



भारतीय प्रबंध संस्थान कोषिकोड  
Indian Institute of Management Kozhikode  
*Globalizing Indian Thought*



# IIM KOZHIKODE **RESEARCH NEWSLETTER**

2022 – 2023 | VOLUME 21



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## MESSAGE FROM THE DIRECTOR

I am excited to present the 21st edition of IIMK's Research Newsletter, which offers a glimpse into the remarkable research accomplishments of our esteemed faculty and dedicated doctoral students. It gives me great pleasure to share with you that over the past academic year, our institute published a total of 141 journal articles, marking a historic high in our publication records. The exponential increase in publications has led to a significant improvement in our National Institutional Ranking Framework (NIRF) ranking, with IIMK now standing as the third-best institution in India. I extend my heartfelt gratitude to the entire research community at IIMK for their outstanding contributions to this achievement. They have displayed exceptional dedication in advancing the research productivity of the institute, all while shouldering increased teaching and administrative responsibilities.

This upsurge in research contributions will undoubtedly have a profound and lasting impact on IIMK's standing in academic research in the coming days. I have every confidence that our faculty members will continue to consistently produce significant volumes of publications and also raise the bar in conducting high-quality, impactful research in the years ahead. I want to assure them that the institute stands firmly behind them, ready to provide the necessary support to foster their continued success. I am happy to announce that there has been a significant increase in the funding allocated for institute research grants (SGRP, MGRP, and LGRP), accompanied by more hassle-free completion requirements.

In the previous academic year, our institute hosted four international conferences, all of which proved to be resounding successes. These conferences were:

- i. The 3rd International Conclave on Globalizing Indian Thought (GIT 2022).
- ii. The 12th edition of the Indian Management Conclave 2022.
- iii. POMS India International Conference 2022.
- iv. The 20th AIMS International Conference on Management 2022.

These events attracted high-profile dignitaries and drew participants from prestigious institutions both within India and abroad. Notable guest speakers for GIT 2022 included luminaries such as Gopichand P. Hinduja, Parvin Dabas, Preeti Jhangiani, Peter W. Cardon, Anil K Gupta, Latha Poonamallee, K. Abdul Ghani, and Shyam Padman. The 12th edition of the Indian Management Conclave in 2022, hosted at IIMK, saw an impressive registration of

225 participants. The event was graced by the esteemed presence of Hon'ble Shri Ram Nath Kovind, former President of India, along with several other distinguished individuals including Shyam Srinivasan, Nilanjan Sen, Varun Nagaraj, Suresh Narayanan, and Vishal Talwar. The POMS India International Conference 2022 focused on the theme of 'Reimagine OM for Sustainable Solutions in the New Normal,' and featured eminent keynote speakers such as Anand Kulkarni, Kathryn E. Stecke, Nagesh Murthy, and Karuna Jain. To abide by the dictum of "Globalizing Indian Thought", the 4th edition of the flagship International Conclave on Globalizing Indian Thought (GIT 2023) will be organized this year during December 14-16, 2023 at Mysore, the city of Palaces.

IIMK is on the brink of exciting developments as it experiences rapid growth, not only in its program offerings, faculty members, and student body but also in its rankings, reputation, and prominence. I invite you to share in our enthusiasm by taking a moment to peruse the contents of this newsletter. Here, you can learn about the institute's exceptional contributions to the advancement of knowledge.

With warm regards,

**PROF. DEBASHIS CHATTERJEE**





## **MESSAGE FROM THE CHAIRPERSON, RESEARCH**

We are delighted to share the latest edition of IIMK's research newsletter, which highlights the remarkable research achievements of our faculty members and doctoral students. In the preceding academic year, we achieved a notable milestone by publishing 141 journal articles, with 61 of them appearing in prestigious A and A\* journals, as per the ABDC and ABS rankings. Our institute's research activity is flourishing on all fronts, including the successful organization of international conferences, a rise in the number of funded research projects, and a substantial increase in research seminars led by eminent Indian and international scholars.

During the academic year, our institute hosted four international conferences, namely The 3rd International Conclave on Globalizing Indian Thought 2022, the 12th edition of the Indian Management Conclave 2022, the POMS India International Conference 2022, and the 20th AIMS International Conference on Management 2022, demonstrating our dedication to fostering a vibrant research environment. Our faculty members completed seven funded research projects during the last academic year. Additionally, we organized research seminars and workshops that provided tremendous opportunities for collaboration and skill enhancement. We were honoured to host eminent researchers from abroad who presented their exciting work, including Prof. Hillol Bala (Indiana University), Prof. Nagesh Murthy (University of Oregon), Prof. Stecke Katheryn (University of Texas at Dallas), Prof. Ramesh Dangol (Youngstown State University), Prof. Aravind PV (Groningen University), Prof. Deva Rangarajan (IESEG School of Management), Prof. Justin Paul (University of Puerto Rico), Prof. Jaideep Chowdhury (James Madison University), and Prof. Subramanian R. Iyer (University of New Mexico).

In this 21st edition, you will find a compilation summarizing all our research achievements from the previous academic year. We invite you to browse through the contents of this newsletter to delve into the academic research activities of the institute.

**PROF. JIJO LUKOSE P.J.**

Chairperson – Research Committee



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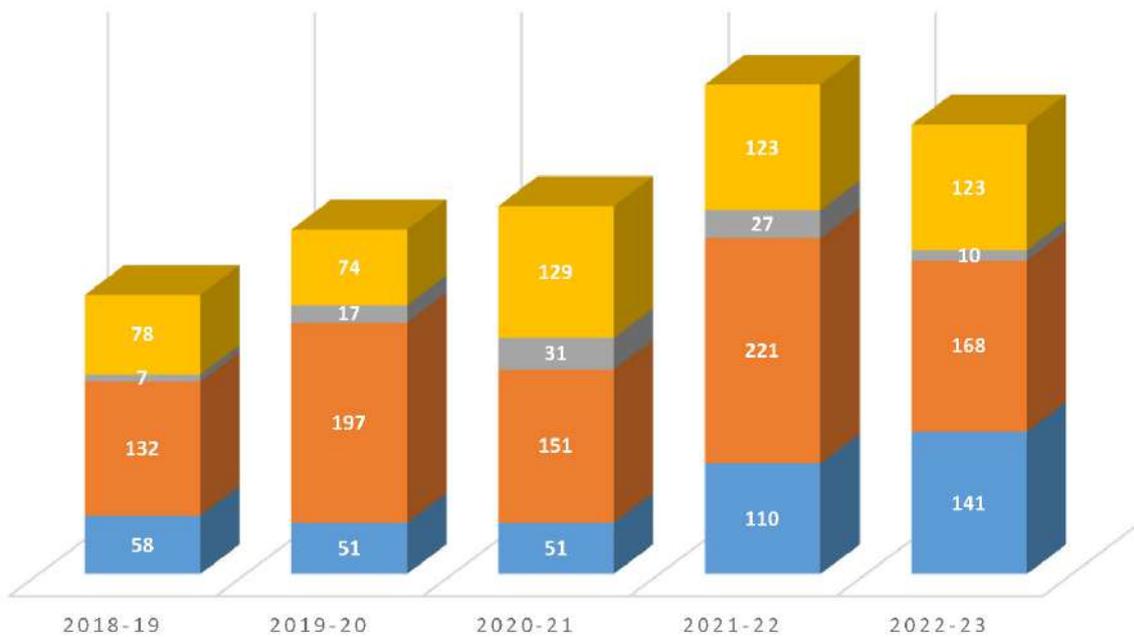
# RESEARCH & PUBLICATIONS

## HIGHLIGHTS

A total of 141 research articles were published in reputed peer-reviewed journals, out of which 5 are in A\* category journals, 58 are in A category journals, 42 are in B category, and 11 are in C category. One publication appeared in the FT50 category. The category of a journal is identified using a ranking scheme combining the well-known ABDC, ABS, and Scopus rankings. 7 research projects have been initiated during the current year, and 11 research seminars and 3 research workshops were also conducted.

### IIMK RESEARCH TRENDS - AN OVERVIEW (2018-19 TO 2022-23)

■ Refereed Journal Articles ■ Conference Papers ■ Book Chapters ■ Working papers & Cases



# RESEARCH SEMINARS 2022-2023

SPEAKER	TOPIC	DATE	YEAR
<b>Dr. Subramanian R. Iyer</b> Associate Professor Anderson School of Management The University of New Mexico	Socio-Economic Welfare, Taxation Policy and Corporate Investment	09 June	2022
<b>Prof. Jaideep Chowdhury</b> Department of Finance and Business Law James Madison University, U.S.A	Optimistic Directors and CEO Turnover	07 July	2022
<b>Prof. Justin Paul</b> Professor of Business Administration, University of Puerto Rico & Visiting Professor at the Henley Business School, University of Reading	Masstige model and measure for brand management	28 July	2022
<b>Prof. Deva Rangarajan</b> Professor of Marketing at the IESEG School of Management in France.	Examining the Promise of a New Marketing Function: The Role of Customer Success Management in Ensuring Customer Health and Firm Performance	04 August	2022
<b>Prof Aravind P.V</b> Professor, Chair of Energy Conversion, Groningen University, Netherlands	Carbon Neutral Wayanad program and its global significance	11 August	2022
<b>Prof Ramesh Dangol</b> Williamson College Of Business, Youngstown State University, United States	The Role of Human Extensibility Technologies in Mitigating the Adverse Effect of Violence Against Women on Women's Employment Capabilities	22 September	2022
<b>Prof. Sudershan Kuntluru</b> Professor in Finance, Accounting & Control Indian Institute of Management, Kozhikode	Consolidated or Standalone earnings - What do investors react to?	24 November	2022
<b>Prof. Nagesh Murthy</b> Lundquist College of Business, University of Oregon, Eugene. United States of America	Managing Concurrency in Cyclical Projects under Stochastic Task Environments: Vaccine Development Projects during Pandemics	20 December	2022

<b>Prof. Stecke Katheryn</b> Naveen Jindal School Advisory Council Chair Professor, Operations Management. University of Texas at Dallas United States of America	Seru Production System: An Organizational Extension of JIT	20 December	2022
<b>Prof. Hillol Bala</b> Conrad Prebys Professor Associate Professor of Information Systems Operations and Decision Technologies (ODT) Department Kelley School of Business, Indiana University, USA	Trying to be cute with a machine? Examining the implications of transparent and non-transparent AI in job interviews	09 March	2023
<b>Dr. M.K. Nandakumar</b> Professor, Strategic Management Indian Institute of Management, Kozhikode	Business Model Configuration, Hybridity, and Social Impact of Social Enterprises	30 March	2023

## RESEARCH WOKSHOPS 2022-2023

SPEAKER	TOPIC	DATE	YEAR
<b>Prof. Anirban Chakraborty</b> Professor, Jawaharlal Nehru University	Uses of data science in Economics and Finance	12 July	2022
<b>Dr Varsha Jain</b> Professor in Integrated Marketing Communications MICA, India	Dyad Approach for Consumer Behavior and Digital Context: Associate Editor and Author's Perspective	13 October	2022
<b>Prof. Hillol Bala</b> Conrad Prebys Professor Associate Professor of Information Systems Operations and Decision Technologies, Department Kelley School of Business, Indiana University, USA	Bridging the qualitative- quantitative divide: Guidelines for conducting mixed methods research	07 March	2023

# RESEARCH GRANT PROJECTS 2022-23

PRINCIPAL INVESTIGATOR	TITLE	AREA
M Geetha	Role of zero waste stores in sustainable consumption - Exploratory Study SGRP/2022-23/05-R1	Marketing Management
Anand G	Aid Dissonance in Humanitarian Supply Chain: An Exploratory Study SGRP/2022-23/04	Quantitative Methods and Operations Management
Satish Krishnan	A cross-country study on the polarizing effect of political disinformation through social media SGRP/2022-23/03-R1	Information Systems
Keyoor Purani	Digital Companions and Psychological Wellbeing: Exploring the Role of Social Support and Loneliness - Re-Revised SGRP/2022-23/02.R2	Marketing Management
Shvovan Chowdhury	Predictive Modelling of Package Pricing for Surgical Procedures in Private Hospitals SGRP/2022-23/01.R1	Quantitative Methods and Operations Management
Chitwan Lalji	Maternal knowledge, wellbeing & child health: Evidence from the Indian slums LGRP/2022-23/02.R1	Economics
Vipin P Veettil	The cost of inflation in a network economy LGRP/2022-23/01.R2	Economics





## REFEREED JOURNAL PUBLICATIONS

Ghalke, A., Sensarma, R., Chakraborty, S. & Kakani, R.K (2022) Stock markets and economic uncertainty: Roles of legislative sessions and coalition strength, *European Journal of Political Economy*, 102353. <https://doi.org/10.1016/j.ejpoleco.2022.102353>

Ansari, G. & Sensarma, R (2022) What Explains Excess Liquidity of Banks? Empirical Evidence from India, *Journal of Emerging Market Finance*, Volume 21, Issue, Pages 477-503. <https://doi.org/10.1177/09726527221101134>

Jacob, R.T., Sensarma, R. & Nair, G (2022) Is rural household debt sustainable in a financially included region? Evidence from three districts of Kerala, India, *Oxford Development Studies*, Volume 50, Issue 4, Pages 389-405. <https://doi.org/10.1080/13600818.2022.2088718>

Ansari, G., & Sensarma, R (2022) Does Economic Freedom Influence the FDI–Growth Nexus in ASEAN Economies? *Journal of Asian Economic Integration*, Volume 4, Issue 2, Pages 144-159. <https://doi.org/10.1177/26316846221112228>

Mandel, A., & Veetil, V.P (2022) Disequilibrium propagation of quantity constraints: application to the COVID lockdowns, *Macroeconomic Dynamics*. <https://doi.org/10.1017/S136510052200061X>

Ghatak, A., Patel, S.S., Bonnerjee, S. & Roy, S (2022) A generalized epidemiological model with dynamic and asymptomatic population, *Statistical Methods in Medical Research*, Volume 31, Issue 11, Pages 2137-2163. <https://doi.org/10.1177/09622802221115877>

Ghatak, A. (2022) How to Stop Collusion in Peer Review Exercises: Evidence from the Classroom, *Resonance*, Volume 27, Issue 5, Pages 867-875. <https://doi.org/10.1007/s12045-022-1379-1>

Gangopadhyay, K., Mondal, D. & Thasni, T (2023) Kausik Gangopadhyay, Debasis Mondal & T. Thasni, *IIM Kozhikode Society & Management Review*. <https://doi.org/10.1177/22779752221145613>

Ramachandran, V., Balooni, K. & Bhamoriya, V (2023) Social Enterprises: Partners and Catalysts in the Enhancement of Smallholder Farming, *Journal of Social Entrepreneurship*. <https://doi.org/10.1080/19420676.2022.2091646>

Nair, S.R.& Deva Prasad, M (2022) India's Contract Farming Act Does It Serve Farmers' Interest?, *Economic Political Weekly*. <https://www.epw.in/journal/2022/40/special-articles/indias-contract-farming-act.html>

Nair, S.R (2022) Examining Ban on the Blending of Mustard Oil in India: A Food Nutrition Perspective, *IIM Kozhikode Society & Management Review*. <https://doi.org/10.1177/22779752221142162>

# CONFERENCE PAPERS, PRESENTED & FORTH COMING

AUTHOR(S)	TITLE	DETAILS	YEAR
Chitwan Lalji	Mixed Marriages and Women's Health Status: Evidence from India	20th AIMS International Conference on Management	2022
Aariya Sen & Rudra Sensarma	Monetary Policy and Income Distribution: Evidence from a Developing Country	20th AIMS International Conference on Management	2022
Aariya Sen & Rudra Sensarma	US-Unconventional Monetary Policy and Financial Stress of Emerging Market Economies: Role of Policy Independence	Contemporary Issues in Emerging Markets Conference – IIM Bodh Gaya	2022
Ashish Desai, Rudra Sensarma & Ashok Thomas	Enabling the Lowest Common Denominator: Agency and Economic Empowerment of Rural Women Entrepreneurs	Contemporary Issues in Emerging Markets Conference – IIM Bodh Gaya	2022
Ashish Desai, Rudra Sensarma & Ashok Thomas	Protecting the Blind Side: Can loan characteristics cushion the impact of an exogenous shock on Micro Credit repayments?	17th Annual Conference on Economic Growth and Development – ISI Delhi	2022
Chiranjivi GVS & Rudra Sensarma	The influence of economic and financial shocks on private investment: A wavelet study of return and volatility spillovers	Contemporary Issues in Emerging Markets Conference - IIM Bodh Gaya	2022
Chiranjivi GVS & Rudra Sensarma	The influence of economic and financial shocks on private investment: A wavelet study of return and volatility spillovers	India Finance Conference held - IIM Calcutta	2022
Remya Tressa Jacob & Rudra Sensarma	Does knowledge empower? The story of debt literacy and credit usage in rural India	100 Years of Economic Development Conference Organized by Cornell University	2022
R Sai Shiva Jayanth & Sthanu R Nair	Impact of Social Networks on Farmers' Adoption of Smartphones in India	International Conference on Network Science Management - IIM Ahmedabad 2022	2022
R Sai Shiva Jayanth & Sthanu R Nair	Impact of Mobile Phone Application Usage on Farmer's Price Realisation and Expenditure on Pesticides and Fertilisers	IRMA DOCMAD Conference- Institute of Rural Management Anand	2022

Chinmayi Srikanth & Shubhasis Dey	Conspicuous Consumption for Social Parity	Nordic Conference in Development Economics2022	2022
Chinmayi Srikanth & Shubhasis Dey	Multigenerational Persistence and The Great Gatsby Relation for India	DSE Winter School 2022	2022
Chinmayi Srikanth & Shubhasis Dey	Multigenerational Persistence and the Great Gatsby Relation for India	17th Annual Conference on Economic Growth and Development, ISI Delhi	2022
Chinmayi Srikanth & Shubhasis Dey	Multigenerational Persistence and the Great Gatsby Relation for India	Asia Meeting of the Econometric Society	2023
Chinmayi Srikanth & Shubhasis Dey	Multigenerational Persistence and the Great Gatsby Relation for India	2nd Biennial Conference on Development, IGIDR	2022
Sthanu R Nair	Estimating the Determinants of Tax Morale of India	20th AIMS International Conference on Management	2022
Ashok Thomas & Sivadasan T. M	Financial inclusion, financial skills, and caste affiliation: Empirical evidence from India	International Research Conference on FinTech: Innovation, Inclusion, and Regulation	2023
Ashok Thomas & Sivadasan T. M	Financial inclusion, financial skills, and caste affiliation: Empirical evidence from India	Contemporary Issues in Emerging Markets Conference (CIEMC 2022)	2022
Ashish Desai, Rudra Sensarma & Ashok Thomas	Can loan characteristics cushion the impact of an exogenous shock on microcredit repayments?	Delhi School of Economics - Winter School	2022
Ashish Desai, Rudra Sensarma & Ashok Thomas	Role of Financial Literacy, Entrepreneurial Orientation in Economic Empowerment of Rural Women Entrepreneurs	Contemporary Issues in Emerging Markets Conference (CIEMC 2022).	2022
Aariya Sen & Rudra Sensarma	Us-unconventional monetary policy and financial stress of emerging market economies:role of policy independence	Contemporary Issues in Emerging Markets Conference (CIEMC 2022)”	2022
Aariya Sen & Rudra Sensarma	Us-unconventional monetary policy and financial stress of emerging market economies:role of policy independence	Asian Meeting of Econometric Society (AMES 2023) by The Econometric Society	2023

# WORKING PAPERS

AUTHOR(S)	TITLE	DETAILS	YEAR
Chitwan Lalji	AYUSH service users in the Indian context	<a href="https://iimk.ac.in/uploads/publications/IIMKWPS576ECO202302.pdf">https://iimk.ac.in/uploads/publications/IIMKWPS576ECO202302.pdf</a>	2023
Chitwan Lalji	Socio-demographic factors associated with AYUSH service users	<a href="https://iimk.ac.in/uploads/publications/IIMKWPS577ECO202303.pdf">https://iimk.ac.in/uploads/publications/IIMKWPS577ECO202303.pdf</a>	2023
Chitwan Lalji	Access to health care services in India: Evidence from the latest NFHS data	<a href="https://iimk.ac.in/uploads/publications/IIMKWPS579ECO202305.pdf">https://iimk.ac.in/uploads/publications/IIMKWPS579ECO202305.pdf</a>	2023
Chitwan Lalji	Child Immunization in India: Evidence from the NFHS data	<a href="https://iimk.ac.in/uploads/publications/IIMKWPS578ECO202304.pdf">https://iimk.ac.in/uploads/publications/IIMKWPS578ECO202304.pdf</a>	2023
Rudra Sensarma & Md Gyasuddin Ansari	Monetary Policy, Liquidity Shock and Bank lending: The Case of Currency Demonetization in India	<a href="https://iimk.ac.in/uploads/publications/IIMKWPS575ECO202301.pdf">https://iimk.ac.in/uploads/publications/IIMKWPS575ECO202301.pdf</a>	2023
Shubhasis Dey & Swaraj Kumar Dey	Social Media: Ushering in a New Age of Connectivity or the Rise of a New Leviathan - A Historical Review	<a href="https://iimk.ac.in/uploads/publications/WPS%20NOVEMBER%202022%20ECO.pdf">https://iimk.ac.in/uploads/publications/WPS%20NOVEMBER%202022%20ECO.pdf</a>	2023
Chinmayi Srikanth & Shubhasis Dey	Multigenerational Persistence and The Great Gatsby Relation for India	<a href="https://iimk.ac.in/uploads/publications/IIMK_WPS_544_ECO_2022_01_Upload_File.pdf">https://iimk.ac.in/uploads/publications/IIMK_WPS_544_ECO_2022_01_Upload_File.pdf</a>	2022
Chinmayi Srikanth & Shubhasis Dey	Social Institutions, Identities, and Labor Force Participation	<a href="https://iimk.ac.in/uploads/publications/WPS%20October%202022%20ECO.pdf">https://iimk.ac.in/uploads/publications/WPS%20October%202022%20ECO.pdf</a>	2022

## CASE STUDIES/ PUBLISHED & FORTHCOMING

AUTHOR(S)	TITLE	DETAILS	YEAR
Ashok Thomas	Monetary policy during double supply shocks: Inflation targeting under peril?	<a href="https://iimk.ac.in/uploads/publications/IIMKCS219ECO202301.pdf">https://iimk.ac.in/uploads/publications/IIMKCS219ECO202301.pdf</a>	2023
Deva Prasad M, Ashok Thomas & Nithya Narayanan	Evolution of Governance in the Indian Airline Sector	<a href="https://iimk.ac.in/uploads/publications/IIMKCS205HLA202302.pdf">https://iimk.ac.in/uploads/publications/IIMKCS205HLA202302.pdf</a>	2023

## NON- REFEREED PUBLICATIONS/PRESENTATIONS

AUTHOR(S)	TITLE	DETAILS	YEAR
Leena Mary Eapen	Inflation in India: Causes, Consequences and Policy Responses	Mathrubhumi Yearbook Plus 2023.	2023
Rudra Sensarma	Ukraine war: Some policy challenges before India,	Financial Express	2022
Rudra Sensarma & Kaushik Bhattacharya	No more US dollars? Ukraine war could change the global monetary system of 75 years	The Print	2022
Rudra Sensarma	Sri Lanka Crisis - Why India has fared better than its neighbour	Moneycontrol	2022
Rudra Sensarma	GST @ Five   GST has had a positive effect on tax collection, but hard to quantify it.	Moneycontrol	2022
Rudra Sensarma	Strong fundamentals to help Indian economy face global headwinds	Moneycontrol	2022
Rudra Sensarma	The RBI has done a fine job of managing the rupee's fall	Moneycontrol	2022
Rudra Sensarma	Indian economy faces external headwinds but is a bright spot amidst global slowdown	Moneycontrol	2022

Rudra Sensarma	RBI's monetary policy stance is 'owlish'	Moneycontrol	2022
Rudra Sensarma	A curious case of short-term risks and long-term potential of the Indian economy	Forbes India	2022
Rudra Sensarma	Kerala budget chooses fiscal thrift over profligacy, Times of India	Times of India	2023
Rudra Sensarma	How Sitharaman smartly balanced economic stimulus with fiscal discipline	Economic Times	2023
Rudra Sensarma	Do government bonds put Indian banks at risk, a la Silicon Valley Bank?	Deccan Herald	2023
Rudra Sensarma	Kerala needs big reforms for growth	The New Indian Express	2023
Chinmayi Srikanth & Shubhasis Dey	Societal reform is vital for bridging the gender gap in labour market	The Hindu Business Line	2023
Sthanu R Nair	Rethinking Agrarian Suicides in India	The New Indian Express	2022
Sthanu R Nair	Contract Farming Law: A Stakeholder Perspective	The Hindu Business Line	2022



# MEMBERSHIP OF EDITORIAL / REVIEW BOARD / AD HOC REVIEW

NAME	TITLE	DESIGNATION
Chitwan Lalji	The Australian Journal of Agricultural and Resource Economics	Reviewer
Chitwan Lalji	CLIMATE Special Issue, IIM Kozhikode Society and Management Review	Co-editor
Chitwan Lalji	3 <sup>rd</sup> International Conclave on Globalizing Indian Thought (GIT 2022)	Reviewer
Rudra Sensarma	IIMB Management Review	Member of editorial review panel
Rudra Sensarma	European Journal of Finance, International Review of Financial Analysis, International Social Science Journal	Ad-hoc review
Vipin V Veetil	Macroeconomic Dynamics	Reviewer

## SESSION CHAIR/ TRACK CHAIR & OTHERS

NAME	DETAILS	YEAR
Chitwan Lalji	As part of the STAAARS+ Fellowship, visited the Dyson School of Applied Economics and Business, Cornell University. Presented my research paper at Cornell University as a STAAARS+ fellow	2022
Chitwan Lalji	Invited and presented research paper at Colgate University (Hamilton)	2022
Chitwan Lalji	Presented research paper in the Second Round Table on Sustainability during Crisis	2023
Chitwan Lalji	Session chair 3 <sup>rd</sup> International Conclave on Globalizing Indian Thought (GIT 2022)	2022
Chitwan Lalji	Session chair 20th AIMS International Conference on Management	2022

# FACULTY – ECONOMICS



ASHOK THOMAS



ANIRBAN GHATAK



KAUSIK GANGOPADHYAY



KULBHUSHAN BALOONI



LEENA MARY EAPEN



MRIDUL KUMAR  
SAGGAR



RUDRA SENSARMA



SHUBHASIS DEY



STHANU R NAIR



VIPIN P VEETIL



# FINANCE, ACCOUNTING AND CONTROL

## REFEREED JOURNAL PUBLICATIONS

- Potharla, S & Shette. R (2022) Insider Ownership and Real Earnings Management in Indian Companies, IIM Kozhikode Society & Management Review. <https://doi.org/10.1177/22779752221125262>
- Jadiyappa, N & Chauhan. Y, (2023) Mandatory CSR regulation and R&D investments: Evidence from a quasi-natural experiment, Finance Research Letters. <https://doi.org/10.1016/j.frl.2023.103822>
- Singh, R., Chauhan, Y & Jadiyappa, N (2023) Does an effective bankruptcy reform increases collateralized borrowing? Evidence from a quasi-natural experiment in India, Journal of Regulatory Economics. <https://doi.org/10.1007/s11149-023-09458-x>
- Jadiyappa, N & Kakani, R.K (2023) Bankruptcy law, creditors' rights and dividend policy: evidence from a quasi-natural experiment, International Journal of Managerial Finance. <https://doi.org/10.1108/IJMF-09-2022-0390>
- Baag, P.K & Malhotra, N (2023) Impact of Financial Literacy and Peer Influence on Financial Behavior of the Members of the Self-help Groups: A PLS SEM-Based Study, IMS Journal of Management Science, Volume 14. <https://doi.org/10.1177/0976030X221128711>
- Baag, P.K & Malhotra, N, Impact of covid 19 on borrowings from self-help groups and other sources of microfinance, International Journal of Development and Conflict, Volume 12, Pages 22–47. [http://www.ijdc.org.in/uploads/1/7/5/7/17570463/2\\_nishi.pdf](http://www.ijdc.org.in/uploads/1/7/5/7/17570463/2_nishi.pdf)
- Baag, P.K & Malhotra, N (2023) Impact of COVID-19 on the Income of Entrepreneurs Who Borrowed from SHG, Journal of Human Values. <https://doi.org/10.1177/09716858231154396>
- Baag, P.K & Malhotra, N (2023) Factors impacting the Sustainability of MFIs, Abhigyaan Journal of FORE School of Management
- Hariprasad, B & Thomas, S (2022) Tactical Asset Allocation in Stock Indices: A Kelly Criterion–Based Approach, The Journal of Wealth Management, Volume 25, Issue 03. [10.3905/jwm.2022.1184](https://doi.org/10.3905/jwm.2022.1184)
- Nair, A.S.& Kalagnanam, S (2023) Corporate social responsibility, allegation of corruption, and media sentiment, International Journal of Business Governance and Ethics. [10.1504/IJBGE.2023.10054555](https://doi.org/10.1504/IJBGE.2023.10054555)
- Srivastava, J., Sampath, A & Gopalakrishnan, B (2022) Is ESG the key to unlock debt financing during the COVID-19 pandemic? International evidence, Finance Research Letters, Volume 49, Issue 10, Pages 31-25. <https://doi.org/10.1016/j.frl.2022.103125>
- Chakraborty, S., Kakani, R.K, & Sampath, A (2022) Portfolio risk and stress across the business cycle, Journal of International Financial Markets, Institutions and Money, Volume 80, Issue 10, Pages 16–23. <https://doi.org/10.1016/j.intfin.2022.101623>

Sekhar, C.S. & Lukose, J.P.J (2022) The Decision to Go Public and Business Group Affiliation: Evidence from India, *Journal of Emerging Market Finance*, Volume 21, Issue 4, Pages 451-476.

<https://doi.org/10.1177/09726527221102391>

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# CONFERENCE PAPERS, PRESENTED & FORTH COMING

AUTHOR(S)	TITLE	DETAILS	YEAR
Nemiraja Jادیappa	Does the personal cost of bankruptcy affect related party transactions? Evidence from a quasi-natural experiment in India	2nd International Research Conference on Insolvency and Bankruptcy	2023
Pankaj Kumar Baag, Meera Davi Chalissery, Anand Krishnan V K	Does Sentiment Volatility signal changes in the Lending Dynamics in Banks Systematic Literature Review	20th AIMS International Conference on Management	2022
Pankaj Kumar Baag Diptiranjan Panda	A Review of the Progress and Future Prospects of Impact Investment	20th AIMS International Conference on Management	2022
Nishi Malhotra Pankaj Kumar Baag	Organizational agility achieved through technology acceptance: A conceptual model of how digitization improves organizational agility	ICODO 22 IIM Ahmedabad	2022
Pankaj Kumar Baag & Nishi Malhotra	Factors impacting adoption of online banking by self-help groups in India – a technology acceptance model using PLS SEM	ISAFE 22, Vietnam	2022
Pankaj Kumar Baag & Nishi Malhotra	Evaluation of various Public Policy Schemes & Microfinance initiatives on economic welfare of people	Meeting of World Finance Conference - Turin	2022
B Hariprasad & Sony Thomas	Active versus Passive Portfolio Management: A Comprehensive Study on Indian Mutual Fund Industry	13th Triennial International Conference of the Association of Asia Pacific Operational Research Societies (APORS)	2022
Aravind Sampath & Vishnu K	Do Creditor Rights Really Impact Borrowing? Firm Level Evidence from India	American Law and Economic Association	2022
Surender Rao Komera & Jijo Lukose P. J.	Are family firms innovative? Moderating effects of insider/ family- and institutional ownership”	XV Annual Conference of Forum for Global Knowledge Sharing (Knowledge Forum) Conference Theme: Technology and Economy	2022

Sudershan Kuntluru	Role of Capital Markets for Sustainable Growth of Economy	Third Annual International Capital Markets Conference - 2022	2022
Sudershan Kuntluru	Sustainability Reporting: The Way Forward	20th AIMS International Conference on Management	2022
Aswin Alora	Analysis of Covid-19 impact and machine learning models for Indian monopoly stocks	16th ISDSI Global Conference 2022	2022
Aswin Alora	Supply chain finance adoption and firm performance	46th ISTANBUL International Conference on Studies in Humanities, social sciences, and Management- 2023	2023
Qambar Abidi	A Study on Impact of IBC on Indian Stock Market	30th Annual Conference on Pacific Basin Finance, Economics, Accounting and Management	2022
Vamsi Krishna Gunturu & Qambar Abidi	A Study on the Impact of IBC on Indian Stock Market	41st EBES CONFERENCE - BERLIN	2022



# WORKING PAPERS

AUTHOR(S)	TITLE	DETAILS	YEAR
Nemiraja Jادیappa & Mrunal Chavda	CSR Regulation and Working Capital Management: Evidence from a Quasi-Natural Experiment	<a href="https://iimk.ac.in/uploads/publications/IIMKWPS-573FIN202304.pdf">https://iimk.ac.in/uploads/publications/IIMKWPS-573FIN202304.pdf</a>	2023
Nemiraja Jادیappa & Mrunal Chavda	Does CSR Regulation affect Financial Policy: A Quasi-Natural Experiment Approach	<a href="https://iimk.ac.in/uploads/publications/IIMKWPS-574FIN202305.pdf">https://iimk.ac.in/uploads/publications/IIMKWPS-574FIN202305.pdf</a>	2023
Pankaj Kumar Baag & Aseel Rasheed K	Enabling financial inclusion in rural india through a phygital model	<a href="https://iimk.ac.in/uploads/publications/IIMKWPS-569FIN202303.pdf">https://iimk.ac.in/uploads/publications/IIMKWPS-569FIN202303.pdf</a>	2023
Mohammed Shahid Abdulla & L Ramprasath	PARIVAR-CT: Patients-at-Risk integrated with Variance reduction for Clinical Trials	<a href="https://iimk.ac.in/uploads/publications/IIMKWPS558ITS202304.pdf">https://iimk.ac.in/uploads/publications/IIMKWPS558ITS202304.pdf</a>	2023
Ekta Sikarwar	How do currency interventions affect corporate risk management? Evidence from India	<a href="https://iimk.ac.in/uploads/publications/IIMKWPS-561FIN202302.pdf">https://iimk.ac.in/uploads/publications/IIMKWPS-561FIN202302.pdf</a>	2023
Ekta Sikarwar	What drives the currency exposure of firms in the hospitality industry? A multi-country investigation	<a href="https://iimk.ac.in/uploads/publications/IIMKWPS-560FIN202301.pdf">https://iimk.ac.in/uploads/publications/IIMKWPS-560FIN202301.pdf</a>	2023
Qambar Abidi	Liability of Foreignness: Evidence From Indian Mutual Fund Industry	Social Science Research Network (SSRN)	2023
Qambar Abidi	BAPCPA and Chapter 11 Outcomes	Social Science Research Network (SSRN)	2023
Qambar Abidi	Forum Shopping Under	Social Science Research Network (SSRN)	2023
Qambar Abidi	A Study on impact of IBC	Social Science Research Network (SSRN)	2023

# CASE STUDIES/ PUBLISHED & FORTHCOMING

AUTHOR(S)	TITLE	DETAILS	YEAR
Rachappa Shette & Sudershan Kuntluru	Austral Coke & Projects Limited: Detecting Earnings Manipulation	<a href="https://iimk.ac.in/uploads/publications/IIM-KCS201FIN202309.pdf">https://iimk.ac.in/uploads/publications/IIM-KCS201FIN202309.pdf</a>	2023
Sony Thomas & S. S. Kumar	Self-Funding a House Purchase: An Illustration of Effective Financial Planning	<a href="https://iimk.ac.in/uploads/publications/IIM-KCS197FIN202307.pdf">https://iimk.ac.in/uploads/publications/IIM-KCS197FIN202307.pdf</a>	2023
Sony Thomas & S. S. Kumar	Maximising Investor Profits: Leveraging on Reverse DCF Methodology	<a href="https://iimk.ac.in/uploads/publications/IIM-KCS191FIN202305.pdf">https://iimk.ac.in/uploads/publications/IIM-KCS191FIN202305.pdf</a>	2023
S. S. S. Kumar & Sony Thomas	Valuation Methods: A Reconciliation	<a href="https://iimk.ac.in/uploads/publications/IIM-KCS183FIN202304.pdf">https://iimk.ac.in/uploads/publications/IIM-KCS183FIN202304.pdf</a>	2023
S. S. S. Kumar & Sony Thomas	Some Perennial Financial Dilemmas	<a href="https://iimk.ac.in/uploads/publications/IIM-KCS179FIN202302.pdf">https://iimk.ac.in/uploads/publications/IIM-KCS179FIN202302.pdf</a>	2023
Abhilash Nair	Vizhinjam International Seaport Limited: Structuring the Project to Attract Bidders – Lessons from four rounds of Bidding	<a href="https://iimk.ac.in/uploads/publications/IIM-KCS181FIN202303.pdf">https://iimk.ac.in/uploads/publications/IIM-KCS181FIN202303.pdf</a>	2023
Jijo Lukose P. J. & Sony Thomas	Financial Statement Modeling and Analysis of Growth Alternatives at ‘CityFashion’	<a href="https://iimk.ac.in/uploads/publications/IIM-KCS212FIN202310.pdf">https://iimk.ac.in/uploads/publications/IIM-KCS212FIN202310.pdf</a>	2023
Sony Thomas & Jijo Lukose P. J.	Free Rental Accommodation: The Art of Balancing Cash Inflows and Outflows	<a href="https://iimk.ac.in/uploads/publications/IIM-KCS199FIN202308.pdf">https://iimk.ac.in/uploads/publications/IIM-KCS199FIN202308.pdf</a>	2023
Sudershan Kuntluru & Rachappa Shette	Fresh n Fresh Mart Limited: Predicting Corporate Default	<a href="https://iimk.ac.in/uploads/publications/IIM-KCS214FIN202311.pdf">https://iimk.ac.in/uploads/publications/IIM-KCS214FIN202311.pdf</a>	2023

Aswin Alora	Does Supply Chain Finance help MS-MEs in their Financial Performance? Joyan's Dilemma	<a href="https://iimk.ac.in/uploads/publications/IIM-KCS222FIN202312.pdf">https://iimk.ac.in/uploads/publications/IIM-KCS222FIN202312.pdf</a>	2023
Ekta Sikarwar	Foreign Exchange Exposure of Alok Industries Ltd.	<a href="https://iimk.ac.in/uploads/publications/IIM-KCS192FIN202306.pdf">https://iimk.ac.in/uploads/publications/IIM-KCS192FIN202306.pdf</a>	2023

## BOOK CHAPTER

AUTHOR(S)	TITLE	DETAILS	YEAR
Pankaj Kumar Baag & Nishi Malhotra	Indian Economy @ 75 A hope for the World	HSRA Publications	2022
Ajit Dayanandan & Sudershan Kuntluru	Digitalisation of Mandatory Social Expenditure Targets in India: Cost or Value Addition?	<a href="https://www.igi-global.com/chapter/digitalisation-of-mandatory-social-expenditure-targets-in-india/302309">https://www.igi-global.com/chapter/digitalisation-of-mandatory-social-expenditure-targets-in-india/302309</a>	2022

## MEMBERSHIP OF EDITORIAL /REVIEW BOARD/AD HOC REVIEW

NAME	TITLE	DESIGNATION
Aravind Sampath	Finance Research Letters	Adhoc reviewer
Aravind Sampath	International Journal of Managerial Finance	Adhoc reviewer

# FACULTY – FINANCE, ACCOUNTING & CONTROL



ABHILASH S NAIR



ARAVIND SAMPATH



ASWIN ALORA



EKTA SIKARWAR



JIJO LUKPSE P J



L. RAMPRASATH



NEMIRAJA JADIYAPPA



PANKAJ KUMAR BAAG



QAMBAR ABIDI



RACHAPPA SHETTE



RAM KUMAR KAKANI



S S S KUMAR



SONY THOMAS



SUDERSHAN KUNTLURU



V G SRIDHARAN



# HUMANITIES AND LIBERAL ARTS IN MANAGEMENT

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Das, A, Venkatraman, S, Mitra, S & Amblee, N (2022) “Who Are My Customers?”: The Case of Social Marketing a Social Entrepreneurship Venture in India, Journal of Social Entrepreneurship. <https://doi.org/10.1080/19420676.2022.2091644>

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Ilavarasu, J.& S. Parimala (2022) Self-determination Theory and Indian Wisdom, NHRD Network Journal, Volume 15. <https://doi.org/10.1177/26314541221123103>

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# CONFERENCE PAPERS, PRESENTED & FORTH COMING



AUTHOR(S)	TITLE	DETAILS	YEAR
Shannu Narayan	Product Liability Law In India: Business Compliance For Corporate Entities	3rd International conclave on Globalizing Indian Thought	2022
Shannu Narayan & Sthanu R Nair	3C's of national anti-profiteering authority: competency, cases, and contribution	6 <sup>th</sup> International Conference on Business, Economics, Law, Language & Psychology (ICBELLP)	2022
Shannu Narayan & Deva Prasad M	Analysing the Indian diplomatic stance towards the Russia-Ukraine war	ASIANSIL regional conference 2022 "power and the development of international law: Asian perspectives"	2022
Anupam Das	"Ensuring Cultural Sustainability through Social Media – Exploring a New Market for Kantha Embroidery through Social Entrepreneurship"	9th Responsible Management Research Education Conference, Innsbruck, Austria,	2022
Deva Prasad M	Social Media Influencers, Endorsers Liability: Analysis of an Emerging Issues in Internet Governance	3rd International conclave on Globalizing Indian Thought	2022
Judu Ilavarasu	Workplace wellbeing through Indian Psychology	3rd International conclave on Globalizing Indian Thought	2022
Salamah Ansari	Corporate Disability Inclusion in India	3rd International conclave on Globalizing Indian Thought_	2022
Salamah Ansari	Climate Refugees: A Multifold Problem	3rd International conclave on Globalizing Indian Thought_	2022
Salamah Ansari	Climate Woes and Unsustainable Debt Burden: The Problems of Highly Indebted Poor Countries	3rd International conclave on Globalizing Indian Thought_	2022
Salamah Ansari	Reimagining Active Role for Academics in Mitigating Climate Crisis	3rd International conclave on Globalizing Indian Thought_	2022
Salamah Ansari	Climate Change and Sovereign Debt	International Conference on Sustainable Goals	2022

Salamah Ansari	Relevance of B-school Curriculum in Mitigating Climate Crisis	International Conference on Sustainable Goals	
Salamah Ansari	Unsustainable Debt and Climate Change Concerns of a Sovereign	PRISM, 2022	2022
Salamah Ansari	Should Academics Play an Active Role in Mitigating Climate Crisis?	PRISM, 2022	2022
Salamah Ansari	A Study of the Theoretical Underpinnings of Phygital Governance	20th AIMS International Conference on Management	2022
Salamah Ansari	Future of Phygital Education: Evidence from Kerala	20th AIMS International Conference on Management	2022
Salamah Ansari	Phygital Governance: Are We There Yet?	ISDSI Global Conference 2022	2022
Salamah Ansari	Future of Education: The Phygital Way Forward	ISDSI Global Conference 2022	2022
Salamah Ansari	India's Progress on Corporate Disability Inclusion: Integration or Tokenism?	National Conference (online) on Politics of Development and Disparities	2022

## WORKING PAPERS

AUTHOR(S)	TITLE	DETAILS	YEAR
Shilky Gupta & Anupam Das	Content Analysis of Environmental Journalism in Indian English Business Newspapers: Pre and During Covid-19 Reporting Patterns and Its Possible Effect on Public Policy	<a href="https://iimk.ac.in/uploads/publications/IIMK-WPS568HLA202307.pdf">https://iimk.ac.in/uploads/publications/IIMK-WPS568HLA202307.pdf</a>	2023
Ashish Phanithi & Ansari Salamah	Fighting Inequalities: The Indian State and Business as Partners	<a href="https://iimk.ac.in/uploads/publications/IIMK-WPS552HLA202305.pdf">https://iimk.ac.in/uploads/publications/IIMK-WPS552HLA202305.pdf</a>	2023
Ansari Salamah	Sovereign Debt Restructuring: Destabilizing Action of Litigations	<a href="https://iimk.ac.in/uploads/publications/IIMK%20WPS%20554%20HLA%202023%2006.pdf">https://iimk.ac.in/uploads/publications/IIMK%20WPS%20554%20HLA%202023%2006.pdf</a>	2023
Saumya Sibi Joseph & Salamah Ansari	India's Progress on Corporate Disability Inclusion: Integration or Tokenism?	<a href="https://iimk.ac.in/uploads/publications/WPS549HLA2022-04%20-%20Copy.pdf">https://iimk.ac.in/uploads/publications/WPS549HLA2022-04%20-%20Copy.pdf</a>	2022

## CASE STUDIES/ PUBLISHED & FORTHCOMING

AUTHOR(S)	TITLE	DETAILS	YEAR
Shannu Narayan & Sreejith Alathur	Online Financial Frauds as Cybercrime: Responses and Impact on the Female Victim	<a href="https://iimk.ac.in/uploads/publications/IIMKCS169H-LA202204.pdf">https://iimk.ac.in/uploads/publications/IIMKCS169H-LA202204.pdf</a>	2022
Shannu Narayan & Deva Prasad M	Cairn Energy Tax - Arbitration Dispute: Legal Quagmire for India	<a href="https://iimk.ac.in/uploads/publications/IIMKCS195HLA202301.pdf">https://iimk.ac.in/uploads/publications/IIMKCS195HLA202301.pdf</a>	2023
Anindita Paul, Shannu Narayan	Online Gaming Industry in India: Behavioural Issues & Legal Challenges	<a href="https://iimk.ac.in/uploads/publications/IIMKCS177ITS202303.pdf">https://iimk.ac.in/uploads/publications/IIMKCS177ITS202303.pdf</a>	2023
Deva Prasad M	Navigating the Legal-landscape: Why should Start-Ups be Concerned About Law	<a href="https://iimk.ac.in/uploads/publications/IIMK_CS_167_HLA_2022_02_Upload_File.pdf">https://iimk.ac.in/uploads/publications/IIMK_CS_167_HLA_2022_02_Upload_File.pdf</a>	2022
Deva Prasad M	Brain Data and Immersive Environment: Privacy Law and Governance Issues	<a href="https://iimk.ac.in/uploads/publications/HLA_DEC_22_1.pdf">https://iimk.ac.in/uploads/publications/HLA_DEC_22_1.pdf</a>	2022
Deva Prasad M, Ashok Thomas & Nithya Narayanan	Evolution of Governance in the Indian Air-line Sector	<a href="https://iimk.ac.in/uploads/publications/IIMKCS205H-LA202302.pdf">https://iimk.ac.in/uploads/publications/IIMKCS205H-LA202302.pdf</a>	2023



## MEMBERSHIP OF EDITORIAL /REVIEW BOARD/AD HOC REVIEW

NAME	TITLE	DESIGNATION
Anupam Das	Information, Communication & Society	Adhoc review
Judu Ilavarasu	Journal of Applied Consciousness Studies <a href="https://www.jacsonline.in/editorialboard.asp">https://www.jacsonline.in/editorialboard.asp</a>	Executive editor & editorial board member,
Judu Ilavarasu	International Journal of Yoga, Frontiers in Psychology, and Journal of Applied Consciousness Studies.	Adhoc Reviewer
Judu Ilavarasu	DST funded project “Effect of virtual-yoga and in-person yoga for individuals with common mental health disorders in the community: a randomized controlled trial, Department of Science and Technology (DST- SATYAM), (2022-2025)”	Co-Principal Investigator

## FACULTY – HUMANITIES & LIBERAL ARTS IN MANAGEMENT



A F MATHEW



ANUPAM DAS



DEPA SETHI



DEVA PRASAD M



JUDU ILAVARASU



SHANNU NARAYAN



SALAMAH ANSARI



# INFORMATION SYSTEMS

## REFEREED JOURNAL PUBLICATIONS

Ramprasath, L. & Abdulla, M.S (2023) ANVILS-VOCE: ANova-based Varying Inner-Loop Size estimation of Variance of Conditional Expectation, Communications in Statistics - Theory and Methods. <https://doi.org/10.1080/03610926.2023.2182158>

Sreejith, A. & Pai, R.R.(2023) Usefulness and barriers of adoption of social media for disability services: an empirical analysis, Transforming Government: People, Process and Policy, Volume 17, Issue 01, Pages 147-171. <https://doi.org/10.1108/TG-06-2022-0094>

V , Agarwal.,Hameed, A. Z., Malhotra, S., Mathiyazhagan, K., Sreejith, A. & Appolloni, A.(2022) Role of Industry 4.0 in agile manufacturing to achieve sustainable development, Business Strategy and the Environment. <https://doi.org/10.1002/bse.3321>

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Sreejith, A., Naganna Chetty, Rajesh R. Pai, Vishal Kumar & Sahraoui Dhelim (2022) Hate and False Metaphors: Implications to Emerging E-Participation Environment, Future Internet, Volume 14, Issue 11. <https://doi.org/10.3390/fi14110314>

Chetty, N.,Sreejith A & Kumar, V (2022) Technology Assisted Social Reforms and Online Hate Content: Insights from India, Brazilian Archives of Biology and Technology. <https://doi.org/10.1590/1678-4324-2022210664>

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Krishna, B., Krishnan, S. & Sebastian, M.P. (2022) Examining the relationship between national cybersecurity commitment, culture, and digital payment usage: an institutional trust theory perspective, Information Systems Frontiers. <https://doi.org/10.1007/s10796-022-10280-7>

Vasist, P.N., & Sebastian, M.P., (2022) Tackling the infodemic during a pandemic: A comparative study on algorithms to deal with thematically heterogeneous fake news, International Journal of Information Management Data Insights, Volume 2, Issue 2. <https://doi.org/10.1016/j.jjime.2022.100133>

Khan, A. & Krishnan, S., Ethical Behavior of Firms and B2C E-commerce Diffusion: Exploring the Mediating Roles of Customer Orientation and Innovation Capacity, Communications of the Association for Information Systems. <https://doi.org/10.17705/1CAIS.05006>

Khan, A., Krishnan, S. & Arayankalam Jithesh (2022), The Role of ICT Laws and National Culture in Determining ICT Diffusion and Well-Being: A Cross-Country Examination, Information Systems Frontiers. <https://doi.org/10.1007/s10796-020-10039-y>

Trevor A. Foulk, Venkataramani, V., Rujiao Cao & Krishnan, S. (2022) Thinking outside the box helps build social connections: The role of creative mindsets in reducing daily rudeness, Organizational Behavior and Human Decision Processes. <https://doi.org/10.1016/j.obhdp.2022.104167>

Arayankalam Jithesh & Krishnan, S. (2022) Can e-government maturity increase B2C e-business use? The roles of corruption and virtual social networks diffusion, Scandinavian Journal of Information Systems. <https://aisel.aisnet.org/sjis/vol34/iss1/4>

Nanjundaswamy, P.V., & Krishnan, S. (2022) Demystifying fake news in the hospitality industry: A systematic literature review, framework, and an agenda for future research, International Journal of Hospitality Management. <https://doi.org/10.1016/j.ijhm.2022.103277>

Arayankalam Jithesh & Krishnan, S. (2022) The spread and impact of fake news on social media: A systematic literature review and future research agenda, e-Service Journal. [10.2979/eservicej.14.1.02](https://doi.org/10.2979/eservicej.14.1.02)

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Nanjundaswamy, P.V., & Krishnan, S. (2022) Deepfakes: An integrative review of the literature and an agenda for future research, Communications of the Association for Information Systems. <https://aisel.aisnet.org/cgi/viewcontent.cgi?article=4403&context=cais>

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# CONFERENCE PAPERS, PRESENTED & FORTH COMING

AUTHOR(S)	TITLE	DETAILS	YEAR
Anindita Paul. & Bhardwaj, B.	Telemedicine and its adoption in Rural India	2nd Pritam Singh Memorial (PRISM) -Leading the business of the future : Talent, Technology and Transformation in a changing world conference	2022
Anjan Swain & Raunak Mishra	Technostress And Employee Creativity, Considering Organizational Support	20th AIMS International Conference on Management	2022
Anjan Kumar Swain	Credit Card Fraud Detection using Deep Neural Network	20th AIMS International Conference on Management	2022
Bibaswan Basu & M. P. Sebastian	Comparing the Performance of Machine Learning Classifiers for Diabetes Detection and Feature Selection	20th AIMS International Conference on Management	2022
Bibaswan Basu & M. P. Sebastian	Understanding the important issues and factors of information security in India during the pandemic and after: a sentiment analysis and topic modelling-based approach	9th International Conference on Business Analytics and Intelligence	2022
Bibaswan Basu, M. P. Sebastian & Arpan Kar	Various factors related to service-performance improvement of aviation industry: findings from the disinvestment case of air india through text mining of social opinions	ISDSI - Global Conference 2022	2022
R. Radhakrishna Pillai	Exploring the Relationship Between “Yogah Karmasu Kaushalam” and “Satyam, Nityam, Purnam	3 <sup>rd</sup> International Conclave on Globalizing Indian Thought (GIT 2022)	2022
Sarath Chandran & R. Radhakrishna Pillai	Synergy between digital transformation and sustainability – An exploratory study in the container shipping industry	3 <sup>rd</sup> International Conclave on Globalizing Indian Thought (GIT 2022)	2022
Bibaswan Basu & R. Radhakrishna Pillai	Comparative Performance of Baseline Machine Learning Classifiers for Denial-of-Service Intrusion Detection	3 <sup>rd</sup> International Conclave on Globalizing Indian Thought (GIT 2022)	2022

R. Radhakrishna Pillai	What Do the Environment Expect from us for Sustainability?	20th AIMS International Conference on Management	2023
R. Radhakrishna Pillai	Which Gita can Lead us to Realizing the Truth in Satyam-nityam-purnam?	20th AIMS International Conference on Management	2023
Asmita Mukherjee, Arkomita Mukherjee, Radhakrishna Pillai R & Arqum Mateen	Reimagining Sustainable E-Commerce Through Systems Dynamics Lens	POMS India International Conference 2022	2022
Satish Krishnan	Destabilization in the post-truth era: An fsQCA-led analysis	20th AIMS International Conference on Management	2022
Satish Krishnan	Looking forward or looking backward: A temporal perspective to disentangle adaptive and maladaptive reactions to daily goal-performance discrepancy	Annual Conference of the Academy of Management	2022
Satish Krishnan	Organized or overwhelmed? A within-person field experiment to understand how goal generation intervention shapes daily temporal leadership's effects	Annual Conference of the Academy of Management	2022
Vidushi Pandey & Sana Ansari	Impact of Gamification on Autonomous and Controlled Motivations of Mobile Payment App Users	Pacific Asia Conference on Information Systems (PACIS)2022	2022
Sreejith Alathur & Naganna Chetty	Climate Policy and e-Participation Resilience: Insights from Social Media	IFIP 8.6 2022 - Co-Creating for Context in Prospective Transfer & Diffusion of IT	2022
Deva Prasad M & Sreejith A	Social media influencers, endorsers liability: analysis of an emerging issue in internet governance	3 <sup>rd</sup> International Conclave on Globalizing Indian Thought (GIT 2022)	2022
Arjun Prasad, Sanjay Chandrasekharan, Sreejith Alathur & K. K. Mashood	Towards An Evidence Informed Policy-Making Model: Design And Implementation Of A Teacher Professional Development Program	epiSTEME 9: Ninth International Conference to Review Research on Science, Technology and Mathematics Education, HBCSE.TIFR	2022

# WORKING PAPERS

AUTHOR(S)	TITLE	DETAILS	YEAR
Mohammed Shahid & Abdulla L Ramprasath	PARIVAR-CT: Patients-at-Risk integrated with Variance reduction for Clinical Trials	<a href="https://iimk.ac.in/uploads/publications/IIMKWPS558ITS202304.pdf">https://iimk.ac.in/uploads/publications/IIMKWPS558ITS202304.pdf</a>	2023
Anindita Paul & B. Bhardwaj	Telemedicine and Its Adoption among Rural Women	<a href="https://iimk.ac.in/uploads/publications/WPS%20NOV%202022%20ITS.pdf">https://iimk.ac.in/uploads/publications/WPS%20NOV%202022%20ITS.pdf</a>	2022
Mohammed Shahid Abdulla & Lija Chandran	A peer-to-peer lending application on blockchain to finance realworld assets	<a href="https://iimk.ac.in/uploads/publications/IIMKWPS555ITS202301.pdf">https://iimk.ac.in/uploads/publications/IIMKWPS555ITS202301.pdf</a>	2023
Mohammed Shahid Abdulla, V Anthony Vijesh & Shreyas S R	A Note on Generalized Second Order Value Iteration in Markov Decision Processes	<a href="https://iimk.ac.in/uploads/publications/IIMKWPS565ITS202304.pdf">https://iimk.ac.in/uploads/publications/IIMKWPS565ITS202304.pdf</a>	2023
Sabrina Khurshid, Gourab Ghatak & Mohammed Shahid Abdulla	Multi-armed bandit algorithm for best sharpe ratio detection	<a href="https://iimk.ac.in/uploads/publications/IIMKWPS557ITS202303.pdf">https://iimk.ac.in/uploads/publications/IIMKWPS557ITS202303.pdf</a>	2023
Harikrishnan R S & Anindita Paul	Website Traffic in Information Centric Settings through Knowledge Management Lens	<a href="https://iimk.ac.in/uploads/publications/IIMKWPS566ITS202305.pdf">https://iimk.ac.in/uploads/publications/IIMKWPS566ITS202305.pdf</a>	2023



# CASE STUDIES/ PUBLISHED & FORTHCOMING

AUTHOR(S)	TITLE	DETAILS	YEAR
Anindita Paul & Shannu Narayan	Online Gaming Industry in India: Behavioural Issues & Legal Challenges	<a href="https://iimk.ac.in/uploads/publications/IIMKCS177ITS202303.pdf">https://iimk.ac.in/uploads/publications/IIMKCS177ITS202303.pdf</a>	2023
Anjan Kumar Swain	Know your Customer: Financial Institutions Adopted Blockchain Technology	<a href="https://iimk.ac.in/uploads/publications/IIMKCS204ITS202307.pdf">https://iimk.ac.in/uploads/publications/IIMKCS204ITS202307.pdf</a>	2023
Anjan Kumar Swain & Guda Sridhar	How Effective a Blockchain is for Processing Payment to transfer Goods?	<a href="https://iimk.ac.in/uploads/publications/IIMKCS202ITS202305.pdf">https://iimk.ac.in/uploads/publications/IIMKCS202ITS202305.pdf</a>	2023
Anjan Kumar Swain & Guda Sridhar	Is Machine Learning Method providing a Viable Solution for Credit Card Fraud Detection?	<a href="https://iimk.ac.in/uploads/publications/IIMKCS203ITS202306.pdf">https://iimk.ac.in/uploads/publications/IIMKCS203ITS202306.pdf</a>	2023
R. Radhakrishna Pillai & L L Ramachandran	Are Sustainable Innovations Key to Smooth Flying During Turbulence? A Case Study of the Cochin International Airport Limited	<a href="https://iimk.ac.in/uploads/publications/IIMKCS220ITS202308.pdf">https://iimk.ac.in/uploads/publications/IIMKCS220ITS202308.pdf</a>	2023
Vidushi Pandey	Shopify Inc. : Start Selling Anywhere	<a href="https://iimk.ac.in/uploads/publications/IIMKCS184ITS202304.pdf">https://iimk.ac.in/uploads/publications/IIMKCS184ITS202304.pdf</a>	2023
Ayushi Agarwal & Sreejith Alathur	AthletSys Securing World Athletics: Case of Cyber Blueprint for 2026 Sports Events	<a href="https://iimk.ac.in/uploads/publications/IIMKCS174ITS202302.pdf">https://iimk.ac.in/uploads/publications/IIMKCS174ITS202302.pdf</a>	2023
Shannu Narayan & Sreejith Alathur	Online Financial Frauds as Cybercrime: Responses and Impact on the Female Victim	<a href="https://iimk.ac.in/uploads/publications/IIMKCS169HLA202204.pdf">https://iimk.ac.in/uploads/publications/IIMKCS169HLA202204.pdf</a>	2022
Sreejith A & Deva Prasad M	Brain Data and Immersive Environment: Privacy Law and Governance Issues	<a href="https://iimk.ac.in/uploads/publications/HLA_DEC_22_1.pdf">https://iimk.ac.in/uploads/publications/HLA_DEC_22_1.pdf</a>	2022

# MEMBERSHIP OF EDITORIAL / REVIEW BOARD / AD HOC REVIEW

AUTHOR(S)	TITLE	DESIGNATION
Satish Krishnan	Pacific Asia Journal of the Association for Information Systems	Editorial services in journals
Satish Krishnan	Internet Research	Editorial services in journals
Satish Krishnan	Information Systems Frontiers	Editorial services in journals
Satish Krishnan	International Journal of Information Management	Editorial services in journals
R. Radhakrishna Pillai	20th AIMS International Conference on Management	Editorial
R. Radhakrishna Pillai	20th AIMS International Conference on Management	Session chair

## BOOK CHAPTER

AUTHOR(S)	TITLE	DETAILS	YEAR
Afsal Najeed & Mohammed Shahid Abdulla	Balancing Commerce and Conviction: Emerging Business Models for New Media	Managing for Social Justice, eds. Poonamallee, Howard and Joy, Palgrave McMillan,	2023



# FACULTY – INFORMATION SYSTEMS



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# MARKETING MANAGEMENT

## REFEREED JOURNAL PUBLICATIONS

Mekoth, N., Thomson, A.R. & Unnithan, A.B (2022) The Mediating Role of Satisfaction on the Relationship between Professionalism and Employee Continuity in Hospitality Industry, Journal of quality assurance in hospitality & tourism. <https://doi.org/10.1080/1528008X.2022.2065656>

Sharma, P. Sivakumaran, B & Geetha, M. (2022) Using Schmid-Leiman solution with higher-order constructs in marketing research, Marketing Intelligence and Planning , Volume 40, issue 4. <https://doi.org/10.1108/MIP-01-2022-0025>

Kumar, D.S, Nair, U.K & Purani, K. (2022) Servicescape design: balancing physical and psychological safety, Marketing Intelligence & Planning. <https://doi.org/10.1108/MIP-06-2022-0259>

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Kuanr, A., Lyngdoh, T., G, Sridhar. & Debasis Pradhan (2023) Think Happy Be Happy: Salesperson's Personal Happiness and Flourishing, IIM Kozhikode Society & Management Review. <https://doi.org/10.1177/22779752221111599>

Banerjee, P., Masters, T., & Chatterjee, P (2022) Non-compromise extreme effect: Attribute discriminability and preference for an extreme alternative, Journal of Consumer Behaviour, Volume 22, Issue 01, Pages 157-169. <https://doi.org/10.1002/cb.2119>

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Sarkar, J.G., Sarkar, A., & Sreejesh, S (2022) Developing responsible consumption behaviours through social media platforms: Sustainable, brand practices as message cues, Information Technology & People, Volume 36, Issue 02, Pages 532-563. <https://doi.org/10.1108/ITP-01-2021-0044>

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Ghosh, T., S., S., & Dwivedi, Y. K. (2022). Brands in a game or a game for brands? comparing the persuasive effectiveness of in-game advertising and Advergaming. *Psychology & Marketing*, 39(12), 2328–2348. <https://doi.org/10.1002/mar.21752>

Sandesh, S.P., Sreejesh .S & Paul, J (2023), Key account management in B2B marketing: A systematic literature review and research agenda, *Journal of Business Research*. <https://doi.org/10.1016/j.jbusres.2022.113541>

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Praveen, S, Kasilingam, D, Lohia, R., Bhatia, R., Chakraborty, C., Sirwan Khalid Ahmed & Dhama, JK. (2022) Understanding the emotions of Syrians and Turks towards the 2023 earthquake using Natural Language Processing techniques – Crucial for Mental health professionals in treating patients, *Asian Journal of Psychiatry*, Volume 10

Gopinath, K. & Kasilingam, D. (2022) Antecedents of intention to use chatbots in service encounters: A meta-analytic review, *International Journal of Consumer Studies*

Ramasundaram, A., Pandey, N., Shukla, Y., Alavi, S. & Wirtz, J. (2023) Fluidity and the customer experience in digital platform ecosystems, *International Journal of Information Management*

Sarkar, J.G., Sarkar, A., & Sreejesh, S (2022) What is in a game? The impact of advergame design and reward elements on gamers' brand patronage, *Asia Pacific Journal of Marketing and Logistics*



# CONFERENCE PAPERS, PRESENTED & FORTH COMING

AUTHOR(S)	TITLE	DETAILS	YEAR
Visalakshy Sasikala, Venkataraman Sankaranarayanan & Geetha Mohan	Promoting Sustainable Consumption: Two Case Studies from an Emerging Economy	20th AIMS international Conference on Management	2022
Abheeshek Dev Roye & Geetha Mohan	Human Crowding and Store Choice: The Role of Communal Orientations and Dense Social Networks in Subsistence Consumers	20th AIMS international Conference on Management	2022
Irfan Shamim & Geetha M	It's the wrong choice, baby! The pivotal role of Time Perspective on the food choices	3rd International Conclave on Globalizing Indian Thought 2022, IIMK	2022
Visalakshy Sasikala, Venkataraman Sankaranarayanan & Geetha Mohan	Climate Change as a Wicked Problem: Through the Blended Lens of Complexity and Institutional Theories	Strategic Management Society Conference- Annual Conference -2022	2022
Abheeshek Dev Roye & Geetha Mohan	Impediments to Retailer-Switching Behaviour: Extending the PPM model to Subsistence Consumer Behaviour	Third Virtual Subsistence Marketplaces Conference	2022
Kamal Gupta Roy & Keyoor Purani	Hell or high water: effects of pandemic and weather extremes on online-offline restaurant sales	AMA Winter 2023	2023
Anindita Roy, Krishnan Jeesha & Keyoor Purani	Digital influence: a comprehensive model of influencer attributes and their effects on brands	AMA Summer 2022	2022
Priya Premi & Keyoor Purani	Impression for expression: artificially intelligent voice agent, consumer self disclosure, and consumer-brand intimacy	AMA summer 2022	2022
Deepak S. Kumar	Influence of Creative Reviews on Perceived Helpfulness	16th NASMEI Conference 2022	2022
Deepak S. Kumar	Energising Brands: Influence of dynamism and anthropomorphism on consumer responses	16th NASMEI Conference 2022	2022
G. Sridhar	Rural Routes to Market	20th AIMS International Conference on Management	2022
Breeze Mary Jacob, Sam Thomas, & Joshy Joseph	Impact of Choice Overload in Mutual Funds Investment Decisions	16th Great Lakes NASMEI Marketing Conference	2022

Joshy Joseph, Meta Dev Prasad Murthy & Vishnu Prasad V	What Decides my Purchase of Non-Fungible Tokens (NFTs)?	16th Great Lakes NASMEI Marketing Conference	2022
Breeze Mary Jacob, Sam Thomas, & Joshy Joseph	Choice Overload Effects in Mutual Funds Selection	SMSICMAT 23 International Conference on Management & Technology 2023	2023
Gladys Stephen & Richa Agrawal	Establishing a Distinct Identity, Meaning, and Scope of the Domains of Responsible Consumption: An Extensive Review	1st Research Innovations in Sustainable Marketing: A Global Virtual Symposium - Shidler College of Business, Hawaii, USA.	
Aishwarya Ramasundaram	Exploring the Influence of Cultural Drivers on Website Aesthetics	20th AIMS International Conference on Management	2022
Ambika Nanda, Nivedita Bhanja & Abhipsa Pal	Analysing slow growth of mobile wallets in emerging markets: a retail merchant's loyalty perspective	ISDSI – Global 2022 Conference	2022
Priya Narayanan	From “making charges” to “crafting premium”: Determining the feasibility of a novel strategy for marketing gold jewelry	IGPC-IIMA Conference on Gold and Gold Markets 2023 Feb	2023
Priya Narayanan	Not all gold glitters the same: Unpacking investment and sentiment for effective persuasion to drive gold monetization in India.	IGPC-IIMA Conference on Gold and Gold Markets 2022 April	2022
Priya Narayanan	Conceptualizing adherence to social distancing norms as a response to cross-domain goal conflict: An empirical investigation and implications	Annual Convention of the (SPSP) Society for Personality and Social Psychology	2023
Praveen Sugathan, Astha Singhal, Shivrinder pal, Kumar Rakesh Ranjan & Sudeep Rohit	Exploring an Alternate View of Co-Creation	Advances in Consumer Research volume 50, 2022, October	2022
Satish Pai & Deepak S Kumar	Pride and Prejudice: Academic Vs Practitioner Research in Marketing	20th AIMS International conference on management	2022
Shivrinder Pal & Praveen S	Unintended consequences of Lotteries	3 <sup>rd</sup> International Conclave on Globalizing Indian Thought (GIT 2022)	2022
Shivrinder Pal, Astha Singhal & Praveen S	Fairness perception mechanisms: Price fairness in video games	AMA (American Marketing Association)	2023

Praveen S & Astha Singhal	The effects of virtual reality games on their users	AMA (American Marketing Association)	2023
Praveen S & Astha Singhal	Are online reviews going to be relevant?	AMA (American Marketing Association)	2023
Praveen S & Astha Singhal	The effect of product review time on reviewer and consumer	AMA (American Marketing Association)	2023
Praveen S, Astha Singhal & Shivrinder Pal	Price fairness perceptions in video games	AMA (American Marketing Association)	2023
Praveen S & Astha Singhal	The differential effect of product review time for experiential versus material purchase	3 <sup>rd</sup> International Conclave on Globalizing Indian Thought (GIT 2022)	2022

## WORKING PAPERS

AUTHOR(S)	TITLE	DETAILS	YEAR
Deepak S. Kumar, K. Unnikrishnan Nair & Keyoor Purani	Safe Consumer Experiences in the Post-Pandemic World: Rethinking Servicescape Designs	<a href="https://iimk.ac.in/uploads/publications/IIMKWPS565OBHR202303.pdf">https://iimk.ac.in/uploads/publications/IIMKWPS565OBHR202303.pdf</a>	2023
Dharun Kasilingam	Transforming ‘Information Search’ using the Metaverse: Understanding the effect of System Design, User Experience, and Perceived Information Quality on Behavioral Intention	SSRN	2023
Praveen S.V. & Dharun Kasilingam	Understanding Consumer’s Post COVID-19 Perceptions Towards Processed Food Using Natural Language Processing	SSRN	2023
Praveen S.V. & Dharun Kasilingam	Analyzing the Privacy Concerns of Contact Tracing Apps - Natural Language Processing Study Based on Sentiment Analysis and Structural Topic Modeling	SSRN	2023
Praveen S.V. & Dharun Kasilingam	Investigating the Drivers of Negative Online Reviews in the Hotel Industry during the COVID-19 Era Using Structural Topic Modelling	SSRN	2023
Breeze Mary Jacob & Joshy Joseph	A Comprehensive Analysis of Choice Overload in Mutual Funds	SSRN	2022

Priya Prakash, Gladys Stephen & Dharun Kasilingam	Understanding the Factors that Influence Consumers' Sustainable Consumption Behavior	<a href="https://ssrn.com/abstract=4402003">https://ssrn.com/abstract=4402003</a>	2023
Daniel Inbaraj, Dharun Kasilingam & Gladys Stephen	Understanding the Effect of Brand Association, Brand Importance and Brand Familiarity on Attitude Towards CrM Advertisements	<a href="https://ssrn.com/abstract=4401053">https://ssrn.com/abstract=4401053</a>	2022
Gladys Stephen	Role of Individual's Consumption Values On the Attitude Towards Sustainable Consumption Behavior	<a href="https://ssrn.com/abstract=4400711">https://ssrn.com/abstract=4400711</a>	2022
A. Mansurali, Dharun Kasilingam, Gladys Stephen & Daniel Inbaraj	Omni Channel Marketing: A Systematic Review and Research Agenda	<a href="https://ssrn.com/abstract=4382029">https://ssrn.com/abstract=4382029</a>	2023
Gladys Stephen	Influence of Individual, Social and BrandMedium Fit Characteristics on Consumers' Response to Brand Placement on Social Media Platform - a Social Identity Theory Perspective	<a href="https://ssrn.com/abstract=4403755">https://ssrn.com/abstract=4403755</a>	2023

## CASE STUDIES/ PUBLISHED & FORTHCOMING

AUTHOR(S)	TITLE	DETAILS	YEAR
Praveen S	Drafting an ecommerce strategy	<a href="https://iimk.ac.in/uploads/publications/IIMKCS210MM202311.pdf">https://iimk.ac.in/uploads/publications/IIMKCS210MM202311.pdf</a>	2023
Praveen S	Oculus: Implementing the Market Mix	<a href="https://iimk.ac.in/uploads/publications/IIMKCS211MM202312.pdf">https://iimk.ac.in/uploads/publications/IIMKCS211MM202312.pdf</a>	2023
Praveen S	The Shopnow Case: Increasing Customer Reviews	<a href="https://iimk.ac.in/uploads/publications/IIMKCS215MM202314.pdf">https://iimk.ac.in/uploads/publications/IIMKCS215MM202314.pdf</a>	2023
Praveen S	Breath-in homestay: Managing Customer Complaints Online	<a href="https://iimk.ac.in/uploads/publications/IIMKCS216MM202315.pdf">https://iimk.ac.in/uploads/publications/IIMKCS216MM202315.pdf</a>	2023
Keyoor Purani & Deepak S. Kumar	Impex LED TV: Football Fiesta	<a href="https://iimk.ac.in/uploads/publications/IIMKCS187MM202305.pdf">https://iimk.ac.in/uploads/publications/IIMKCS187MM202305.pdf</a>	2023
Deepak S. Kumar & Anandakuttan B. Unnithan	BevQ App: How to Enhance User Experience?	<a href="https://iimk.ac.in/uploads/publications/IIMKCS180MM202303.pdf">https://iimk.ac.in/uploads/publications/IIMKCS180MM202303.pdf</a>	2023

Atanu Adhikari & Seema Lall	Blinkit-Grofers' Instant Commerce with 10-minute Delivery	The Case Centre	2022
Atanu Adhikari & Seema Lall	MasterG - An Initiative to Break Patterns	The Case Centre	2022
Atanu Adhikari & Seema Lall	Menstrupedia - Storytelling in Communication to Break the Taboo	The Case Centre	2022
Atanu Adhikari & Seema Lall	Ranna Banna: Ethnicity Retained by Delivering Experience	The Case Centre	2022
Atanu Adhikari & Seema Lall	Amul- Following holistic orientation during market turbulence	The Case Centre	2023
Atanu Adhikari	Gillette – How to retain dominance	<a href="https://iimk.ac.in/uploads/publications/IIMKCS217MM202316.pdf">https://iimk.ac.in/uploads/publications/IIMKCS217MM202316.pdf</a>	2023
Atanu Adhikari	Consumer's perceptual dimension in Chick-Chicken	<a href="https://iimk.ac.in/uploads/publications/IIMKCS207MM202309.pdf">https://iimk.ac.in/uploads/publications/IIMKCS207MM202309.pdf</a>	2023
Atanu Adhikari	VMA Home Appliance: Understanding Customer Feedback through Text Analysis	<a href="https://iimk.ac.in/uploads/publications/IIMKCS208MM202310.pdf">https://iimk.ac.in/uploads/publications/IIMKCS208MM202310.pdf</a>	2023
Atanu Adhikari	Nestle Maggi - Controversy and Comeback	<a href="https://iimk.ac.in/uploads/publications/IIMKCS221MM202317.pdf">https://iimk.ac.in/uploads/publications/IIMKCS221MM202317.pdf</a>	2023
Anjan Kumar Swain & Guda Sridhar	Mawlynnong – The Cleanest Village in Asia	<a href="https://iimk.ac.in/uploads/publications/IIMKCS173MM202301.pdf">https://iimk.ac.in/uploads/publications/IIMKCS173MM202301.pdf</a>	2023
Anjan Kumar Swain & Guda Sridhar	How Effective a Blockchain is for Processing Payment to transfer Goods?	<a href="https://iimk.ac.in/uploads/publications/IIMKCS202ITS202305.pdf">https://iimk.ac.in/uploads/publications/IIMKCS202ITS202305.pdf</a>	2023
Anjan Kumar Swain & Guda Sridhar	Is Machine Learning Method providing a Viable Solution for Credit Card Fraud Detection?	<a href="https://iimk.ac.in/uploads/publications/IIMKCS203ITS202306.pdf">https://iimk.ac.in/uploads/publications/IIMKCS203ITS202306.pdf</a>	2023
Joffi Thomas & Kripa Varghese	Evolving Oats Market in India (A) 2006-2019: Competitive Strategies, Business Outcomes and Way Forward	<a href="https://iimk.ac.in/uploads/publications/IIMKCS188MM202306.pdf">https://iimk.ac.in/uploads/publications/IIMKCS188MM202306.pdf</a>	2023
Joffi Thomas & Kripa Varghese	Evolving Oats Market in India (B) 2019-2023	<a href="https://iimk.ac.in/uploads/publications/IIMKCS193MM202307.pdf">https://iimk.ac.in/uploads/publications/IIMKCS193MM202307.pdf</a>	2023
Keyoor Purani & Joffi Thomas	Relish Pizza India (A)	<a href="https://iimk.ac.in/uploads/publications/IIMKCS213MM202313.pdf">https://iimk.ac.in/uploads/publications/IIMKCS213MM202313.pdf</a>	2023
Joshy Joseph	D'ring: A Finger Ring for Women's Safety	<a href="https://iimk.ac.in/uploads/publications/IIMKCS175MM202302.pdf">https://iimk.ac.in/uploads/publications/IIMKCS175MM202302.pdf</a>	2023

Irene Johnson, Nobin Thomas, Joshy Joseph, Priya Narayanan & Ameya Nambudiri	Conventroad.com: a fashion curation experiment	Emerald Cases	2023
Nivedita Bhanja	Hues Entertainment Ltd: Getting to know the Indian viewer	<a href="https://iimk.ac.in/uploads/publications/IIMKCS196MM202308.pdf">https://iimk.ac.in/ uploads/publications/ IIMKCS196MM202308.pdf</a>	2023
Omkumar Krishnan	Thiru- Kochi Holidays – Venturing into Overseas Education Markets	<a href="https://iimk.ac.in/uploads/publications/IIMKCS182MM202304.pdf">https://iimk.ac.in/ uploads/publications/ IIMKCS182MM202304.pdf</a>	2023

## NON- REFEREED PUBLICATIONS / PRESENTATIONS

AUTHOR(S)	TITLE	DETAILS	YEAR
Priya Narayanan	Next Diwali, let's avoid the condescension of doing good?	Financial Express	2022
Priya Narayanan	Why the Netflix business model will take more than a quick fix	Forbes India	2022
Priya Narayanan	Moment of magic: Memories of a beautiful library, from my virtual classroom	IIM Ahmedabad	2022

## MEMBERSHIP OF EDITORIAL / REVIEW BOARD / AD HOC REVIEW

NAME	TITLE	DESIGNATION
Anandakuttan B Unnithan	International Journal of Consumer Study	Editor
Keyoor Purani	Journal of Business Research, Journal of Product & Brand Management	Guest editor and guest reviewer
Keyoor Purani	AMA Summer 2022, AMA Summer 2023	Adhoc Reviewer
Dharun Kasilingam	Journal of Strategic Marketing	Editorial services in journals (Managing Editor/Editor- in-Chief/Editor/Associate Editor/Guest Editor)
Priya Narayanan	Journal of Consumer Behaviour	Reviewer

# FACULTY – MARKETING MANAGEMENT



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OMKUMAR KRISHNAN



PRAVEEN S



PRIYA NARAYANAN



PRONOBESH BANERJEE



SREEJESH S



G SRIVIDHAR



# ORGANIZATIONAL BEHAVIOUR AND HUMAN RESOURCES

## REFEREED JOURNAL PUBLICATIONS

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AUTHOR(S)	TITLE	DETAILS	YEAR
Priya Nair Rajeev & Simy Joy	Can Community Based Organizations (CBOs) be vehicles for eliminating income, caste and gender inequality in public service in India? A preliminary study	3 <sup>rd</sup> International Conclave on Globalizing Indian Thought (GIT 2022)	2022
Parimal Kumar & K. Unnikrishnan Nair	Avatar's Smile Influence On Social Presence, Immersion, Customer's Pleasure And Arousal In Online Service Encounters	International Conference on Reimagining Marketing with Technology (ICRMT 2023)	2023
Nivedhitha K. S. & Gayathri Giri	Get along with the Lions! A metaverse approach for wildlife crowdfunding-future agenda	The 5th international conference on Economic and social sciences: Fostering recovery through metaverse business modelling	2022
Kapil Verma & Marilyn Uy	Consequences of Psychological detachment from home: Self-regulation perspective on working from home	Academy of Management (AOM) Conference 2022	2022
Geethika Raj & T.N. Krishnan	Evidence-Based HRD For Strategic Positioning of HRD In SMEs: HR Analytics to The Rescue?	BAM 2022 (British Academy of Management)	2022

Nath, Anjali & T. N. Krishnan	Competencies of Middle Managers: A Systematic Literature Review	BAM 2022 (British Academy of Management Conference)	2022
Prakriti Soral, Surya Prakash Pati, Sanjay Kumar Singh & Shuang Ren	Destigmatizing the occupation: Role of occupational branding and collective identity work	The 82nd Annual Meeting of the Academy of Management	2022
Surya Prakash Pati	Role of Affirmational Support Ties in Controlling the Effect of Occupational Stigma Consciousness and Self-Stigma in the Context of Dirty Work	British Academy of Management	2022
Anjana Karumathil & Ritu Tripathi	What Motivates Gig Workers? An Integrative Review and Research Agenda	Academy of Management Proceedings 2022 (1), 12837	2022
Amitabh Anand, Prantika Ray & Anjana Karumathil	Exploring the Dreadful Agony and Combating the Hideous Shades of Workplace Loneliness	Academy of Management Proceedings 2022 (1), 13465	2022
Anjana Karumathil & Ritu Tripathi	Combating Survey Bots: An Integrative Literature Review of Insights and Strategies	Academy of Management Proceedings 2022 (1), 10900	2022
Shilpa C T & Kapil Verma	The Double-Edged Sword of Mindfulness: A Conceptual Model on Managing Work Interruptions while Working from Home	INDAM Conference	2023

## WORKING PAPERS

AUTHOR(S)	TITLE	DETAILS	YEAR
Deepak S. Kumar, K. Unnikrishnan Nair & Keyoor Purani	Safe Consumer Experiences in the Post-Pandemic World: Rethinking Servicescape Designs	<a href="https://iimk.ac.in/uploads/publications/IIMKWP-S565OBHR202303.pdf">https://iimk.ac.in/uploads/publications/IIMKWP-S565OBHR202303.pdf</a>	2023
Kapil Verma	Examining the Relationship between Time poverty and Work Engagement	<a href="https://iimk.ac.in/uploads/publications/IIMKWP-S564OBHR202302.pdf">https://iimk.ac.in/uploads/publications/IIMKWP-S564OBHR202302.pdf</a>	2023
Roopak K Gupta	Knowledge transfer in Expansion programmes of Educational Institutions: Role of Institutional Theory	<a href="https://iimk.ac.in/uploads/publications/IIMKWP-S571OBHR202304.pdf">https://iimk.ac.in/uploads/publications/IIMKWP-S571OBHR202304.pdf</a>	2023
Roopak K Gupta	Unlocking the ambidexterity of innovative work behaviour: Role of organizational routines and ambidextrous leadership	<a href="https://iimk.ac.in/uploads/publications/IIMKWP-S562OBHR202301.pdf">https://iimk.ac.in/uploads/publications/IIMKWP-S562OBHR202301.pdf</a>	2023

## CASE STUDIES/ PUBLISHED & FORTHCOMING

AUTHOR(S)	TITLE	DETAILS	YEAR
Priya Nair Rajeev	Collaboration amidst Competition: teaming at Ascend Business School	<a href="https://iimk.ac.in/uploads/publications/IIMKCS189OBHR202301.pdf">https://iimk.ac.in/uploads/publications/IIMKCS189OBHR202301.pdf</a>	2023
Kapil Verma	Without You, I am Incomplete: When Building Social Bonds is a Challenge	<a href="https://iimk.ac.in/uploads/publications/IIMKCS198OBHR202303.pdf">https://iimk.ac.in/uploads/publications/IIMKCS198OBHR202303.pdf</a>	2023
Sagar Jaiswal & Roopak K Gupta	Aligning recruitment and culture in crisis: Team-based performance	<a href="https://iimk.ac.in/uploads/publications/IIMKCS194OBHR202302.pdf">https://iimk.ac.in/uploads/publications/IIMKCS194OBHR202302.pdf</a>	2023
Manoranjan Dhal	KSRTC: Breakdown of Employee Relations in the Coporation on Wheels	<a href="https://iimk.ac.in/uploads/publications/IIMKCS218OBHR202305.pdf">https://iimk.ac.in/uploads/publications/IIMKCS218OBHR202305.pdf</a>	2023
Krishnan, T. N.	HealthFood India – Managing Human Resources in an emerging small firm	<a href="https://iimk.ac.in/uploads/publications/IIMKCS200OBHR202304.pdf">https://iimk.ac.in/uploads/publications/IIMKCS200OBHR202304.pdf</a>	2023

## MEMBERSHIP OF EDITORIAL / REVIEW BOARD / AD HOC REVIEW

AUTHOR(S)	TITLE	DETAILS
K. Unnikrishnan Nair	IIMB Management Review	Associate Editor

## BOOK CHAPTER

AUTHOR(S)	TITLE	DETAILS	YEAR
Nivedita KS	Lost in your facade	Zero degree publishing	2023
Prantika Ray	Being There, Done That, Known This, and Known That: International Academic Experience and Intelligent Career Competencies	Global Talent Management During Times of Uncertainty	2023
Prantika Ray	Encyclopedia of Human Resource Management	Edward Elgar Publishing	2022

## NON- REFEREED PUBLICATIONS / PRESENTATIONS

AUTHOR(S)	TITLE	DETAILS	YEAR
Anjana Karumathil	The myth of algorithmic transparency	Forbes	2022
Anjana Karumathil & Ritu Tripathi	Is AI a boon or bane for employee productivity?	Times of India	2023
Anjana Karumathil & Ritu Tripathi	India's Gig Workers: Life at the Mercy of 'Platforms' & 'Algorithms'	The Quint	2022
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Anjana Karumathil	Responsible AI Approach Document for India: A Critical Assessment	INDIAai	2022
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Nivedhitha K. S	Adaptive authenticity: A mighty tool for prosperity and sustainable growth	Forbes India	2022
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Surya Prakash Pati & Prantika Ray	Gig work is exploitative in unique ways	Hindu Business Line	2022
Surya Prakash Pati & Prantika Ray	Exec MBA: Choosing the Right Course	Hindu Business Line	2022

# FACULTY – ORGANIZATIONAL BEHAVIOUR AND HUMAN RESOURCES



ANJANA KARUMATHIL



DEBASHIS CHATTERJEE



KAPIL VERMA



T N KRISHNAN



MANORANJAN DHAL



NIVEDHITHA K S



PALVI PASRICHA



PAYAL ANAND



PRANTIKA RAY



PRIYA NAIR RAJEEV



RAJESHWARI C



ROOPAK KUMAR GUPTA



SURYA PRAKASH PATI



K UNNIKRISHNAN NAIR



# QUANTITATIVE METHODS AND OPERATIONS MANAGEMENT

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Arqum Mateen & Sanchari Guha Niyogi	Electric Vehicles & Operations Management: A Systematic Literature Review	POMS India International Conference 2022	2022
Arqum Mateen & Sanchari Guha Niyogi	An Investigation into Electric Vehicle Adoption Policies	POMS India International Conference 2022	2022
Arqum Mateen, Asmita Mukherjee, Arkomita Mukherjee & Radhakrishna Pillai R	Reimagining Sustainable E-Commerce Through Systems Dynamics Lens	POMS India International Conference 2022	2022
Pappala Arun Kumar & Ram Kumar P. N.	Aircraft Schedule Recovery: A Review of Techniques & Future Research Opportunities	POMS India International Conference 2022	2022
Puram, P., Roy, S. & Anand, G	Factors affecting rider churn in on-demand food delivery services: insights using a machine learning approach	International Conference on Emerging Trends in Operations and Analytics (ICETOA),	2022
Anand, G., Tan, A.W.K. & Jadhav, Y	A proposed framework for the management of humanitarian logistics project	POMS India International Conference 2022	2023
Srivastav, D. & Anand, G	Comparative analysis of supplier selection factors in humanitarian and commercial supply chain management	POMS India International Conference 2022	2022
Srivastav, D., John, L. & Anand, G	Coordination in humanitarian supply chain management: A review and future directions	25th Annual International Conference of the Society of Operations Management (SOM 2022): Managing operations in continued disruption	2022
Srivastav, D. & Anand, G	Supplier selection in the humanitarian organization: An empirical analysis	Annual Conference of the Decision Sciences Institute	2022

Srivastav, D., Anand, G., & Jadhav	Achieving equitable aid delivery during rehabilitation: A case of primary education	The 12th International Conference on Logistics & Transport (ICLT 2022) - A new era in supply -chain intelligence systems: A brave new world	2022
Samanta, A.K., Varaprasad, G. & Anand, G	Implementing lean six sigma to improve the turnaround time of blood samples in a private hospital of India	The Second Indian International Conference on Industrial Engineering and Operations Management (IEOM 2022)	2022
Puram, P. & Anand, G	Evolution of food-sector platforms in the sharing economy: A systematic literature review and future agenda	32 <sup>nd</sup> Annual Conference of the Production and Operations Management Society (POMS)	2022
Puram, P. & Anand, G	Last-Mile Challenges in On-Demand Food Delivery services: Understanding Riders' Perspective in an emerging economy context	32 <sup>nd</sup> Annual Conference of the Production and Operations Management Society (POMS)	2022
Chattopadhyay, S. Rohit, G. & Anand, G	Exploring the role of Total Productive Maintenance in Healthcare - A Literature Review	32 <sup>nd</sup> Annual Conference of the Production and Operations Management Society (POMS)	2022
Deshpande, V. & Rupesh Kumar Pati	Managing Digital Transformation Projects: A Systematic Literature Review	POMS India International Conference 2022	2022
Shailly Chaurasia, Rupesh Kumar Pati & Sidhartha S. Padhi	Sustainable Innovation to Fight Hunger Through Nutraceuticals for Indian Malnourished Population	POMS India International Conference 2022	2022
Nawazish, M., Padhi, S.S. & Rupesh Kumar Pati	Optimal Days of Fundraising Campaign of a Not-for-profit Organization: Theory and Empirics	POMS India International Conference 2022	2022
Mr. V Krishna Anaparathi & Rupesh Kumar Pati	Digital Technology on Enhancing Sustainability - A Literature Review Perspective	32 <sup>nd</sup> Annual POMS Conference 2022 (online)	2022
Shailly C., Padhi, S.S. & Rupesh Kumar Pati	Freedom from Malnutrition- A Myth or Reality	32 <sup>nd</sup> Annual POMS Conference 2022 (online)	2022

Anannya Gogoi & Ashutosh Sarkar	Retailers Behaviour in Anticipation of Supply or Demand Disruptions: A Systematic Literature Review, Synthesis, and Future Research Agenda	POMS International Conference 2022 Budapest	2022
Soumyadeep Kundu & Ashutosh Sarkar	The Restaurateur's Dilemma: Choosing the Right Channel	POMS India International Conference 2022	2022
Soumyadeep Kundu & Ashutosh Sarkar	Retail Strategy for Vertically Differentiated Experiential Products under Physical Retail Formats	13th POMS-HK International Conference	2023
Shovan Chowdhury, Amarjit Kundu & Bidhan Modok	Control Monitoring Schemes for Percentiles of Generalized Exponential Distribution with Hybrid Censoring: Accepted-December 2022	REVSTAT-Statistical Journal	2023
Shovan Chowdhury	Optimal Sampling Plan under Accelerated life test setting	International Indian Statistical Association Conference	2022
Soumya Roy	On Progressive Type-I Interval Censoring Schemes under Competing Risks	IISA 2022	2022
Thangamani G	R & D Projects Evaluation and Selection using Evidential Reasoning Approach.	20th AIMS International Conference on Management	2022
Thangamani G	Assessment of Organizational Resilience using Petri Net Approach	20th AIMS International Conference on Management	2022
Thangamani G, Satvik T & Sajjan K	Developing a Generalized Optimization Model for Project Portfolio Selection	20th AIMS International Conference on Management	2022
Ramesh Krishnan & P. N. Ram Kumar	Who will deliver my parcel? A systematic literature review on drone delivery in commercial applications	XXV Annual International Conference of the Society of Operations Management	2022

Priyam Bajpai & Ramesh Krishnan	Selection of Third-Party Logistics Service Providers for CPFR using Fuzzy DEMATEL	POMS India International Conference 2022	2022
Srikanth K	Operations Planning for Dual Capacity Ride-Sharing Platforms	Society of Operations Management (SOM) Conference	2022
Srikanth K	Fair ridesharing policies for a platform operating with full-time service providers	POMS India International Conference 2022	2022
Mahua Banerjee & Ashutosh Sarkar	Operationalizing Service Modularity in Healthcare Management through Coordination	POMS India International Conference 2022	2022
Mahua Banerjee & Ashutosh Sarkar	New Approach for Process Equipment Monitoring: A Multivariate fault diagnosis method	ICMIAM 2022 (International Conference on Intelligent Asset Management)	2022
Mahua Banerjee, Proff. Anand G & Thangamani G.	Value co-creation through digitalization: a study in healthcare management	AIMS International Conference 2022	2022
Priyanka Laskar & Ashutosh Sarkar	Market Entry Strategies in Ridesharing Platforms	POMS India International Conference 2022	2022

## WORKING PAPERS

AUTHOR(S)	TITLE	DETAILS	YEAR
Thangamani G	Technology Evaluation for Product Innovation Using Evidential Reasoning Approach	<a href="https://iimk.ac.in/uploads/publications/IIMKWPS570QMOM202302.pdf">https://iimk.ac.in/uploads/publications/IIMKWPS570QMOM202302.pdf</a>	2023
Meera Simon C & Shovan Chowdhury	Trends and Patterns in Telemedical Patient Satisfaction: A Bibliometric Review using Co-Word Analysis	<a href="https://iimk.ac.in/uploads/publications/IIMKWPS553QMOM202301.pdf">https://iimk.ac.in/uploads/publications/IIMKWPS553QMOM202301.pdf</a>	2023

# CASE STUDIES/ PUBLISHED & FORTHCOMING

AUTHOR(S)	TITLE	DETAILS	YEAR
Ashutosh Sarkar	Procurement of Catering Services at Multi-Specialty Hospital	<a href="https://iimk.ac.in/uploads/publications/IIMKCS176QMOM202302.pdf">https://iimk.ac.in/uploads/publications/IIMKCS176QMOM202302.pdf</a>	2023
Soumya Roy, Soumyadeep Kundu & Arqum Mateen	Keeping up with Shelves: Swaroop's Ordering Conundrum	Case Centre	2022
Saparya Suresh, Ramesh Krishnan & Abhishek M	Inventory and distribution management at elephant distribution services	<a href="https://iimk.ac.in/uploads/publications/IIMKCS190QMOM202306.pdf">https://iimk.ac.in/uploads/publications/IIMKCS190QMOM202306.pdf</a>	2023
Saparya Suresh & Ramesh Krishnan	Krish Restaurant: Change in Customer's Online Food Ordering Behavior due to COVID 19	<a href="https://iimk.ac.in/uploads/publications/IIMKCS185QMOM202304.pdf">https://iimk.ac.in/uploads/publications/IIMKCS185QMOM202304.pdf</a>	2023
Saparya Suresh, Ramesh Krishnan, Kumpatla V. V. P. Naidu & Gopinath C	Crop Recommendation Using Predictive Analytics	<a href="https://iimk.ac.in/uploads/publications/IIMKCS186QMOM202305.pdf">https://iimk.ac.in/uploads/publications/IIMKCS186QMOM202305.pdf</a>	2023
Shovan Chowdhury	Forecast driven Inventory Management at BHT Pharmaceuticals Pvt Ltd	<a href="https://iimk.ac.in/uploads/publications/IIMKCS171QMOM202301.pdf">https://iimk.ac.in/uploads/publications/IIMKCS171QMOM202301.pdf</a>	2023
Shovan Chowdhury	Charaka Hospital Outpatient Department: Challenges for private specialty hospital in India	The Case Center Case-Reference no. 622-0028-1	2023
Kumar R, & Shovan Chowdhury	The Art of Story-Telling through Data Visualization – Perspective from Personal Wellbeing	<a href="https://iimk.ac.in/uploads/publications/IIMKCS178QMOM202303.pdf">https://iimk.ac.in/uploads/publications/IIMKCS178QMOM202303.pdf</a>	2023
Shovan Chowdhury	Farmer's Dilemma – A Bayesian Perspective	<a href="https://iimk.ac.in/uploads/publications/IIMKCS172QMOM202302.pdf">https://iimk.ac.in/uploads/publications/IIMKCS172QMOM202302.pdf</a>	2023

## BOOK CHAPTER

AUTHOR(S)	TITLE	DETAILS	YEAR
Sidhartha S. Padhi	Supply Chain management	John Wiley	2023
Sidhartha S. Padhi	Operations and supply chain management (Text Book)	Sybgem Learning	2022

## NON- REFEREED PUBLICATIONS / PRESENTATIONS

AUTHOR(S)	TITLE	DETAILS	YEAR
Soumya Roy & Soumyadeep Kundu	India's EV ambition rides on three wheels	<a href="https://www.thehindu.com/opinion/op-ed/indias-ev-ambition-rides-on-three-wheels/article65480119.ece">https://www.thehindu.com/opinion/op-ed/indias-ev-ambition-rides-on-three-wheels/article65480119.ece</a>	2022
Soumya Roy & Soumyadeep Kundu	From commercial to consumer EVs: The upheaval afoot in India's EV Market	<a href="https://www.forbesindia.com/article/iim-kozhikode/from-commercial-to-consumer-evs-the-upheaval-afoot-in-indias-ev-market/83981/1">https://www.forbesindia.com/article/iim-kozhikode/from-commercial-to-consumer-evs-the-upheaval-afoot-in-indias-ev-market/83981/1</a>	2023

## MEMBERSHIP OF EDITORIAL / REVIEW BOARD / AD HOC REVIEW

NAME	TITLE	DESIGNATION
Shovan Chowdhury	PLOS ONE	Academic Editor
Shovan Chowdhury	Journal of the Indian Society of Probability and Statistics	Associate Editor
Shovan Chowdhury	POMS 2022	Session Chair
Shovan Chowdhury	International Journal of Production Research Quality and Reliability Engineering International IIMB Management Review OPSEARCH Communications in Statistics - Theory and Methods, Statistics and Probability Letters	Adhoc Reviewer
G Anand	Journal of Manufacturing Technology Management (JMTM)	Member of the Editorial Board

G Anand	International Journal of Lean Six Sigma (IJLSS)	Member of the Editorial Board
G Anand	Special issue on Resilient and sustainable supply chains: Environmental management and accounting issues”, Advances in Environmental Management and Accounting (AEMA)	Guest Editor
G Anand	Session on “Human-centred operations” at the 2022 POMS India International Conference on Reimagine OM for sustainable solutions in the new normal,	Session Chair

## SESSION CHAIR/ TRACK CHAIR & OTHERS

NAME	DETAILS	YEAR
G Anand	Advisory Committee Member  The 5th International Conference on Organization and Management (ICOM 2023)	2023
G Anand	Technical chair  2nd Indian International Conference on Industrial Engineering and Operations Management (IEOM 2022)	2022
G Anand	Visiting Scholar  Department of Management, University of Akron, Ohio, USA from 1 to 20 Nov 2022	2022



# FACULTY – QUANTITATIVE METHODS AND OPERATIONS MANAGEMENT



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SHOVAN CHOWDHURY



SIDHARTHA S PADHI



SOUMYA ROY



SRIKANTH K



THANGAMANI G



# STRATEGIC MANAGEMENT

## REFEREED JOURNAL PUBLICATIONS

Dhayanithy, D. & Bhagyanathan, A. (2023) Association of socioeconomic factors, state of the environment and disaster occurrences with environmental attitudes in Kerala, India, International Journal of Disaster Risk Reduction. <https://doi.org/10.1016/j.ijdr.2023.103572>

Dhayanithy, D., Sharan, K. & Sethi, D. (2023) Interrelationship between strategic factors, technology and organizational learning: A systematic literature review, Journal of Knowledge Management. DOI 10.1108/JKM-09-2022-0706

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Nandakumar M. K, Ihssan Samara, Nicholas O'Regan & Hanada M Almoumani (2023) Governance diversity: Its impact on strategic variation and results, Strategic Change, Volume 32, Issue 1, Pages 29-42. <https://doi.org/10.1002/jsc.2534>

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Subramanian, S. (2022) Importance of Socioemotional Wealth in Indian Family Business Group: The Case of Tata Group, Paradigm Volume 26, Issue 2, Pages 138-154. <https://doi.org/10.1177/09718907221125964>

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Kumar, V., Verma, P., So, T. C., Singh, A. & Al Owad, A. A. (2022) Managing supply chains during COVID-19 outbreak: a case of Hong Kong toy manufacturing company, Journal of Humanitarian Logistics and Supply Chain Management. <https://doi.org/10.1108/JHLSCM-10-2021-0109>

Verma, P., Singh, A., Kumar, V. & Ramtiyal, B. (2022) Can suppliers be sustainable in construction supply chains? Evidence from a construction company using best worst approach, *Management of Environmental Quality*. <https://doi.org/10.1108/MEQ-03-2022-0057>

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Pratima Verma, Kuei-Kuei Lai, Yu-Long Chen, Vimal Kumar, Tugrul Daim, Fang-Chen Kao & Ruirong Liu (2023) Mapping technological trajectories and exploring knowledge sources: A case study of E-payment technologies, *Technology Forecasting & Social Change*. <https://doi.org/10.1016/j.techfore.2022.122173>

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Ali, S. & Mohan, V. (2022) Study on Insolvency & Bankruptcy Code (IBC) in India: The Case of Amtek

Sasikala, V. & Venkataraman, S. (2022) 'Walking the talk': Exploring heterogeneity in gender diversity performance in mining, Resources Policy. <https://doi.org/10.1016/j.resourpol.2022.102771>

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Kerai, A., Kumar, V. & Singla, C. (2023) Impact of TMT structural power asymmetry on family firm internationalization, International Business Review. <https://doi.org/10.1016/j.ibusrev.2023.102134>

Upadhyayula, R. S., & Yadav, S. (2023) Geographic Cluster or Global Linkages? What Accelerates Emerging Market Firms Foreign Entry Speed, IIM Kozhikode Society and Management Review. <https://doi.org/10.1177/22779752231156209>

Singh, A., Kumar, V., Mittal, A. & Verma, P. (2023) Identifying critical challenges to lean construction adoption, Construction Innovation: Information, Process, Management. DOI 10.1108/CI-09-2022-0229

## CONFERENCE PAPERS, PRESENTED & FORTH COMING

AUTHOR(S)	TITLE	DETAILS	YEAR
Anita Kerai	Inconsistent Performance Feedback and Firm Internationalization: Can CEO Remove the Haze?	Academy of Management Proceedings 2022 (1), 15090	2022
Suram Balasubrahmanyam	Corporate Venture Capital Flexibility	21st Global Conference on Flexible Systems Management	2022
Suram Balasubrahmanyam	Strategic Flexibility in the Management of Inventory	21st Global Conference on Flexible Systems Management	2022
Suram Balasubrahmanyam	Strategic Flexibility towards Industry Attractiveness	21st Global Conference on Flexible Systems Management	2022
M.K. Nandakumar & Rai Siddhant Sinha	Entrepreneurial Mindset: Definition, dimensions, and scale development recommendations	Indian Academy of Management -INDAM 2023	2023

Rajesh S Upadhyayula , Kiran M & P Rameshan	Medical tourism: a transaction cost economics perspective	INDAM Conference	2023
Rajesh S Upadhyayula & Sandeep Y	Pro-market reform and first cross-border acquisition speed of emerging market firms: Exploring intergroup and intragroup heterogeneity, AIB-2022 (Virtual)	AIB Conference (Virtual)	2022
Rajesh S Upadhyayula & Madhurima Basu	Emerging Market International New Ventures: A Review and Synthesis of Literature	INDAM Conference	2023
Salman Ali	Innovation Strategies based on Triggers for Innovation	2022 ISPIM Connects Athens Conference	2022
S Subramanian	Relationship between International Product Market Performance and Sustainability Efforts of Indian Firms	Frontiers in International Business Conference	2022
S Subramanian	Internationalization and corporate sustainability- a comparative study of Indian and American IT Service firms	Academy of International Business-NE Conference	2022
Rajesh S. Upadhyayula, Madhurima Basu & Prof. Vidya S. Panicker	Are Technology Social Enterprises better off in meeting challenges of institutional voids existing in resource-scarce contexts of BOP?	ICPEETE 2022	2022
Visalakshy Sasikala, Venkataraman Sankaranarayanan, Deepak Dhayanithy & Geetha Mohan	Managing in Disruptive Times: Lessons from Ecology	20th AIMS International Conference on Management	2022
Satish Pai & Prof. M K Nandakumar	How Competitive are Indian Family Owned Businesses?	20th AIMS International Conference on Management	2022
Anubha Shekhar Sinha & Kushagra Sharan &	Byjus - The Blue Ocean Strategy	North American Case Research Association (NACRA)	2022
Anubha Shekhar Sinha & Janvi Patel	Comparing rural entrepreneurship in developed and developing economies: A systematic literature review	SMF (Strategic Management Forum)	2022

# WORKING PAPERS

AUTHOR(S)	TITLE	DETAILS	YEAR
Anubha Shekhar Sinha & Siddharth Madhav Joshi	Knowledge as practice - How Artificial Intelligence Can create new knowledge?	<a href="https://iimk.ac.in/uploads/publications/IIMK-WPS550SM202312.pdf">https://iimk.ac.in/uploads/publications/IIMK-WPS550SM202312.pdf</a>	2023
Anubha Shekhar Sinha	Comparing Rural Entrepreneurship in Developed and Developing Economies: A Systematic Literature Review	<a href="https://iimk.ac.in/uploads/publications/IIMK-WPS559SM202301.pdf">https://iimk.ac.in/uploads/publications/IIMK-WPS559SM202301.pdf</a>	2023
Anubha Shekhar Sinha & Vishnusaranya Ivaturi	Indian msme's encounter with delayed payments: A resource dependence theory perspective (RDT)	<a href="https://iimk.ac.in/uploads/publications/IIMK-WPS563SM202302.pdf">https://iimk.ac.in/uploads/publications/IIMK-WPS563SM202302.pdf</a>	2023
Anubha Shekhar Sinha	Collective Entrepreneurship in a Community Based Organization: Do we have a New Theory of Entrepreneurship?	<a href="https://iimk.ac.in/uploads/publications/IIMK-WPS572SM202304.pdf">https://iimk.ac.in/uploads/publications/IIMK-WPS572SM202304.pdf</a>	2023
M.K. Nandakumar & Ashish Malik	Value Creation and Value Capture in Social Enterprises – A Business Model Perspective	<a href="https://iimk.ac.in/uploads/publications/IIMK-WPS567SM202303.pdf">https://iimk.ac.in/uploads/publications/IIMK-WPS567SM202303.pdf</a>	2023
P Rameshan, Rajesh S Upadhyayula & Kiran J Mahasur	Medical Tourism: A Transaction Cost Economics Perspective	<a href="https://iimk.ac.in/uploads/publications/WPS%20NO-VEMBER%202022.pdf">https://iimk.ac.in/uploads/publications/WPS%20NO-VEMBER%202022.pdf</a>	2022
Rajesh Srinivas Upadhyayula & Madhurima Basu	International New Ventures and Born Globals: A Theoretical Review & Synthesis of Literature	<a href="https://iimk.ac.in/uploads/publications/IIMK-WPS551SM202313.pdf">https://iimk.ac.in/uploads/publications/IIMK-WPS551SM202313.pdf</a>	2023



## CASE STUDIES - PUBLISHED & FORTHCOMING

AUTHOR(S)	TITLE	DETAILS	YEAR
Suram Balasubrahmanyam	Electric Vehicle Industry in Retrospect: Critical Success Factors	<a href="https://acadintra.iimk.ac.in/FWN2023v2/research_data/Case_Studies/A17031.pdf">https://acadintra.iimk.ac.in/FWN2023v2/research_data/Case_Studies/A17031.pdf</a>	2023
Deepak Dhayanithy	Varaha Roopam' and 'Navarasam' Conundrum (VNC)	<a href="https://iimk.ac.in/uploads/publications/CS-SM-2022-07%20full.pdf">https://iimk.ac.in/uploads/publications/CS-SM-2022-07%20full.pdf</a>	2022
Deepak Dhayanithy	ATP – Race to Zero	<a href="https://iimk.ac.in/uploads/publications/IIMKCS206SM202301.pdf">https://iimk.ac.in/uploads/publications/IIMKCS206SM202301.pdf</a>	2023
Nycil George & Anita Kerai	Dozee: crafting opportunities during the COVID-19 pandemic	<a href="https://www.emerald.com/insight/content/doi/10.1108/TCJ-02-2022-0028/full/html">https://www.emerald.com/insight/content/doi/10.1108/TCJ-02-2022-0028/full/html</a>	2023

## BOOK CHAPTER

AUTHOR(S)	TITLE	DETAILS	YEAR
Deepak Dhayanithy & Rajani Ramachandran	Psychological Undercurrents in the Struggles Faced by Women Employees in Fulfilling Their Career Aspirations: An Image Theatre-Based Exploration	Understanding Psychology in the Context of Relationship, Community, Workplace and Culture	2022
Vimal Kumar, Nagendra Kumar Sharma, Ankesh Mittal, & Pratima Verma	The Role of IoT and IIoT in Supplier and Customer Continuous Improvement Interface	Digital Transformation and Industry 4.0 for Sustainable Supply Chain Performance Springer Nature	2023

## NON – REFERED JOURNAL

AUTHOR(S)	TITLE	DETAILS	YEAR
Deepak Dhayanithy	Football: Technology, rules, tactics, migration and human agency of the Beautiful Game	<a href="https://www.forbesindia.com/article/iim-kozhikode/football-technology-rules-tactics-migration-and-human-agency-of-the-beautiful-game/83535/1">https://www.forbesindia.com/article/iim-kozhikode/football-technology-rules-tactics-migration-and-human-agency-of-the-beautiful-game/83535/1</a>	2023
Deepak Dhayanithy	Why Indian B-Schools must play an active role in larger climate action dialogue	<a href="https://www.forbesindia.com/article/iim-kozhikode/why-indian-bschools-must-play-an-active-role-in-larger-climate-action-dialogue/81457/1">https://www.forbesindia.com/article/iim-kozhikode/why-indian-bschools-must-play-an-active-role-in-larger-climate-action-dialogue/81457/1</a>	2022

## MEMBERSHIP OF EDITORIAL / REVIEW BOARD / AD HOC REVIEW

AUTHOR(S)	TITLE	DETAILS	YEAR
M. K. Nandakumar	Journal of Small Business and Enterprise Development	Editorial service	2022
M. K. Nandakumar	Management Decision	Editorial service	2022
M. K. Nandakumar	Business Ethics, the Environment & Responsibility	Editorial service	2022
Rajesh Srinivas Upadhyayula	Journal of World Business <a href="https://www.sciencedirect.com/journal/journal-of-world-business/about/editorial-board">https://www.sciencedirect.com/journal/journal-of-world-business/about/editorial-board</a>	Editorial service	2022
Rajesh Srinivas Upadhyayula	Cross Cultural and Strategic Management <a href="https://www.emeraldgrouppublishing.com/journal/ccsm">https://www.emeraldgrouppublishing.com/journal/ccsm</a>	Editorial service	2022
Venkataraman S	IIM Kozhikode Society & Management Review CLIMATE Special Issue	Guest Editor	2022

# FACULTY – STRATEGIC MANAGEMENT



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ANUBHA SHEKHAR SINHA



DEEPAK DHAYANITHY



KAMAL KISHORE SHARMA



NANDAKUMAR M K



NYCIL GEORGE



PRATIMA VERMA



P RAMESHAN



RAJESH SRINIVAS  
UPADHYAYULA



SALMAN ALI



SUMIT MITRA



SURAM  
BALASUBRAHMANYAM



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# CONFERENCES



3rd International Conclave on Globalizing Indian Thought (GIT 2021), 1-3 December, 2022



12th edition of INDIAN MANAGEMENT CONCLAVE (IMC) 2022, December 09-10, 2022



POMS India International Conference 2022  
December 21-23, 2022



20th AIMS International Conference on Management, 28-31 December, 2022

# FORTHCOMING CONFERENCES

1. 4th International Conclave on Globalizing Indian Thought (GIT 2023), 14-12-2023 to 16-12-2023
2. 7th JAAF - ATP India Symposium, 05-01-2024 to 06-01-2024
3. India Labour Conference 2024, 19-01-2024 to 20-01-2024











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