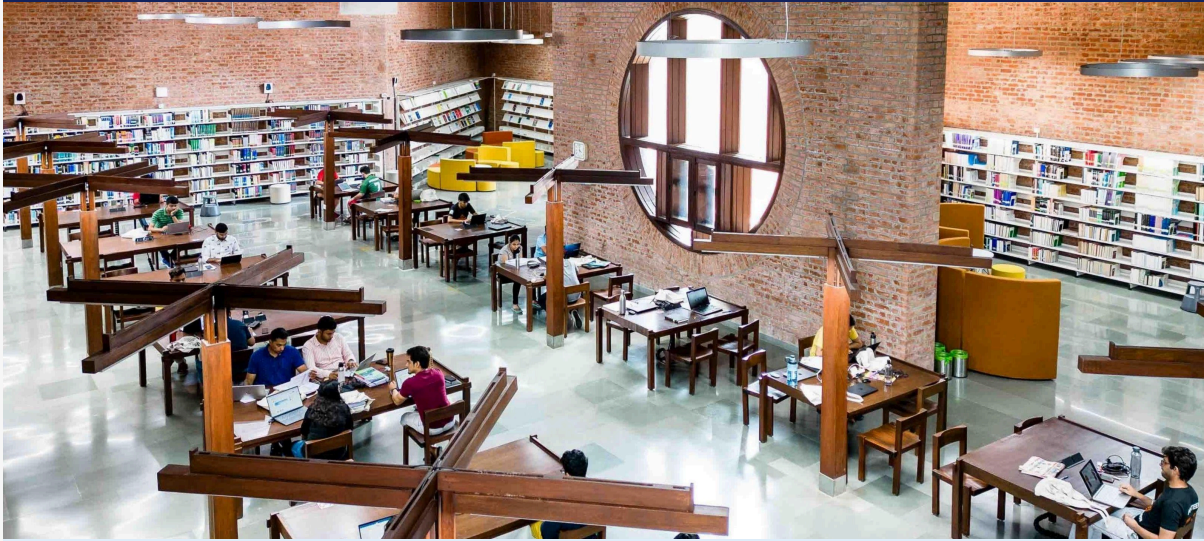




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# The IIMA Chronicle

A Faculty Newsletter | Issue 2 | July 2024



## Publications



### **Multi-plant firms and the heavy tail of firm size distribution**

**Authors:** Anindya S. Chakrabarti, Shekhar Tomar

**Journal:** Canadian Journal of Economics / Revue Canadienne D'Economique, July 2024

[Read the Paper](#)

### **Addressing difficulties with abstract thinking for low-literate, low-income consumers through marketplace literacy: A bottom-up approach to consumer and marketing education**

**Authors:** Madhu Viswanathan, Saravana Jaikumar, **Arun Sreekumar**, Shantanu Dutta, Adam Duhachek

**Journal:** Journal of Consumer Affairs, July 2024

[Read the Paper](#)



### **Addressing grand challenges through the bottom-up marketing approach: Lessons from subsistence marketplaces and marketplace literacy**

**Authors:** Madhu Viswanathan, **Arun Sreekumar**, Srinivas Sridharan & Gaurav R. Sinha

**Journal:** Journal of the Academy of Marketing Science, July 2024

[Read the Paper](#)



## Opening First-Party App Resources: Empirical Evidence of Free-Riding

**Authors:** Franck Soh, Pankaj Setia,  
Varun Grover

**Journal:** Information Systems Research,  
July 2024

[Read the Paper](#)

## Whistleblowing at work

**Authors:** Premilla D'Cruz, Brita  
Bjørkelo, and Tina Uys

**Journal:** Elgar Encyclopedia of  
Organizational Psychology, July 2024

[Read the Paper](#)



## Compassion

**Authors:** Premilla D'Cruz and  
Ernesto Noronha

**Journal:** Elgar Encyclopedia of  
Organizational Psychology, July 2024

[Read the Paper](#)



## Bullying

**Authors:** Premilla D'Cruz and  
Ernesto Noronha

**Journal:** Elgar Encyclopedia of  
Organizational Psychology, July 2024

[Read the Paper](#)

## An exact method for trilevel hub location problem with interdiction

**Authors:** Prasanna Ramamoorthy,  
Sachin Jayaswal, Ankur Sinha,  
Navneet Vidyarthi

**Journal:** European Journal of  
Operational Research, July 2024

[Read the Paper](#)





**Women's empowerment and intra-household diet diversity across the urban continuum: Evidence from India's DHS**

**Authors:** Soumya Gupta, Payal Seth, Vidya Vemireddy, Prabhu Pingali

**Journal:** Food Policy, October 2024 (Print Version)

[Read the Paper](#)



## Achievements & Appointments

**Prof. Abhiman Das** from the Economics Area has been nominated as a member of the Investor Survey Steering Committee (ISSC) of the Securities and Exchange Board of India (SEBI). Additionally, his research titled '*Banking on Trust: Supervisory Transparency and Depositors' Actions*' has been featured in a newsletter published by the Becker Friedman Institute for Economics at The University of Chicago.

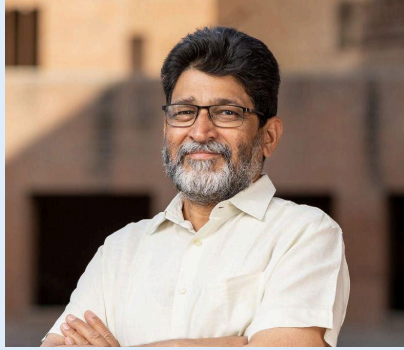


A conference paper titled, '*Men in Beauty Care Work and Feminisation of Digital Labour Platforms*', authored by **Prof. Sai Amulya Komarraju** from the Communication Area, has been recognised as a top paper by the Feminist and Gender Studies Division, National Communication Association.



**Prof. Sanket Mohapatra** from the Economics Area has been appointed as a member of the Expert Group for Base Revision Committee of the Consumer Price Index (CPI) released by the Ministry of Statistics and Programme Implementation, Government of India.





**Prof. Sukhpal Singh** from the Centre for Management in Agriculture (CMA) has been invited to be the Conference President at the Annual Conference of the Indian Society of Agricultural Marketing (ISAM) to be held at the University of Agricultural Sciences, Bangalore, in January 2025.

**Prof. Vidya Vemireddy** from the Centre for Management in Agriculture (CMA) has been appointed as a member of the Advisory Council of the Confederation of Indian Industries (CII) Centre for Women Leadership. She has also been appointed as a member of the Executive Board of the Agricultural Economics Research Association (AERA), India, for the current year.



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## Invited Talks

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**Prof. Ellapulli Vasudevan** from the Finance and Accounting Area was invited to deliver a research seminar titled 'Round trip trades, short-termism, and momentum' at IIM Bangalore.

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Faculty may share their latest updates from each month with us on [newsletter@iima.ac.in](mailto:newsletter@iima.ac.in) by the last date of every month.

