



## Association of Indian Management Scholars International

Volume 2, Number 1, March 2005

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### Dear AIMS International Scholars,

I am delighted to receive your support and cooperation for the Second AIMS International Conference hosted by the Indian Institute of Management Calcutta in December 2004. Your enthusiasm made the conference a grand success! Thank you very much!!

Our special thanks are extended to Mr. R Ramaraj (CEO, Sify Ltd., Chennai, India) for gracing the occasion as the Chief Guest and to Prof. Shekhar Chaudhari (Director, Indian Institute of Management Calcutta) for hosting the Conference. I also thank Prof. Balram Avittathur, co-chair of the conference, for providing excellent support in making sure that everything went just as perfectly as it did.

I express my sincere appreciation and gratitude to all those who helped us in organizing AIMSICOM2. The third AIMS Conference will be hosted by IIM Ahmedabad on January 3-6, 2006. See you in Ahmedabad!

**Omprakash K Gupta**

### AIMSiCOM2

AIMS International successfully organized the Second AIMS International Conference on Management (AIMSiCOM2) at the Indian Institute of Management Calcutta during December 28-31, 2004. The first AIMS International Conference was hosted by the Indian Institute of Management Bangalore in December 2003.

AIMSiCOM2 was inaugurated by Mr. R Ramaraj (CEO, Sify Ltd, Chennai, India). More than 200 contributed research papers were received from scholars in USA, UK, Canada, Iran, Hong Kong, Malaysia, Korea, Australia, and India. Several post-graduates and doctoral students also participated in the conference.

The experts who delivered the keynote speeches during the conference included Prof. M. Shivaswamy (Ball State University, USA), Prof. Surendra Munshi (IIM Calcutta, India), Prof. Nelson Ndubisi (University of Malaysia, Malaysia), Prof. I M Pandey (Indian Institute of Management, Ahmedabad, India) and Prof. Avijit Banerjee (Drexel University, Philadelphia, USA). The other experts who participated during various plenary sessions were Prof. Shekhar Chaudhari (Director, IIM Calcutta, India), Prof. Omprakash K. Gupta (Prairie View A&M University, USA), Prof. Balram Avittathur (IIM Calcutta, India), Prof. Ranjan Das (IIM Calcutta, India), Dr. Jatin Pancholi (Middlesex University, UK), Prof. Mitali De (Wilfrid Laurier University, Canada) and Prof. C Panduranga Bhatta (IIM Calcutta, India).

The conference was organized on the lines of plenary and technical sessions. A panel discussion was also held on "Publishing in Management Journals" in which editors of prestigious journals such as Vikalpa, Decision, Management Review, AIMS International Journal of Management and International Journal of Operations and Quantitative Management, shared their experiences and enlightened the audience on the various aspects of research and publishing. A Doctoral Student Competition was also held as part of the conference.



*Mr. R Ramaraj, CEO, Sify Ltd, Chennai, India, Chief Guest at AIMSICOM2*

Another novel event held during the conference was the unique "Ambassadors Programme" wherein students nominated by various management institutes were invited to attend AIMSICOM2 as guests. Ambassadors from IIM Calcutta, NITIE Bombay, ICFAI Business School, IILM Jaipur etc. attended the conference. This event was very well received by the conference participants.

The participants enjoyed and learned a lot while attending the conference. They also met many professional colleagues during the event. The lush, green campus of IIMC with a beautiful lake inside and a homely abode within the campus made the visit memorable. The students of IIMC entertained the participants with a music programme in the evening, where even the participants joined them. Do visit <http://www.aims-international.org> for more details and photos.



*L to R: Prof. Balram Avittathur, Mr. R Ramaraj, Prof. Shekhar Chaudhari and Prof. Omprakash Gupta during the inaugural session*



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### **Third AIMS International Conference on Management (AIMSiCOM3)**

The AIMS International Conference on Management (AIMSiCOM3) will be jointly organized by AIMS International and IIM Ahmedabad, India, and will be held on the beautiful campus of IIMA January 3-6, 2006. Prof. Omprakash K Gupta (Prairie View A&M University, USA) and Prof. Sunil Maheshwari (IIM Ahmedabad, India) will jointly chair the conference. A formal Call for Papers will soon be posted on the AIMS International website. We are inviting your suggestions for the conference. Those who are interested in the planning and organizing the event are welcome to contact Prof. Gupta. We are also seeking organizational sponsorship to support various events of the conference.

All e-mails for this event should be mailed to: [aims3@aims-international.org](mailto:aims3@aims-international.org)

### **The CEO Guides**

*(Mr. R Ramaraj, CEO, Sify Ltd, Chennai, India (RR), who was the Chief Guest at AIMSiCOM2, kindly agreed for an interview for AIMSiNews and co-editor Dr. Jatin Pancholi (JP) grabbed this unique opportunity. The following are the excerpts of the interview.)*

**JP:** What levels of skills and knowledge does a company like Sify expect from a fresh MBA or a Management Trainee who enters an organization?

**RR:** Many MBA students are selected by elimination when they enter a reputed B-school. So they come with certain backgrounds pre-qualified. Among the attributes we look for are: a "team-player" attitude, which is the way they get along with people, and open mindedness to learning. There is a feeling of 'I-know-already.' If we have an attitude of continuous learning, we can see the changes happening around us. If we stop learning, we can not see the same. Also, what is expected from an MBA is adaptability in learning.



*Mr. R Ramaraj, CEO, Sify Ltd, Chennai, India, Chief Guest, AIMSiCOM2.*

**JP:** It has been observed and commented by many researchers that research in India is not so significantly developed, though India does have a lot of potential for the same. What is your message to the faculty and the managers of management institutes on this?

**RR:** Students face a very tough selection process in getting into reputed institutes, compete for academic recognition and compete to get their final jobs – they are, therefore, challenged all the time, they are measured, and they are accountable. I have not seen the same level of accountability in the faculty. Everywhere else there is 'publish or perish.' Unless and until that happens there is really no way research can be fostered. Second, I think is the interface with the industry. While we do have interface in terms of placements and summer projects, there is no continuous interface with the industry as a sustainable process. We tried a small experiment where a faculty comes to our organization on a sabbatical and works with us for say, 3 months. It does two things. One, it gives the professor an inside view of a company and what are the challenges that it faces, second it helps the company to improve itself.

**JP:** The idea of faculty on sabbatical to the industry for a 3-month period is really fantastic. Do you think that it would contribute to research? If one looks at international journals, we see a lot of information and internal data of companies published with their names and details. Do you think that it is possible in India to share the internal data of a company?

**RR:** In the past, we in India were not too transparent in sharing the information. We used to think that we would lose competitiveness by sharing information. Therefore, we put up a kind of guarded wall. Today, all our information is available to anyone. So I think that transparency becomes a key driver here.

**JP:** Any message to industry regarding the same?

**RR:** The starting point is realization that there is an obligation that we have towards institutions. We think that by hiring students we fulfill the obligation. But, then, how we will get good candidates if the faculty and infrastructure are not at the same level. Therefore there is a need for the industry to interact more closely.

**JP:** Thank you very much for chairing the inaugural session. How would you describe your first interaction with AIMS International? What is your view on this organization?

**RR:** I think the fact that management professionals and scholars have a platform for publishing their papers, for interacting and understanding, what is happening in the field of management is very positive. In our search for continuous growth, we traverse the globe, and therefore, we capture the best practices. AIMS International is a great platform for professionals and scholars to share and understand such experiences.

### **Sixth International Conference on Operations and Quantitative Management (ICOQM-6)**

The fifth International Conference on Operations and Quantitative Management organized by AIMS International was hosted by Hanyang University, Seoul, S. Korea on October 25-27, 2004. The theme of the conference was "Decision Making and Managerial Innovation in the Digital Age." The conference attracted scholars from 20 countries. The conference was co-sponsored by the Brain 21 Project of S. Korea and the Society of Digital Policy and Management, Seoul, Korea. We are pleased to announce that the Indian Institute of Management Indore has invited AIMS International to organize the sixth ICOQM. The dates are August 7-10, 2005. So, please mark your calendar! Visit <http://www.aims-international.org/icoqm6/> for details.



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### Anand Jaiswal receives First Prize in Doctoral Student Competition

Anand Jaiswal ([anandk.03@astra.xlri.ac.in](mailto:anandk.03@astra.xlri.ac.in); [anandk\\_j@yahoo.com](mailto:anandk_j@yahoo.com)), an AIMS International scholar who is currently pursuing his doctorate in marketing at Xavier Labour Relations Institute (XLRI), Jamshedpur, India, was awarded the First Prize in the Doctoral Student Paper Competition held in December 2004 at AIMSICOM2. He was awarded a Certificate and a cash prize of Rs. 5,000. Prof. Kala C Seal, Loyola Marymount University, USA, awarded him the prize on behalf of AIMS International. The second winner was Indranil Chakraborty, a doctoral student at David Eccles School of Business, University of Utah. The third prize went to Partha Priya Datta of Cranfield University in U.K.

This international competition was announced and organized by AIMS International to boost research quality and encourage doctoral students across the world. The Doctoral Student Paper Competition attracted more than 30 entries across the world, and they were evaluated by a committee chaired by Dr. Prashant Mishra (Indian Institute of Management Calcutta), Prof. Kala C Seal (Loyola Marymount University, USA), Prof. Sunil Maheshwari (Indian Institute of Management Ahmedabad), Prof. Amitava Chatterjee (Texas Southern University, USA) and Prof. Prithvi Yadav (Indian Institute of Management, Indore).

Jaiswal's doctorate research titled "A Structural Model of Determinants of Customer Satisfaction in Business-to-Consumer E-Commerce" is on investigating the antecedents and behavioural consequences of customer satisfaction with online retailing sites and experiential (non-retailing) sites. This will cover issues like customer loyalty and retention in online environment. This is a primary research involving cross sectional survey. When questioned regarding any message for budding candidates for research and doctoral student competition, Mr. Jaiswal candidly replied, "Good understanding of advance quantitative tools is extremely important for doing advanced research in India. For budding researchers I would suggest them to have high focus on publication. Based on the quality of work, one can target the appropriate journal for publication. This gives recognition as well as confidence." Congratulations once again, Anand!

### Call for papers

- "Asia Pacific Journal for Marketing & Logistics," Guest Editor: Dr. Paurav Shukla; ([pauravshukla@gmail.com](mailto:pauravshukla@gmail.com)). Deadline 31st March 2005. <http://www.pauravshukla.com/apjml.htm> for details.
- "Glimpse" Journal published by ICAI University, Chennai, India. Editor: Prof. Sriram Rajann ([sri\\_ibschen@yahoo.co.in](mailto:sri_ibschen@yahoo.co.in)).
- "Sixth Int. Conf. on Oper. & Quant. Management," Om Gupta, [icoqm6@aims-international.org](mailto:icoqm6@aims-international.org), please visit [www.aims-international.org/icoqm6](http://www.aims-international.org/icoqm6) for more information. Deadline: April 30, 2005.



Prof. Shekhar Chaudhari, Director, IIM Calcutta, India at AIMSICOM2.



Participants Attending AIMSICOM2

### Dr. Hitesh Shukla conferred Young Researcher Award 2004

AIMS International Scholar and Associate Professor in the Department of Business Management, Saurashtra University, Rajkot, India, Dr. Hitesh Shukla ([hishukla@rediffmail.com](mailto:hishukla@rediffmail.com)) was recently awarded "Young Researcher Award 2004" by the Indian Accounting Association (IAA) at Utkal University, Bhubaneswar, India, in December 2004. Every year, IAA invites proposals from young academicians below 35 years of age for the award for their research publications and contributions during the last five years in the area of accounting and finance. Way to go, Dr. Shukla!

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### Your Feedback is invited...

Please email us your valuable feedback on the AIMSiNews.

Send us your achievements, suggestions, critical feedback, opinions and help us to improve our next issue.

[aimsnews@aims-international.org](mailto:aimsnews@aims-international.org)



**L to R:** Prof. Annapurna Shaw (Editor, Decision, IIMC, India), Prof. I M Pandey (Editor, Vikalpa, IIMA, India) and Prof. B Mahadevan (Editor, IIMB Management Review, IIMB, India) participating in the panel discussion on 'Publishing in Management Journals' at AIMSiCOM2.

### Congratulations AIMS International Scholars!

- Dr. T. Velnamby ([tvnampy@yahoo.co.in](mailto:tvnampy@yahoo.co.in)), University of Jaffna, Sri Lanka, for being awarded Special Award in Doctoral Student Competition organized by AIMSiCOM2 in December 2004.
- Dr. Prajna Shrivastava ([prajinash@hotmail.com](mailto:prajinash@hotmail.com)), ICFAI National College, Lucknow, for being selected on the Resource Group Panel of ICFAI National College, India.
- Dr. Paurav Shukla ([me@pauravshukla.com](mailto:me@pauravshukla.com) ; [pauravshukla@gmail.com](mailto:pauravshukla@gmail.com)), University of Brighton, Brighton, UK, for being invited as a Guest Editor for Asia Pacific Journal for Marketing & Logistics, UK.
- Prof. R C Natarajan ([cnutrai@mail.tapmi.org](mailto:cnutrai@mail.tapmi.org)), T A Pai Management Institute, Manipal, India, for being selected to attend a training programme by Winter Institute on Bounded Rationality conducted by Max Plank Institute, Berlin, in January 2005.
- Mr. Ramakrishna Nallathiga ([ramanallathiga@yahoo.co.uk](mailto:ramanallathiga@yahoo.co.uk)), Programme Manager, Bombay First, India, for participating in the International Water Management Institute-Sir Ratan Tata Trust Water Policy Research Partners' Meet held at Institute of Rural Management Anand (IRMA), Anand, India, during Feb 24-26 and presenting a research paper on 'Water Governance in Mumbai'.



Prof. Nelson Ndubisi, University of Malaysia, Malaysia at AIMSiCOM2.



IIMC students arranged a special music programme on the occasion at AIMSiCOM2.

### Disclaimer

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