



विद्याविनियोगादिकामः

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Publications



What Happens When Parents Find Violence Acceptable? A Case of Violent-Humorous Commercials Targeted at Children

Author: Akshaya Vijayalakshmi and Russell N. Laczniak

Journal: Journal of Advertising, September 2024

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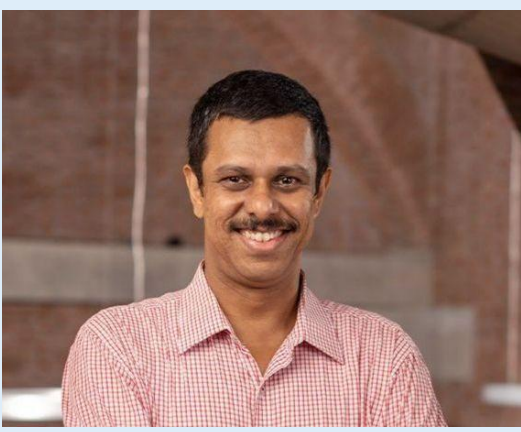
The Impact of Board Characteristics on the Financial Slack–CSR Relationship: Evidence from the Indian Hospitality and Tourism Industry

Author: Shobha Tewari, S. Karthika, Bibek Bhattacharya and Manisha Singal

Journal: Journal of Hospitality & Tourism Research, August 2024

[Read the Paper](#)





Ethicality in B2B Service Delivery: Examining the Impact of Individual and Organisational Ethics on Firm Performance Through Ethical Leadership and Climate

Author: Sreejesh S. and **Subhadip Roy**

Journal: Journal of Business Ethics, September 2024

[Read the Article](#)

I Bond, I Engage, I Visit: Investigating the Effects of Vloggers Tourist Engagement and Its Outcome on Tourist Attitudes

Author: **Subhadip Roy** and Rekha Attri

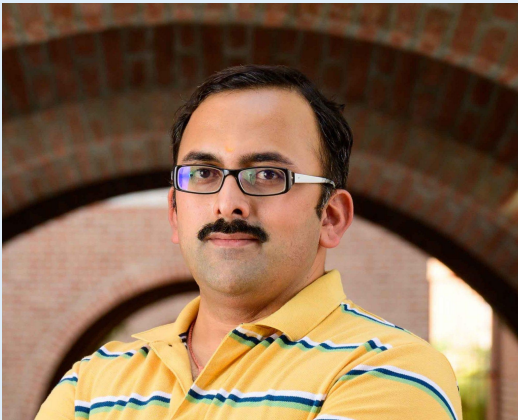
Journal: Journal of Travel Research, September 2024

[Read the Article](#)

Does David Make A Goliath? Impact of Rival's Expertise Signals on Online User Engagement

Author: Ayushi Tandon, **Swanand Deodhar**, Abhas Tandon, Abhinav Tripathi

Journal: Information Systems Research, September 2024



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Environmental Identity and Perceived Salience of Policy Issues in Coastal Communities: A Moderated-mediation Analysis

Author: Pallavi Rachel George and **Vishal Gupta**

Journal: Policy Sciences, September 2024

[Read the Paper](#)

Achievements & Appointments

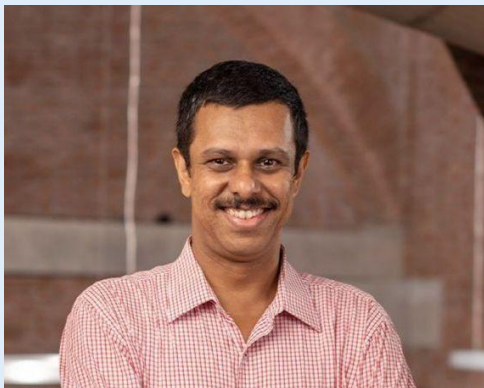


Profs. Ankur Sinha, Debjit Roy and Srikumar Krishnamoorthy have been recognised in Stanford University and Elsevier's 'Top 2% Scientists List' for 2024.



A study done by Profs. Balagopal Gopalakrishnan and M.P. Ram Mohan titled "Effectiveness of the Resolution process: From Outcomes in the Post-IBC Period" for the Insolvency and Bankruptcy Board of India was cited by the Economic Survey 2023-24 that was released before the Budget 2024 presentation. The same study was also featured in the "Indian Economy - A Review" released by the Department of Economic Affairs before the Interim Budget 2024.

Prof. Ranjan Kumar Ghosh of the Centre for Management in Agriculture has been re-appointed as the Independent Director of Gujarat Narmada Valley Fertilizers and Chemicals (GNFC) for another 3-year period.



Prof. Subhadip Roy of the Marketing Area has been selected to be a part of the Regional Advisory Council for Asia and Oceania of the Case Centre UK.

Prof. Tarun Jain of the Economics Area has been appointed as a member of the Technical Advisory Group (TAG) for Household Surveys of NSSO under the Ministry of Statistics and Programme Implementation, Government of India.



Invited Talks

Prof. Ranjan Kumar Ghosh of the Centre for Management in Agriculture was invited as an eminent speaker on 'Catalyzing Commons for SDG Acceleration' at the plenary session of the Commons Convening



held at the Dr. Ambedkar International Centre in New Delhi on August 27. Additionally, he was invited as a distinguished speaker at the ET Edge - Times Now Global Sustainability Alliance 2024 to speak on the theme of 'Resource-conscious and Low-carbon Agricultural Development' on August 30.

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

