



विद्याविनियोगादिकासः

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Publications

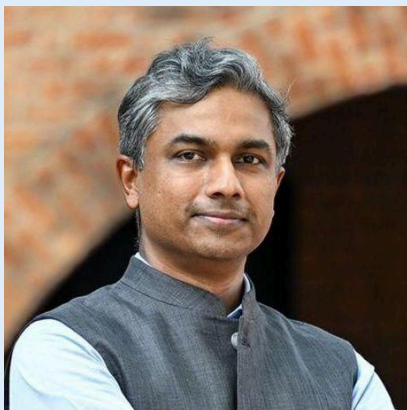


Unraveling Prosumption Behavior for Online Reviews during Environmental Uncertainty: A Stimulus-Response Perspective

Authors: Manisha Rathi, Adrija Majumdar, and Sawan Rathi

Journal: Information Systems Frontiers, December 2024

[Read the Paper](#)



On Measuring Muslim Segregation in Urban India

Authors: Arpit Shah, Anish Sugathan, Naveen Bharathi, Andaleeb Rahman, Amit Garg, and Deepak Malghan

Journal: Urban Studies, December 2024

[Read the Paper](#)



A Field Experiment on Marketplace Literacy and Self-Help Group Membership in Subsistence Marketplaces

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

Journal: Journal of Macromarketing, December 2024

[Read the Paper](#)



Alternative Investment Behavior of Households During Crises: The Effects of the COVID-19 Shock on Gold Purchases in India

Authors: Dirk G. Baur, **Balagopal Gopalakrishnan**, and **Sanket Mohapatra**

Journal: Journal of Economic Behavior & Organization, December 2024

[Read the Paper](#)



Digital Technologies Exacerbating Mission Drift in Microfinance Institutions: Evidence from India

Authors: Nidhi S. Bisht, **Ernesto Noronha**, and Arun Kumar Tripathy

Journal: Information and Organization, November 2024

[Read the Paper](#)

Stochastic Vehicle Routing with Delivery Choice

Authors: **Prahalad Venkateshan** and Kamlesh Mathur

Journal: Naval Research Logistics, December 2024

[Read the Paper](#)





Saliency of Social Identities in Explaining Homeownership Patterns in India

Authors: Ashish Gupta, **Prashant Das**, N Edward Coulson, and **Abhiman Das**

Journal: Urban Studies, November 2024

[Read the Paper](#)



AI as an Inventor Debate under the Patent Law: A Post-DABUS Comparative Analysis

Authors: **Saravanan A** and Deva Prasad M

Journal and Issue: European Intellectual Property Review [E.I.P.R. 2025, 47(1), 26-39]

[Read the Pre-print Version](#)

Cases Published

Tata Docomo: Wrong Number

Author: Anurag K. Agarwal

Published On: November 26, 2024

[Read the Case](#)

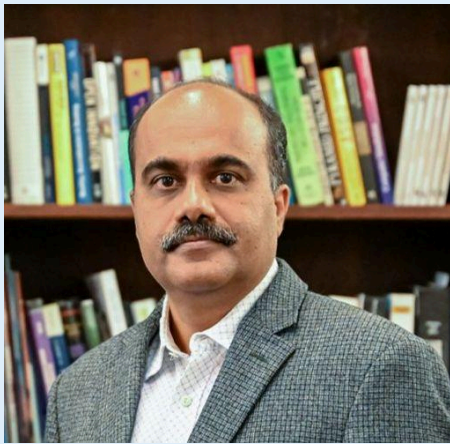


Achievements & Appointments



Prof. Abhiman Das of the Economics Area has been invited by the Ministry of Finance, Government of India, to contribute to the forthcoming Economic Survey on the Business Inflation Expectations Survey (BIES).

A research paper co-authored by **Prof. Arun Sreekumar** of the Marketing Area has been recognised among the top 10 management articles globally with the highest societal impact since 2010, as highlighted in an [article by the Financial Times](#). Titled "Marketplace Literacy as a Pathway to a Better World: Evidence from Field Experiments in Low-access Subsistence Marketplaces", the paper was published in the Journal of Marketing in 2021.



Prof. Pankaj Setia from the Information Systems Area has been appointed as the Chairman of the Working Group (WG) for revising the "Interoperability Framework for e-Governance (IFEG)" developed by the Centre for Development of Advanced Computing (C-DAC) - Scientific Society of the Ministry of Electronics and Information Technology (MeitY), Government of India.

A research paper titled "Outsourcing Control: How Cultural Tightness Impacts Sustainable Consumption", co-authored by **Prof. Tanvi Gupta** of the Marketing Area, has been selected as the Best in Track Paper for the Sustainability and Public Policy track at the 2025 AMA Winter Academic Conference.



Invited Talks



Prof. Debjit Roy from the Operations and Decision Sciences Area had several key engagements at prominent academic conferences in late 2024, including:

1. Delivered a keynote address on "Digitizing E-commerce Order Fulfillment Processes: Technology, Data, Models, and New Research Areas" at the International Conference on Next-Gen Supply Chain organised by IIM Jammu on November 22–23, 2024.
2. Co-chaired the doctoral colloquium at the POMS India International Conference 2024, organised by IIM Ranchi on December 4, 2024.
3. Presented a plenary talk titled "Data-driven Restaurant Operations: New Business Models and Research Opportunities" at the XXVII Annual International Conference of the

Society of Operations Management, hosted by the Institute of Management Technology Ghaziabad from December 19–21, 2024.

Prof. Tarun Jain of the Economics Area was invited to deliver a talk on "Eroding Restrictive Gender Attitudes through Schools: A 6 Year Follow Up Study" in a workshop on Institutional Barriers to Equity organised by Monash University and Journal of Economic Behavior and Organizations on December 2, 2024.



In addition, he was also invited to present a paper on the same topic at the Annual Conference on Growth & Development, organised by the Indian Statistical Institute Delhi on December 20, 2024.

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

