



IIMA Society Conference 2015

IIMA Creating New Frontiers of Knowledge:
Management Science for Management Excellence

June 26-27, 2015

Thought leadership and innovative approaches are the foundation for high performance and sustainable growth. It is hoped that this conference will provide valuable insights to the participating members into topical managerial challenges faced by the organizations and their leaders striving for excellence in this competitive environment.

“The members of the IIM Ahmedabad faculty have been constantly working on issues focused on achieving excellence at organizational and individual levels. We are organizing the **IIMA Society Conference 2015** at IIM Ahmedabad during **June 26-27, 2015** to share with members of the IIMA Society and other interested participants some of the high quality work being carried out by faculty members of the Institute. We look forward to participation from your organization to enrich discussions in the conference.” – [Director IIM Ahmedabad](#)

Conference Themes

The faculty members will address the participants on the following themes, highlighting their work, which will be followed by discussion on each theme:

Responses to Change in Food Demand

Presenters: [Profs. G Raghuram & Vasant Gandhi](#)

With rapid economic growth in India, the nature of food demand is changing. And with it, also the concept of food security. In light of this, there is a great need to improve the food supply chain management. Our writing focuses on understanding the changes, the supply chain response, and the attendant managerial and policy issues.

Managing Uncertain Demand

Presenters: [Profs. Goutam Dutta & Sachin Jayaswal](#)

In this session we discuss two types of problems in operations management to address the uncertainty of demand. In the first problem we discuss a class of location-allocation problems with immobile servers, random (or stochastic demand) demand and congestion that arises in several planning contexts like location of emergency medical clinics, healthcare centers, refuse collection and disposal centers; stores and service centers; bank branches and automated banking machines; internet mirror sites; web service providers (servers); and distribution centers in supply chains. In the second problem we discuss how a stochastic linear programming based decision support system can be applied for planning problem in a random demand situation for a multi-period, multi-stage, multiple material, and process industry like steel, aluminum, pharmaceuticals and polymer. Results from real data from different industries demonstrate improvement in contribution to profit.

State of Financial Literacy in India

Expiration Day Effects in the Indian Capital Markets

Presenters: Profs. Sobhesh Kumar Agarwalla, Samir K. Barua and Ajay Pandey

The session shall have two broad themes. In the first part, we shall present our findings from a study conducted to assess the state of financial literacy of the working young in urban India and the influence of various socio-demographic attributes on financial literacy. We shall also discuss our findings on an experimental study wherein we investigate the efficacy of six alternate training methods on improvement of the financial literacy of the individuals. In the second part, we shall discuss our research on Indian capital markets especially about the expiration day effect on intraday volatility and our findings from an exercise to discover possible manipulation of settlement prices.

Honing Individual & Organizational Capabilities

Presenters: Profs. Meenakshi Sharma & Dheeraj Sharma

Effectively conveying our ideas to others through the spoken word is a daunting task for many of us and we often end up not making the best use of our interactions or avoiding opportunities to speak. However, this need not be so. Appreciating the importance of this powerful mode of communication and polishing our comfort and confidence in its use, can help us leave an impact on others and pave the way to success. There are numerous lessons that corporate managers can learn from military on motivation, team building, goal orientation, and organizational culture. In other words, military leadership can be applied to the business context and how to go about it. Learning from military on how to tie individual goals with the organizational goals, can result in a highly motivated and committed workforce, which, in turn, augments organizational efficiency and enhances employee productivity and retention.

Emerging Topics in Telecom Research

Presenter: Profs. Kavitha Ranganathan & Rekha Jain

Using mobile devices for creating ad-hoc peer-to-peer networks. These communication networks do not require any centralized infrastructure or base-stations and can spring up spontaneously. Applications like a community-radio service for rural communities can use such a technology to offer a voice for the voiceless.

Given the increasing gap in deployment and adoption of broadband in between developed and developing countries and on the other hand the role of broadband in accelerating economic growth, there is an increasing focus on national broadband plans (NBP). Deployment of NBPs is challenging due to the complexities in designing the underlying institutional infrastructure. We identify key factors that contribute to success of broadband deployment and adoption and based on these, we assess the Indian NBP. We critique existing policy models in the context of developing countries using the Indian NBP and identify the primacy of the role of policy entrepreneur in policy models for developing countries.

Supply Chain Logistics

Presenters: Profs. Prahalad Venkateshan and Sundaravalli Narayanaswami

Some very important decisions regarding supply chain logistics relate to facility location and transportation scheduling. Interactions between facility location and inventory is an active and important area of research and the first part of the session shall focus on recent advances in continuous location theory and its applications to real problems faced by top

management. Disruptions arise in planned schedules and the second part of the session addresses some key issues in schedule disruptions and a novel solution with some practical insights to the scheduling decisions. The takeaways from the session include how optimization tools can be effectively applied to increase returns and manage risks in supply chains.

Special Sessions

In addition to the conference themes, the following issues of contemporary significance will be discussed.

Influencing Practice & Policy through Executive Education

Speaker: Prof. Sebastian Morris

Autopoiesis Design for Inclusive Innovation: Frugality, Affordability, Circularity and Sustainability

Speaker: Prof. Anil Gupta

Core Committee

The members of the Core Committee are: Profs. Amit Garg (Chairperson, Research & Publications), Raghuram (Dean, Faculty), T.V. Rao (Member, IIMA Society and Board), and Manjari Singh (Conference Coordinator).

Venue

The conference will be held at the Indian Institute of Management, Ahmedabad.

Fee

Registration fee: Rs. 2000 per person (For registration by June 20, 2015)

Rs. 2500 per person (For registration after June 20, 2015)

Fee includes conference material and two working lunches. Conference fee is non-refundable. Accommodation will be available on chargeable basis (subject to availability). For more details contact Reservation Office: +91-79-66324442 or reservation@iimahd.ernet.in

Registered participants who attend the conference will receive a certificate of participation

Fee can be paid in one of the following two ways:

A. Demand draft/cheque payable at par at Ahmedabad

The cheque / draft should be in favour of “**Indian Institute of Management, Ahmedabad**”

B. Electronic Fund Transfer. The relevant details are:

1. For credit to Savings Bank A/c No. 9369EEP, YES Bank Limited, C. G. Road Branch, Ahmedabad (IFSC: YESB0000007)

2. Name of Remitter: _____ (Please mention the name of the sponsoring organization)

3. Purpose of Remittance: **IIMA Society Conference 2015**
4. IIMA Permanent Account Number (PAN): AAATI1247F
5. IIMA Tax Deduction Account Number (TAN): AHMI00189A
6. IIMA Service Tax Registration Number: AAATI1247FST001

If you pay online, please e-mail us the complete transaction details immediately so that we can connect your remittance to your nomination.

Nomination and Inquiries

Please fill the registration form and send it by **June 20, 2015**

If you have any queries, please feel free to contact IIMA Society Conference Coordinator
Email: iima_soc_conf@iimahd.ernet.in, **Tel:** 079-6632 4446 / 4078

Registration form and fees should reach the officer - EEP latest by June 20, 2015. For more information, please contact:

Officer - Executive Education

Indian Institute of Management, Vastrapur, Ahmedabad 380 015

Phone: 91-79-6632 4071 / 4072-77, **Fax:** 91-79-2630 0352 (EEP) / 2630 6896 (General)

Email: exed@iimahd.ernet.in **Website:** <http://iimahd.ernet.in/index.php?id=409&newsID=677>