the Fed?	Ankit Kariya	SMP
7	Modernization of workplaces, utilitarian sex behavior and implications for HRM	Neha Tripathi	SRP
8	Stakeholderism during COVID-19	Joshy Jacob	SMP
9	Exploring the underlying channels of betting-against-beta factor	Ellapulli Vasudevan	SMP
10	The concept of Environmental Rule of Law and its application to climate change litigation jurisprudence in India	M.P. Ram Mohan	SMP
11	Exploring the thin dividing line between drama and reality in Netflix's "The Crown": The legal perspective	Anurag K. Agarwal	SRP
12	Measurement issues in studying attitudes towards caste and study-group formation: Evidence from an Indian business school	Jeevant Rampal	SMP
13	An inductive study of the marketing and entrepreneurial practices of informal micro-retailers in India	Arun Sreekumar	SMP

14	Usage of non-contextual symbols on packaging – learnings from comparison of efficacy of Front-of-Pack labels (FOPLs) for packaged food in India	Arvind Sahay	SMP
15	Exploration of the antecedents of multiple job holding	K. V. Gopakumar	SMP
16	Algorithmic traders and intraday volatility trading	Anirban Banerjee	SMP
17	Social determinants of mortgage loan default: Evidence from India	Prashant Das	SMP
18	Examining gendered performance, style and personalization of politics in the online presence of Indian female politicians	Vaibhavi Kulkarni	SRP





Research Projects Completed

Sl. No.	Title of the Project	Principal Investigator/s	Type of project
1	Workplace bullying and robotization: A literature review	Ernesto Noronha	SRP
2	Patent waiver and pandemic: The legal perspective	Anurag Agarwal	SMP
3	Implications of sovereign credit ratings for capital flows to developing countries	Sanket Mohapatra	SRP
4	Diversification of debt financing choices and firm performance in emerging market countries: Evidence from syndicated loan and bond markets	Sanket Mohapatra	SMP
5	Do key managerial competencies really matter? An updated study of MBA core curricula	Naveen Amblee	SMP
6	Climate change law and intersection with human rights: A Comparative case law analysis and judicial approaches in Global North and Global South	M P Ram Mohan	SRP
7	The dynamics of process transparency: Empirical evidence	Anuj Kapoor	SMP
8	A room of their own: Examining the role of space and place on women's entrepreneurial activities	Vaibhavi Kulkarni	SMP
9	Sanitized homes, unsanitized bodies: Negotiating the return of domestic workers	Vaibhavi Kulkarni	SRP
10	Impact of technology on the creative and cultural business value chain	Amit Karna	SMP
11	Employee mobility and firm acquisition behavior	Mayank Varshney	SMP
12	Reviewing implementation of the "25 percent mandate" under RTE	Ankur Sarin	SMP
13	Experiences of work in the platform economy	Premilla D'Cruz & Ernesto Noronha	SRP

14	Feedback provision in creative crowdsourcing: Evidence from field experiment	Swanand Deodhar	SMP
15	Responsive governance Index: Improving accountability through a digital feedback loop	Samrat Gupta	SMP
16	Collective farming in Kerala: An emancipatory alternative to global capitalism	George Kandathil/ Poornima Varma	SMP
17	Risk perception and preventive behavior: New insights from the Covid-19 pandemic	Rama Mohan Turaga	SRP
18	Military service, School desegregation and the Black-White educational gap	Tarun Jain	LRP
19	Re-election and legislator performance	Tarun Jain	SRP





Awards

IIMA Professors among world's Top-2% researchers in "Updated science-wide author databases of standardized citation indicators"



Best Paper Award for 2022 by the American Risk and Insurance Association published in the Journal of Risk and Insurance. Paper titled "Stochastic loss reserving: A new perspective from a Dirichlet model"

Best Paper Award 2021 from Journal of Real Estate Research. Paper titled, "Investor Sentiment and Prepayment Hazard: The Case of Multifamily MBS Loans"



Mahalanobis Memorial Medal (MMM) - National Award for the year 2020.

Fung Global Fellow 2021-22 at Princeton Institute for International and Regional Studies



Appointments



Co-Chairperson of the expert sub committee working on "modernisation of supply chains in agriculture" by Kerala State Planning Board as part of the 14th five year plan (2022-27)

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