



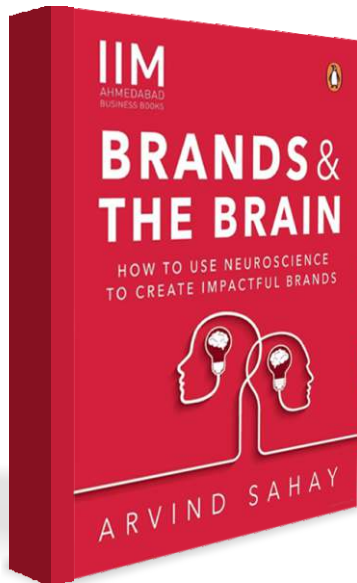
# Newsletter

from the Research & Publications  
Office, Indian Institute of Management  
Ahmedabad

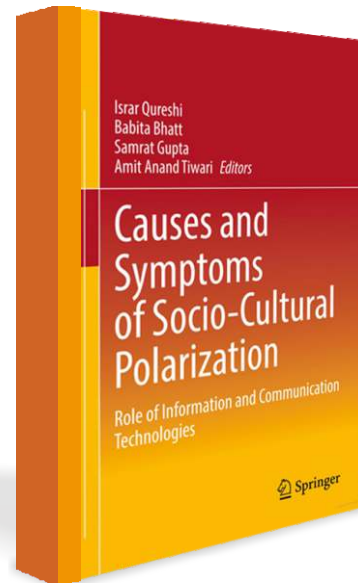
June 2022



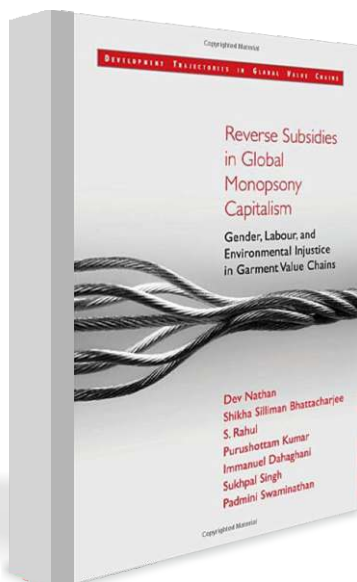
## Books



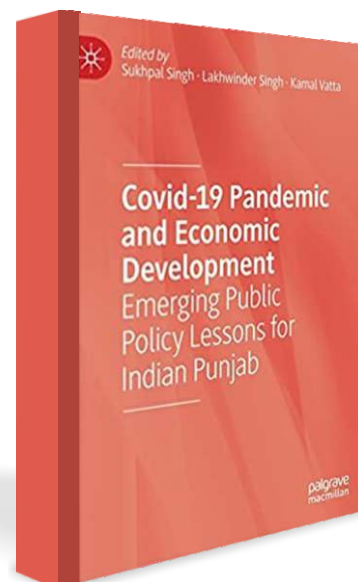
**Brands and the brain: How to use neuroscience to create impactful brands**  
Author: Arvind Sahay



**Causes and Symptoms of Socio-Cultural Polarization: Role of information and communication technologies**  
Editors: Israr Qureshi, Babita Bhat, Samrat Gupta, Amit Anand Tiwari



**Reverse subsidies in global monopsony capitalism: Gender, labour and environmental injustice in garment value chains**  
Editors: Dev Nathan, SS Bhattacharjee, S Rahul, P Kumar, I Dahaghani, Sukhpal Singh and P Swaminathan



**Covid-19 Pandemic and Economic Development - Emerging public policy lessons for Indian Punjab**  
Editors: Sukhpal Singh, Lakhwinder Singh and Kamal Vatta

# Message from Chairperson



We are delighted to launch this year's first newsletter. Our faculty members are contributing significantly to the institute's research activities, which are evident from both research publications highlighted in this newsletter and the research events organized by the office. Faculty conducted workshops on topics such as Bayesian analysis, survey development and implementation, and community detection in complex networks. Over the past six months, the office organized 20 research seminars/webinars on a wide range of topics. In the near future, the office plans to introduce a practitioner talk series on multiple disciplines of management with the goal to help the researchers understand practical problems and identify research opportunities from practice. The Research and Publications (R&P) office is committed to supporting the research aspirations of faculty and research students on multiple fronts.

Thank you all for your contributions.

**Debjit Roy**  
Chairperson, Research & Publication Committee

## Domestic workers and sexual harassment in India: Examining preferred response strategies

Akshaya Vijayalakshmi, Pritha Dev, Vaibhavi Kulkarni

World Development

Doi: <https://doi.org/10.1016/j.worlddev.2022.105875>

The purpose of this research is to understand how women working as domestic workers, who are part of the informal sector, are likely to respond to sexual harassment incidents. Unlike the organized sector, women in informal and nontraditional workspaces often do not have access to formal organizational mechanisms for lodging complaints, thus making it important to understand their response strategies. To understand their likely response to sexual harassment in the informal sector, we conducted a detailed survey of 387 domestic workers in India where we presented each respondent with eleven possible sexual harassment scenarios and nine possible responses to each such scenario. We find that (a) women are most likely to employ strategies that are self-focused and with minimal support from friends/family. (b) Women complain to authorities/family only when they can furnish evidence of harassment. (c) Women are not likely to complain to their female supervisor under any circumstances. And (d) unsurprisingly, poorer, and migrant women are likely to be more silent than women who are relatively better-off about harassment. The results, in brief, show a distrust of the current systems. By examining this informal and unorganized workspace, we offer a stronger theoretical understanding of employee responses to sexual harassment and provide practical suggestions.



Akshaya Vijayalakshmi



Pritha Dev



Vaibhavi Kulkarni



## 02 An integrated bottom-up optimization to investigate the role of BECCS in transitioning towards a net-zero energy system: A case study from Gujarat, India

Omkar S. Patange, Amit Garg, Sachin Jayaswal

Energy

Doi: <https://doi.org/10.1016/j.energy.2022.124508>

Bringing down energy system emissions to zero is a key step to restrict the global temperature rise to “well below 2 °C”. Recent studies have extensively discussed the integration of bioenergy with carbon capture and storage (BECCS) in existing energy systems to achieve net-zero emissions. India recently initiated a carbon dioxide-based enhanced oil recovery (CO<sub>2</sub>-EOR) project in the matured oil wells of western India. Using this project, we propose a bioenergy-CO<sub>2</sub>-EOR system to study the techno-economic feasibility and potential of BECCS towards net-zero emissions from energy systems. We use mixed integer linear programming for bioenergy and CO<sub>2</sub> source-sink matching. The proposed system breaks even, without any carbon price, at an oil price of around 56 USD per barrel (USD/bbl) if using CO<sub>2</sub> from bioethanol fermentation and at around 90 USD/bbl for bioelectricity plants. A carbon price between USD 20 to 40 per tonne of CO<sub>2</sub> makes the system feasible even below the oil price of 45 USD/bbl for the ethanol route. The system has net negative CO<sub>2</sub> emissions after accounting for the lifecycle emissions of produced oil, assuming a sequestration rate of 0.5 tonne of CO<sub>2</sub> per barrel of recovered oil. Further, the bioenergy-CO<sub>2</sub>-EOR system reduces crude oil imports, supports ethanol blending, provides additional income opportunities at local level, and reduces air pollution from crop residue burning in the fields.



Amit Garg



Sachin Jayaswal

# 03 Damned if she does, damned if she doesn't: The interactive effects of gender and agreeableness on performance evaluation

Amit K. Nandkeolyar, Jessica Bagger, Srinivas Ekkirala

Journal of Business Research  
Doi: <https://doi.org/10.1016/j.jbusres.2022.01.066>



Amit K. Nandkeolyar

The role congruity theory and research on gender stereotypes suggest that communion and agency tendencies explain gender discrimination in performance evaluations. We propose that high agreeableness, a Big Five personality trait, captures the communal dimension of an individual's concern for others. Across two studies conducted in India and the United States, we found evidence that the relationship between agreeableness and performance evaluations is nonlinear for female employees. Women are rated as high performers when they exhibit moderate levels of agreeableness. For male employees, we find a communal bonus effect in which they benefit from being agreeable in the workplace. Our findings demonstrate the stability of these findings across Indian and North American cultures. Our findings contribute to the literature on role congruity, personality theories, and job performance.



## Entrepreneurship through the lens of dynamic managerial capabilities: A review of the literature

Nycil George, Amit Karna, Mukesh Sud

Journal of Management & Organization  
Doi: <https://doi.org/10.1017/jmo.2022.25>

In a Schumpeterian economic model, dynamic capabilities (DC) help entrepreneurial firms create competitive advantages. However, advancing the construct of DC in entrepreneurship is hampered by the incompatibility of some key assumptions in entrepreneurial ventures. In this paper, we propose that dynamic managerial capabilities (DMC), which builds upon the DC perspective by drawing attention to the role of managers, is a better alternative in analyzing entrepreneurship research. We find support for our ideas in a systematic analysis of extant research. Our review highlights the evolution of DMC literature in entrepreneurship and traces its dominant intellectual structures. In concurrent analysis, we highlight the limitations of utilizing DC. Additionally, we shed new light on the emergence of organizational capabilities, and present new avenues for future research.



Amit Karna



Mukesh Sud

## Imprinting effects of exposure to the Indian independence movement on export intensity of firms

Saikat Banerjee, Amit Karna, Sunil Sharma

Journal of Business Research

Doi: <https://doi.org/10.1016/j.jbusres.2022.05.033>

Extending the concept of historical imprinting and organizational learning, we propose that the prior exposure to the Indian independence movement negatively influences the export intensity of firms. Firm-specific characteristics such as business group affiliation and entrepreneurial orientation act as dynamics of amplification and encourage to utilize the organizational learning gained from the historical imprinting. Business group affiliation strengthens the negative relationship between prior exposure to the Indian independence movement and export intensity. Entrepreneurial orientation strengthens the moderating effect of business group affiliation and prior exposure to the Indian independence movement on export intensity resulting in a three-way interaction effect. We test the hypotheses using panel data of 1,817 Indian firm-year observations for 309 firms from 2007 to 2016. We also discuss the theoretical and managerial implications of our findings.



Amit Karna



Sunil Sharma



Amit Karna, Shamim S. Mondal, Viswanath Pingali

Management Decision

Doi: <https://doi.org/10.1108/MD-04-2021-0520>

## Purpose

This study aims to examine how foreign and domestic firms react to policy uncertainty in an emerging economy. In addition, the study investigates if older foreign firms better adapt to policy uncertainty than newer entrants.

## Design/methodology/approach

The study uses pharmaceutical sales data on India's cardiovascular segment for January 2011–May 2016. The authors use fixed fixed-effects panel data regression to measure the market reactions of foreign and domestic firms faced with policy uncertainty.

## Findings

While domestic and foreign firms react similarly to anticipated policy changes, foreign firms react more adversely to policy uncertainty. Among foreign firms, early entrants respond less adversely than new entrants.

## Research limitations/implications

Foreign firms are able to cope with anticipated policy changes in similar vein as the domestic firms by way of a priori reading of the host country's regulatory landscape. The foreign firms' response to policy uncertainty is significantly different from domestic firms. The difference between the market response of foreign and domestic firms decreases over time.

## Practical implications

The authors' findings demonstrate that adaptability is the key for new foreign firms to face policy uncertainty. Foreign firms can respond to policy changes, especially the unanticipated ones by imbibing local practices.

## Social implications

The authors' findings suggest that enhanced policy uncertainty hurts foreign firms more adversely than domestic firms, and newer foreign firms are more hurt with policy uncertainty than the existing ones. Such uncertainty could also have unintended consequences for consumer welfare.

## Originality/value

The authors' study uses two natural experiments in the same industry within short periods of time. The comparison offers key insights on the differences in domestic and foreign firm responses to the two types of policy uncertainty.



Amit Karna



Viswanath Pingali

## 07 Earnings-based borrowing constraints & corporate investments in 2007–2009 financial crisis

Ankit Kariya

Journal of Corporate Finance

Doi: <https://doi.org/10.1016/j.jcorpfin.2022.102227>

Recent work on the debt composition of non-financial firms finds that most of the large firms' debt is cash flow-based with earnings-based borrowing constraints (EBCs), limiting the maximum debt relative to firms' EBITDA. During the 2007–2009 crisis, EBCs tightened in the leveraged loan market. Consistent with the reduction in the supply of credit, I find that investments and debt issues of firms with binding EBCs reduce significantly compared to control firms. Furthermore, firms with binding EBCs cut their share repurchases and total payout during the crisis. In the cross-section, the reduction in investments and total payout is larger in the subsample of firms whose marginal borrowings are more likely to come from cash flow-based debt.



Ankit Kariya

## 08 SEntFiN 1.0: Entity-aware sentiment analysis for financial news

Ankur Sinha, Satishwar Kedas, Rishu Kumar, Pekka Malo

Journal of the Association for Information Science and Technology

Doi: <https://doi.org/10.1002/asi.24634>

Fine-grained financial sentiment analysis on news headlines is a challenging task requiring human-annotated datasets to achieve high performance. Limited studies have tried to address the sentiment extraction task in a setting where multiple entities are present in a news headline. In an effort to further research in this area, we make publicly available SEntFiN 1.0, a human-annotated dataset of 10,753 news headlines with entity-sentiment annotations, of which 2,847 headlines contain multiple entities, often with conflicting sentiments.

We augment our dataset with a database of over 1,000 financial entities and their various representations in news media amounting to over 5,000 phrases. We propose a framework that enables the extraction of entity-relevant sentiments using a feature-based approach rather than an expression-based approach. For sentiment extraction, we utilize 12 different learning schemes utilizing lexicon-based and pretrained sentence representations and five classification approaches. Our experiments indicate that lexicon-based N-gram ensembles are above par with pretrained word embedding schemes such as GloVe. Overall, RoBERTa and finBERT (domain-specific BERT) achieve the highest average accuracy of 94.29% and F1-score of 93.27%. Further, using over 210,000 entity-sentiment predictions, we validate the economic effect of sentiments on aggregate market movements over a long duration.



Ankur Sinha

## Work from home amenability and venture capital financing during COVID-19

Jagriti Srivastava, Balagopal Gopalakrishnan

Applied Economics

Doi: <https://doi.org/10.1080/00036846.2022.2041175>

This paper examines the impact of COVID-19 on venture capital financing of firms. We find a significant shift in the profile of firms that obtain venture capital financing during the pandemic-induced economic crisis. Firms in industries that are more amenable to work from home obtain greater amounts of financing. Growth-stage firms operating in amenable industries are able to obtain higher financing than early-stage firms. The higher financing obtained by firms in amenable industries is driven by venture capital funds focused on the domestic market. Additionally, the higher financing is obtained from a single venture capital investor rather than a consortia of investors. Taken together, the preference of venture capital funds indicate a less risk-averse behavior in financing firms amenable to remote working. The findings of our study using monthly firm-level data provide insights on venture capital financing during the pandemic.



Balagopal Gopalakrishnan





## Impact of operational fragility on stock returns: Lessons from COVID.19 crisis

Avijit Bansal, Balagopal Gopalakrishnan, Joshy Jacob, Pranjal Srivastava

International Review of Finance

Doi: <https://doi.org/10.1111/irfi.12374>

We examine how the market valuation of firms varies on account of their operational fragility that makes them vulnerable to the COVID-19 pandemic. Using the data on plant location that uniquely identifies the vulnerability of firms to operational disruptions, we find that firms with plants located in zones susceptible to higher infections earn significantly lower returns. For firms with high operational fragility, the marginal value of financial flexibility and operating flexibility is higher. The adverse impact of the operational fragility is lower for firms affiliated with the larger business groups. The paper identifies unique channels associated with the pandemic that impact firm value.



Balagopal Gopalakrishnan



Joshy Jacob



# 11 COVID-19 pandemic and debt financing by firms: Unravelling the channels

Balagopal Gopalakrishnan, Joshy Jacob, Sanket Mohapatra

Economic Modelling

Doi: <https://doi.org/10.1016/j.econmod.2022.105929>



Balagopal Gopalakrishnan



Joshy Jacob



Sanket Mohapatra

The COVID-19-induced disruptions and the consequent government responses stretched the financial resources of firms. Recent studies document an increase in debt financing by firms during the pandemic. Using firm-level data from 61 countries, we deepen the understanding of the impact of the pandemic by examining the variation in loan and bond financing attributable to COVID-19-specific factors. Indicative of heightened precautionary needs, firms with higher pandemic exposure and those located in countries with stringent lockdowns have a higher propensity to raise debt. Furthermore, firms in industries less amenable to remote working also have a higher propensity to raise debt, but face higher financing costs compared to their peers. Reflective of opportunistic investment motives, firms that hold a relatively positive outlook have a greater likelihood of raising loan financing. The findings draw attention to the role of real-side factors and managerial motives that drive debt financing during a distress episode.

## Work-life balance indicators and talent management approach: A qualitative investigation of Indian luxury hotels

Sunil Buddhiraja, Biju Varkkey, Stephen McKenna

Employee Relations: The International Journal  
URL: <https://www.emerald.com/insight/content/doi/10.1108/ER-05-2021-0206/full/pdf?title=worklife-balance-indicators-and-talent-management-approach-a-qualitative-investigation-of-indian-luxury-hotels>



Biju Varkkey

### Purpose

The purpose of the study is twofold: (1) it captures the work–life balance (WLB) experiences of front-office employees to inductively classify a set of WLB indicators for the locally owned Indian luxury hotels and (2) it further examines the existing WLB practices of the select hotels with the lens of talent management (TM) approach of key human resource management (HRM) practices (Thunnissen, 2016).

### Design/methodology/approach

To explore and classify WLB indicators, an exploratory, qualitative approach is utilized by administering seven focus group discussions involving 70 front-office employees working in Indian luxury hotels. Seven in-depth interviews with HR professionals were triangulated with secondary data to capture and analyse the existing WLB practices of sampled organizations.

### Findings

Four clusters of WLB indicators that are grounded in the lived experiences of front-office employees are identified and presented. Interview data from human resource representatives unveil that hotels consider existing WLB practices as key HRM practices with an inclusive TM approach. The findings also surface the differences in expectations of front-office employees and WLB practices followed by the hotels.

### Research limitations/implications

First, the paper addresses the issue of WLB from employees' perspective which is crucial for designing effective WLB practices. Second, the paper contributes to the existing TM literature from the perspective of WLB practices.

### Originality/value

The originality of the study is grounded in the employees' lived experiences to classify the WLB indicators for India and further examine the WLB practices through the lens of the TM approach.

## 13 Women directors in corporate India, c. 1920–2019

Chinmay Tumbe

Business History

Doi: <https://doi.org/10.1080/00076791.2022.2038139>

This paper provides a historical background of women's representation on Indian corporate boards. It studies directory lists for benchmark years of the past century and other sources, to ascertain the trends and challenges over time. Women directors comprised less than 1% of all directors in the 200 leading firms of India until the 1990s, after which the share rose to 2% by 2000 and 5% in 2010. Due to a regulatory push in 2013, women's representation on the boards of listed firms rose above 16% in 2019.

The sharp reduction in board interlocks over time and the rise of public sector units, especially in banking, are some of the factors highlighted in bringing about more gender diversity in Indian corporate boardrooms before 2013. However, the principal mechanism through which women entered corporate boardrooms in India was through family ties, bound within specific castes and communities.



Chinmay Tumbe

## 14 Globalization, cities, and firms in twentieth-century India

Chinmay Tumbe

Business History Review

Doi: <https://doi.org/10.1017/S0007680522000010>

This article explores the linkages between globalization, cities, and firms in twentieth-century India. Since the interwar period in the early twentieth century, India withdrew from the global economy, reintegrating only in the 1990s. This reshaped the metropolitan hierarchy in India in specific ways, whether through international migration and creation of new supply chains before 1991 or by foreign direct investment in the final decade of the twentieth century. Firms—both Indian and multinational—had to respond to different waves of globalization and accordingly made location choices that in turn shaped the urban evolution. More broadly, this article points to the relevance of integrating urban history more closely with business history in studies of globalization.

## COVID mortality in India: National survey data and health facility deaths

Prabhat Jha, Yashwant Deshmukh, Chinmay Tumbe,  
Wilson Suraweera, Aditi Bhowmick, Sankalp Sharma,  
Paul Novosad, Sze Hang Fu, Leslie Newcombe,  
Hellen Gelband, Patrick Brown

Science

Doi: <https://www.science.org/doi/10.1126/science.abm5154>

India's national COVID death totals remain undetermined. Using an independent nationally representative survey of 0.14 million (M) adults, we compared COVID mortality during the 2020 and 2021 viral waves to expected all-cause mortality. COVID constituted 29% (95% confidence interval, 28 to 31%) of deaths from June 2020 to July 2021, corresponding to 3.2 M (3.1 to 3.4) deaths, of which 2.7 M (2.6 to 2.9) occurred in April to July 2021 (when COVID doubled all-cause mortality). A subsurvey of 57,000 adults showed similar temporal increases in mortality, with COVID and non-COVID deaths peaking similarly. Two government data sources found that, when compared to prepandemic periods, all-cause mortality was 27% (23 to 32%) higher in 0.2 M health facilities and 26% (21 to 31%) higher in civil registration deaths in 10 states; both increases occurred mostly in 2021. The analyses find that India's cumulative COVID deaths by September 2021 were six to seven times higher than reported officially.



Chinmay Tumbe





# 16 How do MNEs and domestic firms respond locally to a global demand shock? Evidence from a pandemic

Arzi Abdi, Chirantan Chatterjee, Anant Mishra

Management Science

Doi: <https://doi.org/10.1287/mnsc.2022.4313>

Global shocks bring unanticipated changes in the business environment of foreign multinational enterprises (MNEs) and rival domestic firms. We examine whether there is a difference between how MNEs and domestic firms react in heterogeneous local or subnational markets to a global demand shock. Leveraging the 2009–2010 H1N1 influenza pandemic as a source of exogenous variation in global demand for influenza vaccines, we investigate the role of subnational heterogeneity in economic resources, industry infrastructure, and political alignment within an emerging economy on the behavior of incumbent MNEs and rival domestic firms. We find that following the pandemic, MNE market share in the influenza vaccine market relative to the noninfluenza vaccine markets declines more in regions with lower government health spending per capita and also, in regions unaligned with the federal government. Additional analyses suggest that these changes in market share are not caused by a reduction in MNE revenues. Rather, they are caused by domestic firms that were already present in noninfluenza vaccine markets diversifying by entering the highly related influenza vaccine market. Finally, a granular examination of the differential responses reveals that such responses are not related to preshock differences in regional coverage of MNEs and domestic firms. This study contributes to the extant literature by suggesting that the direct costs or opportunity costs of new market and region entry are relatively greater for MNEs than for domestic firms, particularly in regions that have inadequate health infrastructure and are politically not aligned.



Chirantan Chatterjee

## 17 Dynamic vehicle allocation policies for shared autonomous electric fleets

Yuxuan Dong, René De Koster, Debjit Roy, Yugang Yu

Transportation Science

Doi: <https://doi.org/10.1287/trsc.2021.1115>

In the future, vehicle sharing platforms for passenger transport will be unmanned, autonomous, and electric. These platforms must decide which vehicle should pick up which type of customer based on the vehicle's battery level and customer's travel distance. We design dynamic vehicle allocation policies for matching appropriate vehicles to customers using a Markov decision process model. To obtain the model parameters, we first model the system as a semi-open queuing network (SOQN) with multiple synchronization stations. At these stations, customers with varied battery demands are matched with semi-shared vehicles that hold sufficient remaining battery levels. If a vehicle's battery level drops below a threshold, it is routed probabilistically to a nearby charging station for charging. We solve the analytical model of the SOQN and obtain approximate system performance measures, which are validated using simulation. With inputs from the SOQN model, the Markov decision process minimizes both customer waiting cost and lost demand and finds a good heuristic vehicle allocation policy. The experiments show that the heuristic policy is near optimal in small-scale networks and outperforms benchmark policies in large-scale realistic scenarios. An interesting finding is that reserving idle vehicles to wait for future short-distance customer arrivals can be beneficial even when long-distance customers are waiting.



Debjit Roy

## 18 Loading and unloading trains at the landside of container terminals

Amir Gharehgozli, Debjit Roy, Suruchika Saini, Jan-Kees van Ommeren

Maritime Economics & Logistics

Doi: <https://doi.org/10.1057/s41278-022-00219-9>

We study the operational problem of loading and unloading trains at a container terminal. Trains are served by two gantry cranes which spread over multiple trains on parallel tracks at the terminal landside. Multiple straddle carriers are available to move containers between the stacking area and drop off locations perpendicular to the train tracks. The trains must be loaded and unloaded with given departure times. We develop a mixed-integer programming model to schedule the gantry cranes and straddle carriers to load and unload the trains. The objective is to minimize the total delay of trains. Due to the complexity involved, the problem is solved using a simulated annealing heuristic. We perform extensive numerical experiments to analyze the impact of different variables and parameters on minimizing the total delay. More specifically, the impact of three variables including the number of trains, containers on trains, and available straddle carriers are evaluated.

## Modeling landside container terminal queues: Exact analysis and approximations

Debjit Roy, Jan-Kees van Ommeren, René De Koster  
Amir Gharehgozli

Transportation Research Part B: Methodological  
Doi: <https://doi.org/10.1016/j.trb.2022.05.012>



Debjit Roy

With the growth of ocean transport and with increasing vessel sizes, managing congestion at the landside of container terminals has become a major challenge. The landside of a sea terminal handles containers that arrive or depart via train or truck. Large sea terminals have to handle thousands of trucks and dozens of trains per day. As trains run on fixed schedule, their containers are prioritized in stacking and internal transport handling. This has consequences for the service of external trucks, which might be subject to delays. We analyze the impact of prioritization on such delays using a stochastic stylized semi-open queuing network model with bulk arrivals (of containers on trains), shared stack crane resources, and multi-class containers. We use the theory of regenerative processes and Markov chain analysis to analyze the network. The proposed network solution algorithm works for large-scale systems and yields sufficiently accurate estimates for performance measurement. The model can capture priority service for containers at the shared stack cranes, while preserving strict handling priorities. The model is used to explore the choice of different internal transport vehicles (with coupled versus decoupled operations at the stack and train gantry cranes) to understand the effect on delays. Our results show that decoupled transport vehicles in comparison to coupled vehicles can mitigate the external truck container handling delays at shared stack cranes by a large extent (up to 12%). However, decoupled vehicles marginally increase the train container handling delays at shared stack cranes (up to 6%). When train arrival rates are low, prioritizing the handling of train containers at the stack cranes significantly reduces their delays. Further, such prioritization hardly delays external truck containers.



## Exploring reasons for MD-PhD trainees' experiences of impostor phenomenon

Devasmita Chakraverty, Jose E. Cavazos, Donna B. Jeffe

BMC Medical Education

Doi: <https://doi.org/10.1186/s12909-022-03396-6>



Devasmita Chakraverty

### Background

Acceptance into U.S. MD-PhD dual-degree programs is highly competitive, and the lengthy training program requires transitioning between multiple phases (pre-clinical-, PhD-research-, and clinical-training phases), which can be stressful. Challenges faced during MD-PhD training could exacerbate self-doubt and anxiety. Impostor phenomenon is the experience of feeling like a fraud, with some high-achieving, competent individuals attributing their successes to luck or other factors rather than their own ability and hard work. To our knowledge, impostor phenomenon among MD-PhD trainees has not been described. This study examined impostor phenomenon experiences during MD-PhD training and reasons trainees attributed to these feelings.

### Methods

Individuals in science and medicine fields participated in an online survey that included the 20-item Clance Impostor Phenomenon Scale (CIPS); higher scores (range 20–100) indicate more frequent impostor phenomenon. Some respondents who reported experiencing impostor phenomenon also voluntarily completed a semi-structured interview, sharing experiences during training that contributed to feelings of impostor phenomenon. Interview transcripts were coded and analysed using the constant comparative method and analytic induction to identify themes.

### Results

Of 959 survey respondents (students and professionals in science and medicine), 13 MD-PhD students and residents completed the survey, nine of whom (five male, four female; four white, five other race-ethnicity) also completed an interview. These participants experienced moderate-to-intense scores on the CIPS (range: 46–96). Four themes emerged from the interview narratives that described participants' experiences of IP: professional identity formation, fear of evaluation, minority status, and, program-transition experiences. All reported struggling to develop a physician-scientist identity and lacking a sense of belonging in medicine or research.

### Conclusions

Impostor experiences that MD-PhD participants attributed to bias and micro-aggressions in social interactions with peers, faculty, and patients challenged their professional identity formation as physician-scientists. It is important to further examine how MD-PhD-program structures, cultures, and social interactions can lead to feelings of alienation and experiences of impostor phenomenon, particularly for students from diverse and underrepresented populations in medicine.



## A Cultural impostor? Native American experiences of impostor phenomenon in STEM

Devasmita Chakraverty

CBE- Life Sciences Education

Doi: <https://doi.org/10.1187/cbe.21-08-0204>



Devasmita Chakraverty

Using a framework of colonization in science, technology, engineering, and mathematics (STEM), this U.S.-based study examined how seven Native American PhD students/postdoctoral scholars experienced impostor phenomenon. Participants were identified/contacted at a national conference on minorities in STEM through purposeful sampling. Surveys computed impostor phenomenon scores on a validated scale, while interviews documented how identity and culture contributed to impostor phenomenon in academia. Using a phenomenological approach, interviews were analyzed inductively using a constant comparative method. Surveys scores indicated high to intense impostor phenomenon. Interviews with the same participants further identified the following aspects of impostor phenomenon in relation to their minoritized identity: cultural differences and lack of understanding of Indigenous culture, lack of critical mass and fear of standing out, academic environment, family background and upbringing, and looks and diversity status. Developing a diverse and culturally competent STEM workforce requires a deeper understanding of what deters Native American individuals from pursuing a STEM career. They have the lowest college enrollment and retention rates compared with any race in the United States and could be vulnerable to racial bias and discrimination. Understanding impostor phenomenon through culturally relevant experiences would be crucial to broaden participation in STEM careers.



## From fear to courage: Indian lesbians' and Gays' quest for inclusive ethical organizations

Ernesto Noronha, Nidhi S. Bisht, Premilla D'Cruz

Journal of Business Ethics

Doi: <https://doi.org/10.1007/s10551-022-05098-x>

This paper focusses on the experiences of Indian lesbians and gays (LGs) who are subjected to unethical acts of workplace bullying which get manifested through constant guesswork, comments and questioning about their sexual identity in the hostile Indian context. Given this, LG participants usually opt for secrecy and lead a double life, using 'passing' and 'covering' strategies to manage economic, social and psychological risks. Nonetheless, this paper rewrites the negative tenor of lesbians, gays, bisexuals and transexuals research by underscoring how LG participants move from fear to courage in their endeavour to live authentic lives while considering the broader organizational and social context. We argue that their courage is manifested mainly through deliberate micro-disclosures and a sense of defiance which can be enhanced if organizations are designed to be more inclusive and ethical. Consequently, participants defined inclusive ethical organizations as having conducive environments with trustworthy, supportive, secure, fair, unbiased and safe non-discriminatory policies open to the idea of diverse sexual orientations. Our findings point to the fact that, first and foremost, organizations must be crafted and sustained to be courageous within a hostile social climate, for employees to overcome their fears.



Ernesto Noronha



Premilla D'Cruz



## Actions in phygital space: Work solidarity and collective action among app-based cab drivers in India

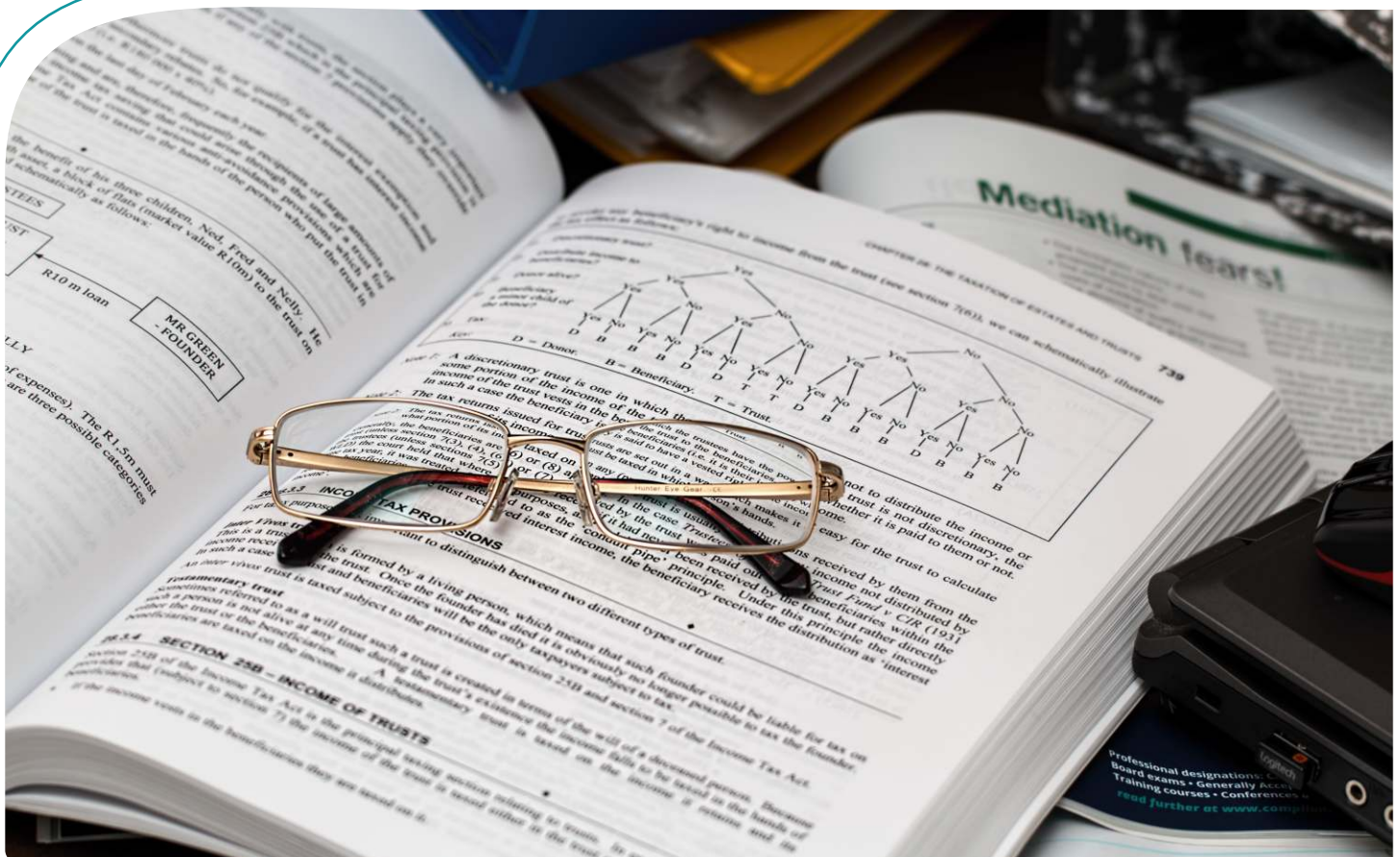
Shalini Parth, Dharma Raju Bathini, George Kandathil

New Technology, Work and Employment  
Doi: <https://doi.org/10.1111/ntwe.12223>



George Kandathil

This study delineates the microprocesses of solidarity development and the subsequent collective actions of gig workers in India amidst multiple structural constraints. Using netnography, semi-structured interviews and direct observation, we show how digitally naive app-based cab drivers amalgamate physical and digital spaces, construct a phygital space free of managerial gaze and leverage it to bond and bridge, create webs of care and share and resist multiple oppressive forces, individually and collectively. Thus, we broaden the conceptualisation of worker agency beyond labour-management antagonism and extend the extant literature on solidarity development and resistance in gig work by identifying a spatial enabler, phygital free space and the expansive role of relationship-based commitment. Relationship-based commitment not only functions as a membership mobiliser but also helps mobilise collective resistance when interwoven with an external threat-based identity created through injustice framing.



## 24 Limited foresight equilibrium

**Jeevant Rampal**

Games and Economic Behavior

Doi: <https://doi.org/10.1016/j.geb.2022.01.001>

This paper models a scenario where finite perfect-information games are distorted in two ways. First, each player can have different possible levels of foresight, where foresight is a particular number of future stages that the player can observe/understand from each of her moves. In particular, each player's foresight is allowed to be "limited" or insufficient to observe the entire game from each move. Second, there is uncertainty about each opponent's foresight. I define the Limited Foresight Equilibrium (LFE) for this model. An LFE specifies how limited-foresight players' strategies and beliefs about opponents' foresight evolve as they move through the stages of the game. I show the existence of LFE and describe its other properties. I show that in LFE limited-foresight players follow simple heuristics for beliefs and actions. As applications, LFE is shown to rationalize experimental findings on Sequential Bargaining and the Centipede game.



**Jeevant Rampal**

## 25 Optimal monopoly mechanisms with demand uncertainty

**James Peck, Jeevant Rampal**

Mathematics of Operations Research

Doi: <https://doi.org/10.1287/moor.2020.1120>

This paper analyzes a monopoly firm's profit-maximizing mechanism in the following context. There is a continuum of consumers with a unit demand for a good. The distribution of the consumers' valuations is given by one of two possible demand distributions/states. The consumers are uncertain about the demand state, and they update their beliefs after observing their own valuation for the good. The firm is uncertain about the demand state but infers it from the consumers' reported valuations. The firm's problem is to maximize profits by choosing an optimal mechanism among the class of anonymous, deterministic, direct revelation mechanisms that satisfy interim incentive compatibility and ex post individual rationality. We show that, under certain sufficient conditions, the firm's optimal mechanism is to set the monopoly price in each demand state. Under these conditions, Segal's optimal ex post mechanism is robust to relaxing ex post incentive compatibility to interim incentive compatibility.



## 26 Prospect theory preferences and global mutual fund flows

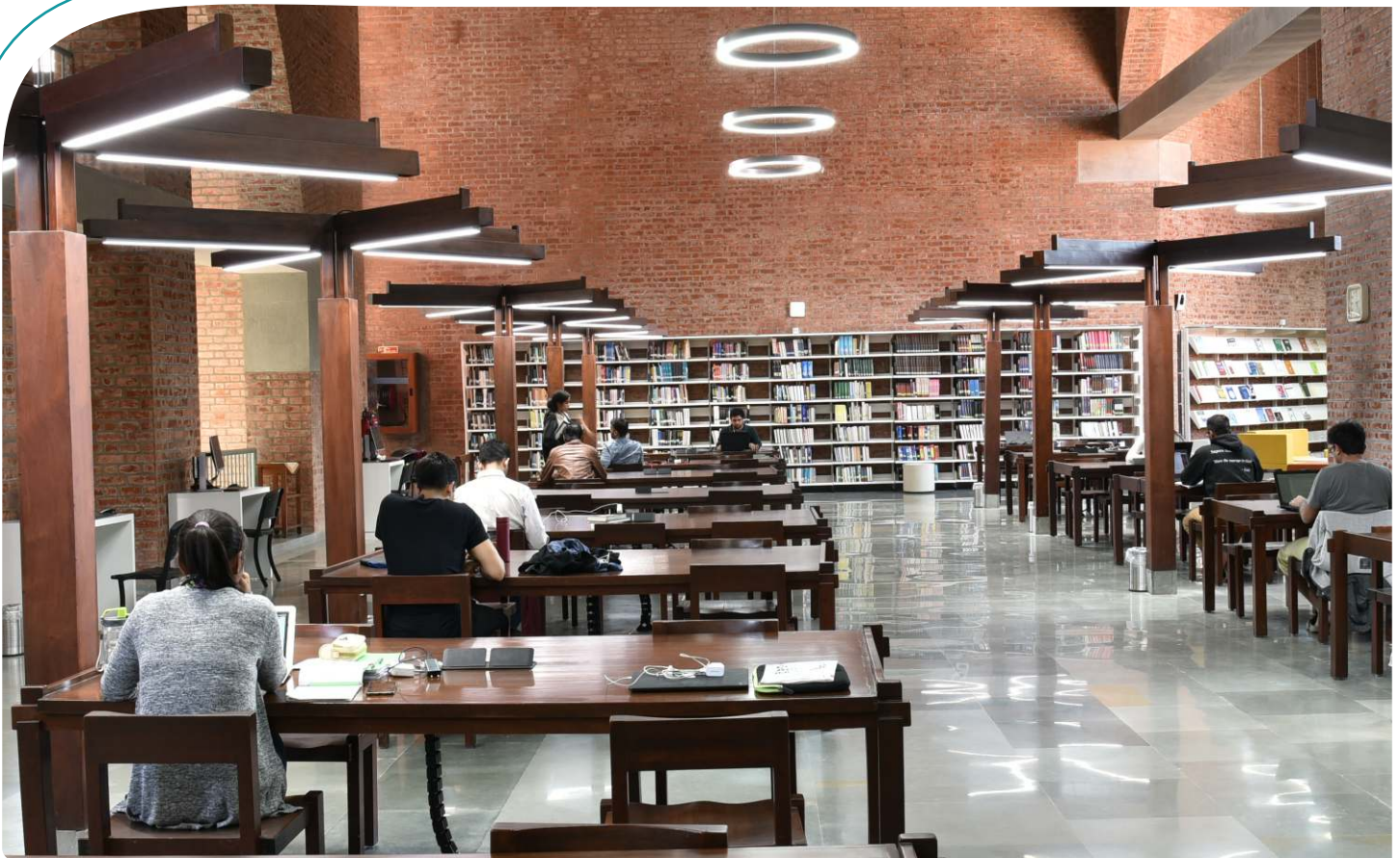
Nilesh Gupta, Anil V. Mishra, Joshy Jacob

Journal of International Money and Finance  
Doi: <https://doi.org/10.1016/j.jimonfin.2022.102640>

We examine the influence of Cumulative Prospect Theory (CPT) characteristics of fund returns on investment flows with a cross-country data of equity mutual funds. We find that a larger CPT value of the style-adjusted past returns is associated with higher fund flows in the subsequent quarter. The impact is greater for retail-oriented funds, relatively younger funds, and those with higher active share. While funds that score high on the CPT value attract incremental fund flows, they earn a lower alpha than their peers in the following year. The sensitivity of fund flows to the CPT characteristics is higher in countries with greater individualism and short-term orientation. The results are robust to several additional tests and hold across various subsamples of our data. The findings imply that investors have misplaced expectations about the future performance of funds that show higher CPT values and the fund managers cater to these investor preferences.



Joshy Jacob



## Influence of endogenous reference points on the selling decisions of retail investors

Avijit Bansal, Joshy Jacob, Ajay Pandey

European Financial Management

Doi: <https://doi.org/10.1111/eufm.12347>

Using trader-level data, we examine the impact of the stock-specific endogenous reference points, the 'realized-return' and the 'peak-return' of the prior round on the selling propensity in a subsequent investment round in the same asset. The selling propensity rises significantly near the endogenous reference points. The significance is greater when the holding period is relatively shorter and when the time gap between the consecutive rounds is lower, implying a recency effect. Finally, the impact is more substantial on traders holding fewer stocks. The results imply that traders' prior stock-specific experience plays a significant role in the reference point formation.



Joshy Jacob



Ajay Pandey



## 28 Retaining the nonprofit mission: The case of social enterprise emergence in India from a traditional nonprofit

K V Gopakumar

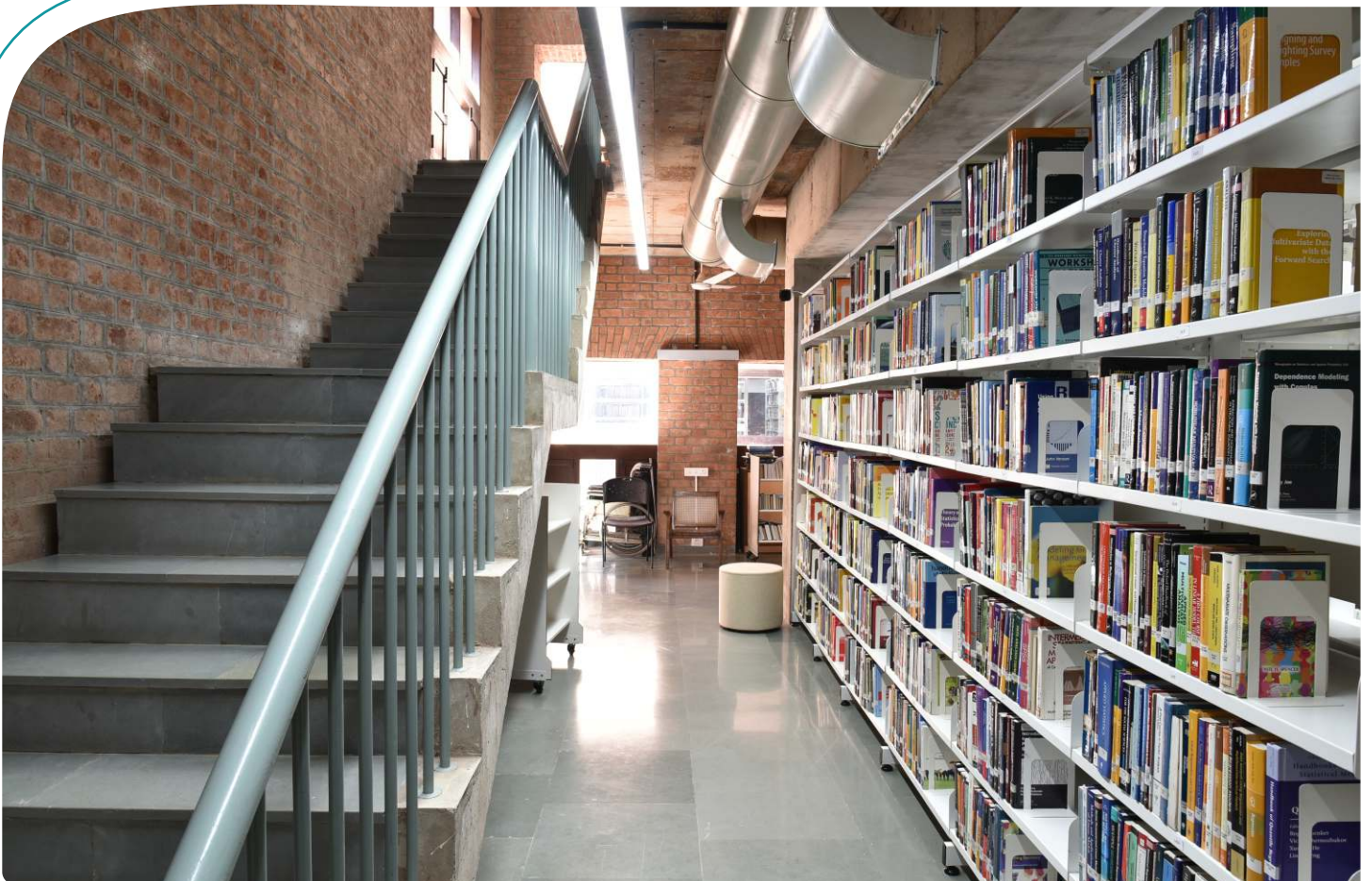
Entrepreneurship & Regional Development

Doi: <https://doi.org/10.1080/08985626.2022.2037163>

Literature examining the emergence of social enterprises from traditional non-profits has noted a shift in organizational mission, from a predominantly social mission towards a dual focus on both social and commercial goals. Less is known about how such social enterprises, which transition from traditional non-profits, retain the original non-profit social mission. The present study, employing an institutional logics perspective, identifies how a social enterprise, emerging from a traditional non-profit in India, re-conceptualized its means in diverse ways towards a common social end, preserved its core guiding principles and processes, and maintained a broad organizational vision, to seamlessly retain and continue with the original social mission. The study concludes with implications for social enterprise and institutional logics research.



K V Gopakumar



## 29 Workplace bullying: Individual hostility, poor work environment or both? Exploring competing explanatory models in a single longitudinal study

Malgorzata Gamian-Wilk, Brita Bjorkelo,  
Eva Gemzoe Mikkelsen, Premilla DCruz, Kamila Madja-Bien

International Archives of Occupational and  
Environmental Health

Doi: <https://doi.org/10.1007/s00420-022-01896-y>



Premilla D'Cruz

### Purpose

A central focus of research and literature on workplace bullying is the importance of explanatory factors such as individual dispositions (i.e., the vulnerability hypothesis) and work environment factors (i.e., the work environment hypothesis). Although several studies address the importance of the two approaches, as well as their individual and combined effects, the unique contribution of each of the competing approaches remain unexplored in a single longitudinal study.

### Methods

Based on Affective Events Theory, we explore the contribution of work environment and individual hostility in the occurrence of workplace bullying over time, using two-wave survey data, collected with a 6-month time lag among 152 employees from 7 private and public workplaces.

### Results

Results confirmed that work environment factors predicted later exposure to bullying. Exposure to workplace bullying at T1 was also related to a poor work environment at T2. Results further showed that higher exposure to workplace bullying at T1 and T2 was related to higher levels of almost all aspects of individual hostility over time. Moreover, poor working conditions especially in T1 predicted individual hostility at T2.

### Conclusion

The present study thus documents that a poor work environment fosters bullying, and when bullying exists in a workplace, this elicits interpersonal hostility. Results points to the importance of addressing, through research and practice, work environment factors as predictors of workplace bullying.



## Identity work at the intersection of dirty work, caste, and precarity: How Indian cleaners negotiate stigma

Avina Mendonca, Premilla D'Cruz, Ernesto Noronha

### Organization

Doi: [https://doi.org/ 10.1177/13505084221080540](https://doi.org/10.1177/13505084221080540)

Drawing from in-depth interviews of cleaners employed in the cleaning industry in India, the study examines the ongoing process of constructing a positive identity among dirty workers. Cleaners respond to the intense identity struggles emerging from caste stigma, dirty taint, and precarity by constructing ambivalent identities. Cleaners' identity work is constituted by the very identity struggles they encounter, and their efforts to negotiate stigmatized identities further create identity tensions. Apart from accenting the paradoxical duality inherent in identity work, the findings show how caste/class inequalities are reworked in a neoliberal milieu and reproduced in identity construction processes. The findings call attention to caste as an important social category in organizational studies that has implications for work identities, dirty work, and precarious work.



Premilla D'Cruz



Ernesto Noronha

## Outcomes of talent identification in economically liberalized India: Does organizational justice matter?

Elaine Farndale, Promila Agarwal, Pawan Budhwar

Journal of Business Research

Doi: <https://doi.org/10.1016/j.jbusres.2022.02.043>

Organizations in economically liberalized India face substantial challenges regarding the engagement and turnover of talent. By exploring the outcomes of the firm-level management practice of talent identification, we uncover the effects of identifying valuable employees as high potential. Adopting an organizational justice lens, we consider the social exchange consequences of talent identification for those identified either as high potential or non-high potential, examining how perceived organizational justice moderates the relationship with employee engagement/turnover intention. Based on data from 331 employees in two large organizations in India, perceptions of distributive, procedural, and interactional justice in this highly competitive labor market are found to moderate the relationship between talent identification and work engagement, while distributive justice moderates the relationship with employee turnover intention. The study identifies novel conditions under which talent identification might avoid the negative outcomes associated with an exclusive approach to talent management, commonly adopted in Indian organizations.



Promila Agarwal

## Neither complements nor substitutes: Examining the case for coalignment of contract-based and relation-based alliance governance mechanisms in coopetition contexts

Rajnish Rai, Mitul Surana

Long Range Planning

Doi: <https://doi.org/10.1016/j.lrp.2022.102199>

Although the extant literature recognizes that the contract-based and relation-based alliance governance mechanisms (AGMs) play a significant role in the success of alliances, the nature of their interplay still remains ambiguous. In this study, we move away from the traditional debate between contract- and relation-based AGMs as substitutes versus complements. Instead, we offer the notion of “fit” or the “coalignment” as a more appropriate frame to explain the interplay between contract- and relation-based AGMs in the coopetition context. We conceptualize ‘Coalignment of Alliance Governance Mechanisms’ (CAGM) as a distinct higher-order construct and outline a methodological orientation to estimate the coalignment of the two forms of AGMs. We conduct a longitudinal study using primary data from 320 matched coopetition alliances in high-technology research-intensive sectors in India and find that the CAGM explains better the impact of governance mechanisms on value creation in coopetition alliances.



Rajnish Rai

## Walking the tightrope: Coopetition capability construct and its role in value creation

Rajnish Rai, Devi R. Gnyawali, Himanshu Bhatt

Journal of Management

Doi: <https://doi.org/10.1177/01492063221107873>

Prior research emphasizes the paradoxical nature of coopetition and the need for specialized capabilities-coopetition capability-to deal effectively with opportunities and challenges stemming from the simultaneous pursuit of coopetition and competition and to create superior value. However, we know little about the underlying conceptual properties of coopetition capability (construct clarity) and lack a reliable and valid scale to measure it (construct validity). We conduct a study in three phases to address this critical gap. First building on paradox literature, we conceptualize coopetition capability as a multidimensional construct reflected by three underlying dimensions: coopetition mindset, analytical acumen, and executional skills. Second, we develop a 15-item psychometrically valid scale using a sample of 647 cooperative alliances in high-technology sectors. Finally, using a matched sample of 536 cooperative alliances, we extend the focal construct's nomological network by examining two relationships: coopetition experience's impact on coopetition capability and the effect of coopetition capability on the relationship between the coopetition paradox and value creation. Overall, our paper lays a foundation for deeper theory development and empirical research on coopetition by providing much-needed construct clarity and psychometrically valid measures for coopetition capability.



Rajnish Rai

## 34 Land tenure informalities and the pandemic

Pranab.R. Choudhury, Sumita Sindhi, Ranjan K. Ghosh

Economic and Political Weekly

URL:<https://www.epw.in/journal/2022/20/perspectives/land-tenure-informalities-and-pandemic.html>

Land tenure and land use dynamics are causally linked to pandemics, including the current Covid-19 crisis. Covid-19 has exposed and exacerbated the vulnerabilities of urban and rural population living with land tenure informalities. Drawing upon long-term migration data, this article argues that land and housing tenure requires sustained attention. For tenure security and reforms, governments must design and implement post-revival and resilience strategy across industrial, urban, and rural land uses and economic landscapes.



Ranjan K. Ghosh

# 35 Editorial: Food security, agricultural productivity, and the environment: Economic, sustainability, and policy perspectives

Ranjan K. Ghosh, Ilona M. Otto, Jens Rommel

Frontiers in Environmental Science  
Doi: <https://doi.org/10.3389/fenvs.2022.916272>



Ranjan K. Ghosh

As we move forward to meet the challenge of feeding 9.6 billion people by 2050, trade-offs between agricultural productivity and environmental conservation are going to intensify. Nearly 9% of the world's population is undernourished largely in the developing parts of the world where agricultural systems are characterized by smallholders and weak institutional structures. We can also expect that the competition for land use will intensify due to the low-carbon transition that must be achieved by mid-century. In this Research Topic, we present ten articles that address a deeper understanding of the inter-linkages and potential solutions for achieving pathways to meet increasing food demand through improved agricultural processes that can co-exist with environmental conservation objectives, especially as envisaged under the Sustainable Development Goals (SDGs). Contributions come from various fields and include analyses of trade-offs between food security, agricultural productivity and environmental goals, spanning various geographical scales, and analytical foci. The contributions gathered here help to understand which policies and constellations of stakeholders will be essential to guide the transformation that we are currently facing.





## The role of food and land use systems in achieving India's sustainability targets

Chandan Kumar Jha, Vartika Singh, Miodrag Stevanovic,  
Jan Philipp Dietrich, Aline Mosnier, Isabelle Weindl,  
Alexander Popp, Guido Schmidt Traub, Ranjan K. Ghosh,  
Hermann Lotze-Campen

Environmental Research Letters

Doi: <https://doi.org/10.1088/1748-9326/ac788a>

The food and land use sector is a major contributor to India's total greenhouse gas (GHG) emissions. On one hand, India is committed to sustainability targets in the AFOLU sectors, on the other, there is little clarity whether these objectives can align with national developmental priorities of food security and environmental protection. This study fills the gap by reviewing multiple corridors to sustain the AFOLU systems through an integrated assessment framework using partial equilibrium modelling. We create three pathways that combine the Shared Socioeconomic Pathways (SSPs) with alternative assumptions on diets and mitigation strategies. We analyze our results of the pathways on key indicators of land-use change, GHG emissions, food security, water withdrawals in agriculture, agricultural trade and production diversity. Our findings indicate that dietary shift, improved efficiency in livestock production systems, lower fertilizer use, and higher yield through sustainable intensification can reduce GHG emissions from the AFOLU sectors up to 80% by 2050. Dietary shifts could help meet EAT-Lancet recommended minimum calorie requirements alongside meeting mitigation ambitions. Further, water withdrawals in agriculture would reduce by half by 2050 in the presence of environmental flow protection and mitigation strategies. We conclude by pointing towards specific country level policies on food security, water use and bioenergy and recommend strategic policy design changes that would be needed to embark on such a sustainable pathway.



Ranjan K. Ghosh

## Participation dynamics in multiple-peril agricultural insurance: Insights from India

Ranjan K. Ghosh, Vikram Patil, Nikita Tank

International Journal of Disaster Risk Reduction  
Doi: <https://doi.org/10.1016/j.ijdr.2021.102781>

Multiple-peril agricultural insurance, although operational in many developing countries, evokes mixed responses among smallholder farmers. In this context, we analyse the farmer-specific characteristics that are most amenable for participation in India's revamped federal agricultural insurance program. A sequential logit model is applied to a primary survey-based dataset of 1332 farmers in order to examine the factors influencing various transitions across categories. Age, female as gender and previous insurance experiences turn out to positively influence participation. Engagement in non-farm occupation and higher access to irrigation reduce the likelihood of participation. In the event that the insurance product is delinked from state supported farm credit, the more educated farmers want to move out while female farmers prefer to stay. These results offer important policy insights amidst the persistent efforts to establish a self-sustaining market for agricultural insurance in developing countries.



Ranjan K. Ghosh



## Polarised social media discourse during COVID-19 pandemic: Evidence from YouTube

Samrat Gupta, Gaurav Jain, Amit Anand Tiwari

Behaviour & Information Technology

Doi: <https://doi.org/10.1080/0144929X.2022.2059397>

The onset of the COVID-19 pandemic has attracted significant attention on social media platforms as these platforms provide users unparalleled access to 'information' from around the globe. In spite of demographic differences, people have been expressing and shaping their opinions using social media on topics ranging from the plight of migrant workers to vaccine development. However, the social media induced polarisation owing to selective online exposure to information during the COVID-19 pandemic has been a major cause of concern for countries across the world. In this paper, we analyse the temporal dynamics of polarisation in online discourse related to the COVID-19. We use random network theory-based simulation to investigate the evolution of opinion formation in comments posted on different COVID-19-related YouTube videos. Our findings reveal that as the pandemic unfolded, the extent of polarisation in the online discourse increased with time. We validate our experimental model using real-world complex networks and compare consensus formation on these networks with equivalent random networks. This study has several implications as polarisation around socio-cultural issues in crises such as pandemic can exacerbate the social divide. The framework proposed in this study can aid regulatory agencies to take required actions and mitigate social media-induced polarisation.



Samrat Gupta





## ShukraNitisara: A political economy treatise at the cusp of Indian kingdoms and colonial rule

Satish Y. Deodhar

Indian Journal of Democratic Governance  
URL: <https://faculty.iima.ac.in/~satish/file/ShukraNitisara%20IJDG%20Journal%20Paper.pdf>

Shukracharya's treatise on political economy has been referred to in many ancient Indian texts such as Arthashastra, Buddhcharitam, and Mahabharata. A text titled ShukraNitisara was brought to light in the nineteenth century. The text was written at the cusp of the decline of the Indian kingdoms and the entry of the colonial powers. The text is unique as it seems to synthesize ancient Sanskrit writings and early regulations of the East India Company. The treatise addresses issues of governance, breadth of vocations and sciences, public finance, prices, markets, contracts, labour relations, and advice to a householder. This is an effort to capture the economic and financial aspects of the treatise. Some of the policy advice from the next remains relevant even today.



Satish Y. Deodhar

## Pre-Kautilyan period: Crucible of proto-economic ideas and practices

Satish Y. Deodhar

Annals of the Bhandarkar Oriental Research Institute  
URL: <https://faculty.iima.ac.in/~satish/file/Annals%20of%20BORI%20Paper.pdf>

A number of studies have been conducted in the recent past throwing light on Kautilya's contribution to economic policy. In his treatise Arthashastra, Kautilya informs that his contribution was based on received knowledge and gives credit to his predecessors. Unfortunately, the specialized works of the predecessors have been lost with the passage of time. I have attempted to scout and collate the economic notions that have appeared interspersed in the available Sanskrit treatises written prior to Arthashastra. Kautilya's Arthashastra must have evolved from the crucible of such literature. In this context I discuss the four-fold classifications of purusharthas, ashramas, and varnas referenced in ancient texts and their attendant economic implications in the society then. I also cover the economic notions at the macro and institutional level which include policies of a welfare state, practical ideas about public goods, market facilitation, property rights, labour relations and unions, coinage, taxation, and budget deficit.



## 41 Impact of review narrativity on sales in a competitive environment

Soumya Mukhopadhyay, V. Kumar, Amalesh Sharma,  
Tuck Siong Chung

Production and Operations Management  
Doi: <https://doi.org/10.1111/poms.13698>

Online user-generated reviews have received significant importance in the literature as they help consumers make consumption decisions. However, despite significant developments in this domain in the past decade, little attention has been paid to how narrative aspects of reviews affect consumers' consumption decisions and, consequently, influence sales. A narrative can be defined as a sequentially structured discourse that provides an understanding of the events that unfold around the narrator. Relying on the literature on narrative transportation, we examine the role of review narrativity in determining firm sales, the contingency effect of the competitive environment, and review polarity. Specifically, we propose that review narrativity has an asymmetric U-shaped (or, J-shaped) relationship with sales; the impact of review narrativity on sales would have significant positive interaction with the polarity of the review text; and that under high (low) competitive agglomeration, review narrativity would have a significant (insignificant) positive impact on sales. Operationalizing review narrativity using three different measures from a unique and rich dataset collected from OpenTable and using a Bayesian framework, consistent with our hypotheses, we find that the narrativity of textual reviews exerts a significant nonlinear impact on sales contingent on their polarity. Enriching the relatively nascent empirical literature on the effects of competitive context on eWOM, the current paper further offers clear empirical evidence that the impact of review narrativity on sales is significantly higher (lower) under a high (low) competitive agglomeration. The paper makes a methodological contribution by developing a flexible framework to identify the proposed relationships better while accounting for heterogeneity, endogeneity, and temporal patterns in the context of dynamic panels.



Soumya Mukhopadhyay

## 42 Complexity in a multinational enterprise's global supply chain and its international business performance: A bane or a boon?

Amalesh Sharma, V. Kumar, Sourav Bikash Borah, Anirban Adhikary

Journal of International Business Studies  
Doi: <https://doi.org/10.1057/s41267-021-00497-0>

The literature on marketing, operations management, and strategy has investigated the impacts of a firm's supplier network structure and complexity on its financial, environmental, and innovation performance. However, our understanding of how the global supply chain complexities of a multinational enterprise (MNE) affect its international business performance (IBP) is limited. We draw on both the business network theory and information search literature to propose that the various complexity dimensions (e.g., horizontal, vertical, and spatial) of an MNE's global supply chain have different influences on its subsequent IBP. We argue – and empirically validate – that collaboration, a network orchestration mechanism, enables an MNE to leverage the benefits of complex relationships. Using a dataset of 185 firms taken from multiple industries over 6 years, we show how such complexities have differential effects. In multiple post hoc analyses, we demonstrate how an MNE's marketing intensity, the interconnectedness among its supply members, and its top management team (TMT)'s international experience all have unique impacts. This study contributes to the existing literature on global supply chain complexity by demonstrating how it can influence MNEs' IBP. Moreover, we contribute to the strategic IBP literature by outlining effective global supply chain improvement strategies.



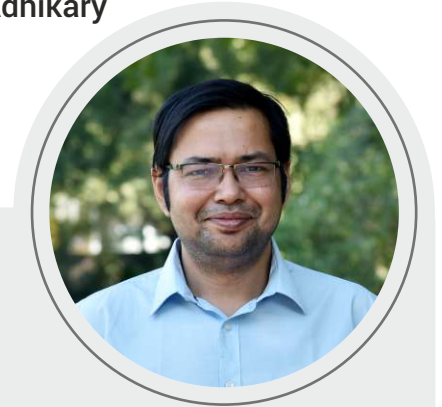
Sourav Bikash Borah



# 43 Collaboration strategies in buyer-supplier relational (BSR) networks and sustainable firm performance: A trade-off story

Amalesh Sharma, Surya Pathak, Sourav Bikash Borah, Anirban Adhikary

International Journal of Production Economics  
Doi: <https://doi.org/10.1016/j.ijpe.2022.108558>



Sourav Bikash Borah

Collaboration in buyer-supplier relational (BSR) networks can be variously achieved: A buyer firm can focus on supplier-to-supplier interconnectivity (i.e., network density) or enable supplier clustering in its BSR network. While the extant literature has considered the effects of these two strategies on firm financial performance, it has not shown whether a focal firm's buyer-supply network collaboration strategy affects its sustainable firm performance (SFP), specifically its environmental and economic performance. This paper investigates three key questions: (a) How do collaboration strategies influence SFP? (b) Is there an optimal mix of these two network strategies for fostering collaboration in a firm's BSR network? (c) Can a manager win on both environmental and economic frontiers by pursuing either strategy? Leveraging extant research on BSR networks, network theory, and ambidexterity, we propose a model linking collaboration strategies to SFP. We construct 330 multi-tier BSR networks and find strong support for the non-linear effects of both collaboration strategies on SFP. A response function analysis identifies the combination of strategies yielding the best outcome for SFP. We also find strong evidence for trade-offs between the performance variables. The results show that managers should focus on density as a lever while developing a minimal level of supply base clustering. We present academic and managerial implications for managing buyer-supplier relationships and consequent performance.





## 44 Routing and charging facility location for EVs under nodal pricing of electricity: A bilevel model solved using special ordered set

Sebastián González, Felipe Feijoo, Franco Basso  
Vignesh Subramanian, Sriram Sankaranarayanan, Tapas K. Das

IEEE Transactions on Smart Grid  
Doi: 10.1109/TSG.2022.3159603

We consider the problem of identifying optimal location of electric vehicle (EV) charging stations, while accounting for (i) route optimization and (ii) charging cost optimization by the EV fleets, where the electricity price is obtained endogenously by an optimal power flow (OPF) model. We solve the problem using a bi-objective bilevel programming framework with the objectives being one of minimising travel time and the other of minimising EV charging cost. The upper level problem consists of the facility location and the transportation model and the lower level problem consists of the OPF model. After reformulating this computational hard problem as a mathematical program with equilibrium constraints (MPEC), we solve the problem using a special ordered sets-type 1 (SOS1)-based approach. We record the significant improvement in speed by our method, as opposed to the standard Big-M approach. Finally, we apply the technique to the Sioux Falls transportation network with the IEEE 14-bus electricity network embedded on it. We observe that solutions through our models results in as much 37% lower operating costs for the Evs.



Sriram Sankaranarayanan





## A bilevel conic optimization model for routing and charging of EV fleets serving long distance delivery networks

Vignesh Subramanian, Felipe Feijoo,  
Sriram Sankaranarayanan, Kevin Melendez, Tapas K. Das

Energy

Doi: <https://doi.org/10.1016/j.energy.2022.123808>

Recent unveiling of electric semi-trucks by a number of electric vehicle manufacturers indicates that part of the existing long-distance transportation fleets may soon be electrified. Operators of electric fleets will have to select travel routes considering charging station availability and cost of charging in addition to usual factors such as congestion and travel time. This requires combined modeling of transportation and electric power networks. We present such a model that considers interactions between the two networks to develop optimal routing strategies. The problem is formulated as a multi-objective bilevel conic optimization model. The upper level obtains the routing decision by minimizing a function of charging cost and travel time. The routing decision is used in the lower level that solves the AC optimal power flow model, using second order cone constraints, to determine nodal electricity prices. The model is demonstrated using a numerical problem with 24-Node transport network supported by a modified 5-Bus PJM network. The results show that our model yields optimal routes and charging strategies to meet the objectives of fleet operators. Results also indicate that the optimal routing and charging strategies of the electrified transportation fleet can support power networks to reduce nodal prices via demand response.



Sriram Sankaranarayanan



## A multinational carbon-credit market integrating distinct national carbon allowance strategies

Miguel F. Anjos, Felipe Feijoo, Sriram Sankaranarayanan

Applied Energy

Doi: <https://doi.org/10.1016/j.apenergy.2022.119181>

We study the potential role and advantages of a multinational carbon-credit (CC) market allowing a set of countries to procure CCs for their domestic producers. We study the interaction of such a market with renewable portfolio standards, specifically regarding whether a country's government or its energy producers are responsible for upholding the renewable portfolio standards (RPS), and how this impacts total emissions and energy mix. Implementing uniform carbon tax policies or cross-border emission trading systems hinders individual countries' autonomy while strictly segregated carbon markets suffer from the tragedy of the commons. We develop a model where countries can have their own policies to allocate the CCs, which may include taxes or subsidies depending upon the country's choices. We use a special form of equilibrium programs with equilibrium constraints (EPEC) game – Nash Among Stackelberg Players (NASP) – and recent algorithmic advances to identify equilibria for these games to identify the effect of such a common CC market, and the regional governments' individualized interests on the resulting energy production patterns and emissions. We observe that countries could retain their autonomy and have reasonable freedom to set national policy by acting as intermediaries between the CC market and the producers. We carry out a case study using historical data and projections of energy production for the US and Canada, and observe the varying effects of such a common CC market on government policy and the behavior of energy producers. Establishing a common CC market could significantly reduce global emissions without infringing on national autonomy. Such a market helps governments to motivate producers to uphold renewable standards because if the producers do not voluntarily reduce emissions, then the government could enforce the obligation through its national policies, generally leading to a revenue loss for producers.



Sriram Sankaranarayanan

## Physimorphic vs. Typographic logos in destination marketing: Integrating destination familiarity and consumer characteristics

Subhadip Roy, Rekha Attri

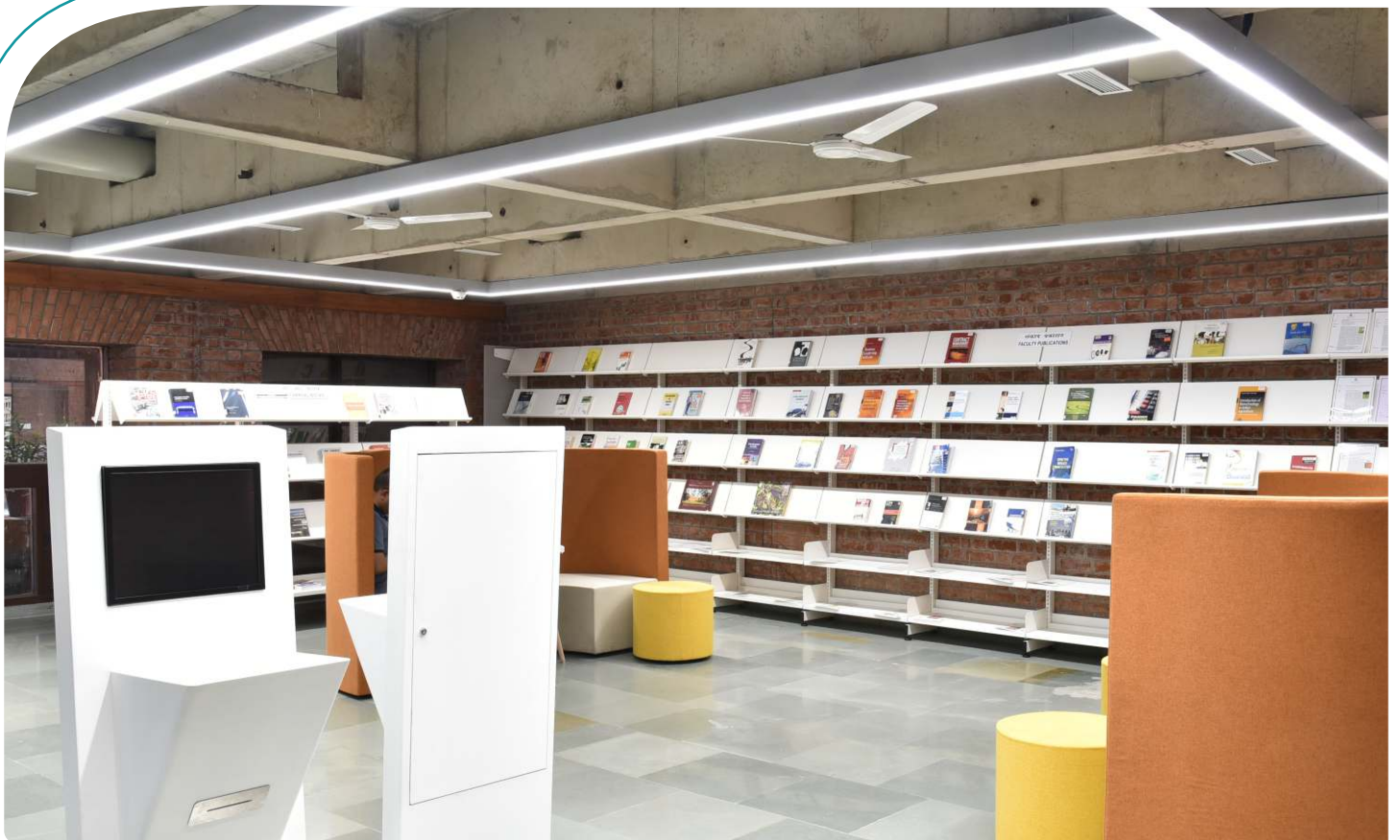
Tourism Management

Doi: <https://doi.org/10.1016/j.tourman.2022.104544>

Research on the effectiveness of destination logos is sparse. The present study introduces the idea of physimorphic (nature resembling) logos and explores its effectiveness on the tourist vis a vis non-physimorphic or typographic logos. The study hypotheses are developed based on the theories of Cue Utilization, Processing Fluency and Cognitive styles. Three controlled experiments are conducted in sequence with a combined sample size of 514 respondents. Major findings indicate that a physimorphic logo may be more effective than a typographic logo in generating a positive attitude and visit intentions towards a destination, more so for an unfamiliar destination than a familiar one. The results also establish the mediating effect of processing fluency and moderating effect of cognitive styles. The study contributes to the body of tourism literature by introducing and exploring the concept of 'physimorphism'. The practical implications of the study encourage the use of physimorphic logos for destination branding.



Subhadip Roy



## The changing portrayal of children in Indian advertisements: A comparative study of the three decades

Sharuti Choudhary, Subhadip Roy

Young Consumers

Doi: <https://doi.org/10.1108/YC-10-2021-1402>

### Purpose

This study aims to analyse the roles in which children have been portrayed in advertisements over three decades (1990–2000, 2000–2010 and 2010–2020) and what have been the changes in the portrayal of the children, including the changes in product type and target audience.

### Design/methodology/approach

The content of 212 television advertisements was analysed for the study; 32 advertisements belonged to 1990–2000, 38 belonged to 2000–2010 and 142 belonged to 2010–2020.

### Findings

It could be observed that in 2010–2020, marketers had primarily focused on children as their central idea behind making any advertisement. They were projecting children as an emotional and informational tool for attracting adults and children, directly or indirectly.

### Research limitations/implications

The implications of this study are manifold. Firstly, the study supports the theories of socialisation and the changing role of children in the same. Secondly, the trend over the decades hints at the marketer's changing strategy behind using children in advertisements to target adult audiences.

### Practical implications

The significant implication for the practitioner is the possibility of having a child protagonist in an ad for the non-children target audience.

### Originality/value

This paper is one of the first to analyse the changing role of children in advertisements over a long time horizon.



Subhadip Roy



## Operational policies based on fare-box revenue management of the Indian railways

Sundaravalli Narayanaswami, Lashya Singh Saini

International Journal of Logistics Systems and Management  
Doi: 10.1504/IJLSM.2022.123516



Sundaravalli Narayanaswami

Indian railways (IR) is one of the oldest and single largest public transportation organisations in the world. Many of the routes and services are not profitable, but IR, being a state operator is obliged to operate them for political and social obligations. We developed a framework to compute the operational cost per trip of an IR passenger service using actual data. The total operational cost was evaluated against generated revenue, and it was found that break even could not always be attained. The proposed framework mandates significant changes in IR thought process and operational policy decisions, but it is pragmatic, viable and does not compromise customer benefits, we believe. We present the framework; illustrate the same using real data from few premium services and our detailed analysis.



## Cognitive sources of liability of foreignness in crowdsourcing creative work

Pankaj Kumar, Swanand J. Deodhar, Sri Zaheer

Journal of International Business Studies

Doi: <https://doi.org/10.1057/s41267-022-00538-2>

Is there a liability of foreignness in online crowdsourcing contests for creative work? Digitalization mitigates physical orthodox transaction-based frictions and is therefore expected to reduce the liability of foreignness. However, for creative work sourced digitally across borders, due to the decoupling of the locus of creation from the locus of selection and due to the cognitive nature of creative tasks, we suggest that frictions continue to arise from foreign solvers' cognitive home biases in creative task generation and from solution-seeker firm managers' cognitive home biases in creative task selection. These biases manifest as LOF, reducing the likelihood of foreign solvers' work being selected as winners in online crowdsourcing contests. Furthermore, we argue that as foreign solvers gain both breadth and depth of international experience in prior online contests, and observe host peers in a live contest, the effect of the liability of foreignness is reduced due to the conceptual expansion of solvers' creative consideration sets. Similarly, the seeker firm's cognitive openness in selection arising from its being in a technology industry or being a physically international firm reduces the liability's negative effect on solvers' success. Our conditional logit estimation with multiway fixed-effects using 558,504 contest-solver observations from 13,993 solution-seeker firms in 102 countries and 11,497 solvers in 124 countries on an online platform broadly supports our hypotheses, suggesting that there are both demand-side and supply-side cognitive sources of LOF even in unblind online crowdsourcing contests.



Swanand J. Deodhar

## The impact of social reputation features in innovation tournaments: Evidence from a natural experiment

Swanand J. Deodhar, Samrat Gupta

Information Systems Research

Doi: <https://doi.org/10.1287/isre.2022.1118>

This study examines how a change in an online reputation system, specifically the addition of a social reputation feature, affects contestant performance in innovation tournaments. Drawing from the literature on peer recognition and social evaluation anxiety, we project competing effects whereby the feature could either enhance or diminish contestant performance. Furthermore, we hypothesize a series of contingent effects involving the soft reserve, a competitive dynamic that unfolds in tournaments, and a determinant of performance in its own right. Specifically, we hypothesize that the direct influence of the social reputation feature on contestant performance would be predicated on the level of two types of soft reserves in an innovation tournament: that created by the focal contestant and that created by competitors. We test these hypotheses leveraging a natural experiment, where an innovation tournament platform (Kaggle.com) introduced a social reputation feature, allowing contestants to follow other contestants unilaterally. Estimates obtained using a panel data set bracketed within a narrow time window (15 days) around the feature launch reveal that the feature significantly improves the performance. We further report that the two types of soft reserves significantly moderate the positive effect of the social reputation feature on contestant performance, whereby the higher the soft reserve, the weaker the effect of the social reputation feature on contestant performance. These findings have several theoretical and practical implications for managing innovation tournaments.



Swanand J. Deodhar



Samrat Gupta

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## Reshaping adolescents' gender attitudes: Evidence from a school-based experiment in India

Diva Dhar, Tarun Jain, Seema Jayachandran

American Economic Review

Doi: <https://doi.org/10.1257/aer.20201112>

This paper evaluates an intervention in India that engaged adolescent girls and boys in classroom discussions about gender equality for two years, aiming to reduce their support for societal norms that restrict women's and girls' opportunities. Using a randomized controlled trial, we find that the program made attitudes more supportive of gender equality by 0.18 standard deviations, or, equivalently, converted 16 percent of regressive attitudes. When we resurveyed study participants two years after the intervention had ended, the effects had persisted. The program also led to more gender-equal self-reported behavior, and we find weak evidence that it affected two revealed-preference measures.



Tarun Jain

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## Women's labor force participation and household technology adoption

Gautam Bose, Tarun Jain, Sarah Walker

European Economic Review

Doi: <https://doi.org/10.1016/j.eurocorev.2022.104181>

We examine how women's employment leads to household technology adoption in the context of mid-century United States. Using World War II factories and male casualty rates as an instrument for female labor demand, we find that the rise in women's labor force participation between 1940 and 1950 increased appliance ownership by 25 percent in the average county. This result holds in both panel and cross-sectional estimates, and for two different technologies. We find that increases in household income associated with women's employment is a salient channel and that the results are not driven by changes in the skill profile or employment outcomes of men, or migration patterns. Together, the evidence is consistent with a historiography that suggests that as women went to work, they adopted appliances with new purchasing and bargaining power.



## Measuring gender attitudes: Developing and testing implicit association tests for adolescents in India

Tarun Jain, Diva Dhar, Vrinda Kapoor, Vrinda Kapur, Anita Raj

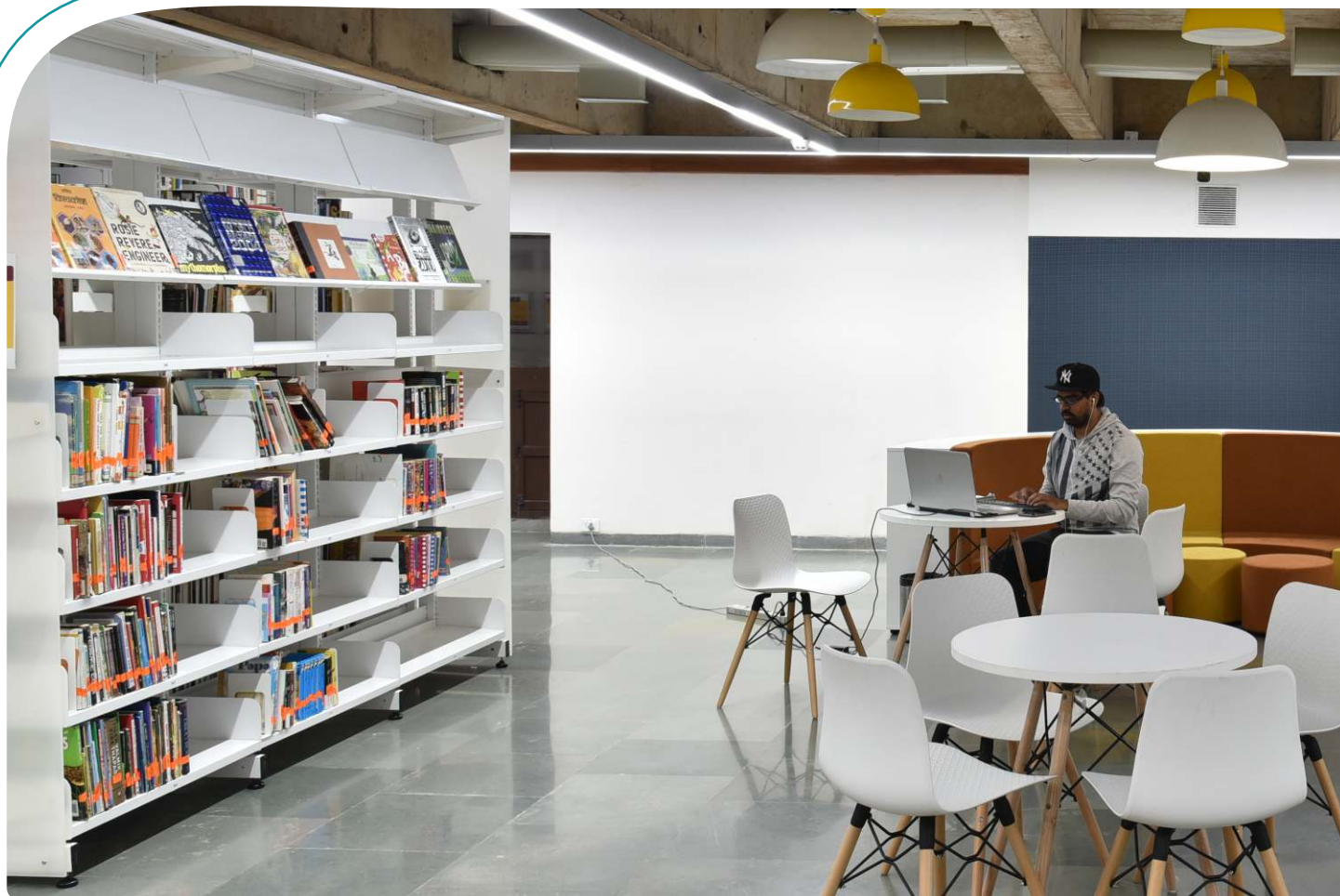
PLoS ONE

Doi: <https://doi.org/10.1371/journal.pone.0264077>

We develop and test gender attitude measures conducted with a school-based sample of adolescents aged 14-17 years in India. We test a measure with survey items and vignettes to capture gender-based value and stereotypes, an Implicit Association Test (IAT) capturing gender-based value, and an IAT capturing gender stereotype. All demonstrate good internal reliability, and both IATs are significantly associated with our survey measure suggesting criterion validity, though not confirming it due to the lack of a gold standard measure on gender attitudes. Finally, construct validity is indicated from the measures' positive significant associations with higher girls' mobility and education. The gender-related IAT tools developed are consistent and valid, and modestly correlated with gender-related behavior outcomes such as mobility and school enrolment.



Tarun Jain



# Religiosity and homophobia: Examining the impact of perceived importance of childbearing, hostile sexism and gender

Shubham Singhal, Vishal Gupta

Sexuality Research and Social Policy

Doi: <https://doi.org/10.1007/s13178-022-00725-8>



Vishal Gupta

## Introduction

Religiosity plays an important role in defining social norms and leads to homophobia. We tested whether the perceived importance of childbearing and hostile sexism mediate the relationship between religiosity and homophobia. We also tested the relative importance of two mediators and if they sequentially mediated the religiosity–homophobia relationship. Finally, we tested if gender moderates these effects.

## Methods

Data from 49 countries with 70,867 participants collected by the seventh wave of the World Values Survey between 2017 and 2020 were analyzed using mediation and moderation techniques.

## Results

The perceived importance of childbearing and hostile sexism explain the relationship between religiosity and homophobia. More specifically, the perceived importance of childbearing mediates the religiosity–homophobia relationship, and it mediates the relationship more strongly than hostile sexism. Additionally, hostile sexism and the perceived importance of childbearing sequentially mediate the religiosity–homophobia relationship. This sequential mediation effect is stronger for men than for women. Similarly, the mediation effect of hostile sexism for the religiosity–homophobia relationship is stronger for men than for women.

## Conclusions

The perceived importance of childbearing and hostile sexism explain the likely impact of religiosity on homophobia, which should be considered in psychological interventions and prevention programs.

## Policy Implications

Interventions that are targeted at altering the perceived importance of childbearing and sexist attitudes can combat homophobia among religious people.



## Book Chapters

Sl. No.	Title of the Book Chapter	Chapter Authors	Book Title	Editors	Place & Publisher
1.	Designing social policies: Design spaces and capacity challenges	Namrata Chindarkar, M. Ramesh, Michael Howlett	Research handbook of policy design	B.G. Peters & Guillaume Fontaine	Edward Elgar, Cheltenham
2.	Trolling in the cultural and creative industries (Reprint)	Avina Mendonca, Premilla D'Cruz, Ernesto Noronha	Research anthology on combating cyber-aggression and online negativity	IGI Global	IGI Global, Hershey, PA
3.	Examining decent work during Covid19: with reference to female migrant workers in South Asia	Sunny Wadhwanja Rupa Korde Biju Varkkey	The coronavirus crisis and challenges to social development	Maria do Carmo dos Santos Gonçalves et al.	Springer Nature, Switzerland
4.	The dynamics of online opinion formation: Polarization around the vaccine development for COVID-19	Gaurav Jain, Avinash Bapu Sreenivas, Samrat Gupta, Amit Anand Tiwari	Causes and symptoms of socio-cultural polarization: Role of information and communication technologies	Israr Qureshi et al.	Springer Nature, Singapore
5.	Media bias and Bollywood: An untold story	Gaurav Jain, Snehanshu Suman, Samrat Gupta, Amit Anand Tiwari	Causes and symptoms of socio-cultural polarization: Role of information and communication technologies	Israr Qureshi et al.	Springer Nature, Singapore
6.	Introduction to the role of information and communication Technologies in Polarization	Israr Qureshi, Babita Bhat, Samrat Gupta, Amit Anand Tiwari	Causes and symptoms of socio-cultural polarization: Role of information and communication technologies	Israr Qureshi et al.	Springer Nature, Singapore
7.	Future research directions in polarization	Israr Qureshi, Babita Bhat, Samrat Gupta, Amit Anand Tiwari	Causes and symptoms of socio-cultural polarization: Role of information and communication technologies	Israr Qureshi et al.	Springer Nature, Singapore
8.	Strategic entrepreneurship research: An introduction	Vishal K Gupta, A Banu Goktan, Galina V Shirokova, Amit Karna	Research handbook on strategic entrepreneurship	Vishal K Gupta et al.	Edward Elgar, Cheltenham



## Book Chapters

Sl. No.	Title of the Book Chapter	Chapter Authors	Book Title	Editors	Place & Publisher
9.	Data as guide to policy: Bills of mortality of 17th century and COVID-19 of 21st century	Anirban Banerjee, Manisha Chakrabarty, Subhankar Mukherjee	The impact of COVID-19 on India and the global order: A multidisciplinary approach	Mousumi Dutta et al.	Springer, Singapore
10.	Social upgrading, a mixed bag: The Indian IT/ITES sector	Ernesto Noronha, Premilla D'Cruz	Economic and social upgrading in global value chains	Christina Teipen et al.	Springer, Switzerland
11.	Drawing one's lifeworld: A methodological technique for researching bullied child workers	Ernesto Noronha, Premilla D'Cruz, Saikat Chakraborty, Muneeb Ul Lateef Banday	Empowering methodologies in organisational and social research	Emma Bell & Sunita Singh Sengupta	Taylor and Francis, India
12.	Predicting a mother's role in investing in children's education: A study on autonomy and empowerment from India	Akshaya Vijayalakshmi, Jenny Lin, Sarah Ricks	Consumer culture theory in Asia: History and contemporary issues	Yuko Minowa & Russell Belk	Routledge





## Working Papers Published

WP No.	Title	Author/s
2022-01-01	Impact of mergers and acquisitions on innovation: Evidence from a panel of Indian pharmaceutical firms	Rakesh Basant, Neha Jaiswal
2022-02-01	State-owned banks and credit allocation in India: Evidence from an asset quality review	Abhiman Das, Sanket Mohapatra, Akshita Nigania
2022-04-01	Mutation of the trademark doctrine: Analysing actionable use to reconcile brand identities with constitutional safeguards	M.P. Ram Mohan, Aditya Gupta
2022-05-01	Stigma, corporate insolvency, and law: International practices and lessons for India	M.P. Ram Mohan, Muskaan Wadhwa
2022-05-02	Bilevel optimization: Applications, models and solution approaches	Sachin Jayaswal, Ankur Sinha
2022-05-03	Gai Aadharit Unnati (GAU): Modernizing cow based economy through application of advanced technology	Gaurav Kumar Kedia, Amit Garg, Pradeep Kumar Mishra, Nishant Krishna, Aparajita Mishra
2022-06-01	Impact of COVID-19 disruptions on the supply chain: Insights from India	Apurva Shrey, Avi Dutt, Debjit Roy
2022-06-02	Exploring the role of IoT in worker safety and productivity	Tarini Goyal, Debjit Roy
2022-06-03	Towards an integrated framework for resolving ethical dilemmas	Manan Gandhi, Vishal Gupta
2022-06-04	Customized forecasting with adaptive ensemble generator	Nachiketas Waychal, Arnab Kumar Laha, Ankur Sinha



## Research Workshops Organized

Sl. No.	Name of the Facilitator	Topic	Date
1	Prof. Samrat Gupta	Community detection in complex networks: Methods and applications	March 23, 2022
2	Prof. Dhiman Bhadra	Introduction to Bayesian analysis	May 5, 2022
3	Prof. Devasmita Chakraverty	Best practices for survey development and implementation	June 23, 2022



## Writing Workshops

Sl. No.	Name of the Facilitator	Topic	Date
1	Ms. Deepali Joshi	Research writing workshop - Clutter is the enemy of clarity	June 30, 2022



## Research Webinars/Seminars Organized

Sl. No.	Name of the Speaker & Affiliation	Topic	Date
1	Prof. Srijan Kumar Georgia Institute of Technology	Advances in AI for social cyber-safety	January 19, 2022
2	Prof. Mahesh Nagarajan University of British Columbia	Operational data driven interventions to decrease adverse events associated with opioid overdose	February 17, 2022
3	Prof. Prashant Rajan Ohio University	ICT4 empowerment or exclusion? Technology and dignity of food access in the era of biometric surveillance	February 23, 2022
4	Prof. Swanand J. Deodhar Indian Institute of Management, Ahmedabad	The influence of status on evaluations: Evidence from online coding contests	February 25, 2022
5	Prof. Karin Kreutzer EBS Universität (Germany)	Entrepreneurial resource acquisition: On the discursive construction of social entrepreneurship in pitch situations	March 9, 2022
6	Prof. Srikanth Paruchuri Texas A&M's Mays Business School	Organizational misconduct: Consequences to perpetrators and bystanders	March 10, 2022
7	Dr. Saurabh Garg UIDAI	Aadhaar ecosystem and its future	March 10, 2022
8	Prof. Anish Purkayastha University of Sydney Business School	Funding beyond our borders: Interfirm linkages and foreign debt capital in Indian firms	March 22, 2022
9	Prof. Tazeeb S. Rajwani Surrey Business School, University of Surrey	Cross-border institutional complexity: A review of multinational nonmarket strategy	March 25, 2022
10	Prof. Rohan Ravindra Gudibande The School of Interwoven Arts and Sciences, Krea University	Reality, rhetoric and reporting of the relationship between immigration and crime: Evidence from Geneva, Switzerland	March 30, 2022
11	Dr. Chirstos Mavis Surrey Business School, University of Surrey	The impact of asset sales on the method of payment used in subsequent acquisitions and their value effect	March 31, 2022
12	Prof. Vishal Gupta Marshall School of Business, University of Southern California	Project eva: Designing and deploying the Greek COVID-19 testing system	April 15, 2022
13	Prof. Shan Aman-Rana University of Virginia	Verify now, save later? Advance screening to mitigate fraud	April 20, 2022

14	Prof. Vandith Pamuru Indian School of Business	Analyzing frictions in generalized second-price auction markets	April 25, 2022
15	Prof. Anand Nair Michigan State University	Cost implications of consignment inventory management for general and physician preference items in healthcare	April 28, 2022
16	Prof. Shrabastee Banerjee Tilburg School of Economics and Management	Platform monetization and unintended consequences on its ecosystem: Evidence from a two-sided market for books	May 6, 2022
17	Prof. Vivek Astvansh Kelley School of Business, Indiana University	Does geopolitical risk stifle corporate innovation?	May 9, 2022
18	Prof. Bharti Nandwani, & Dr. Chandan Jain Indira Gandhi Institute of Development Research (IGIDR) & Evaluation Specialist, International Initiative for Impact Evaluation	Female representation in school management and school quality	May 19, 2022
19	Prof. Sunderesh S. Heragu, Oklahoma State University	Supply chain challenges and opportunities in the post COVID-19 era	June 20, 2022
20	Prof. Vegard Skirbekk Columbia Aging Centre, Columbia University & Senior Researcher, Norwegian Institute of Public Health	Decline and prosper!: Changing global birth rates and the advantages of fewer children	June 21, 2022



## Brown Bag Seminars Organized

Sl. No.	Name of the Speaker	Topic	Date
1	Mr. Abinash Mishra	Distributional effects of targeted interventions	January 21, 2022
2	Ms. Bharati Singh	Bankruptcy outcome: Liquidated vs reorganized? An empirical investigation of bankruptcy reform in India	February 22, 2022
3	Prof. Jeevant Rampal and Mr. Saif Ali Khan	Caste based reservation and study group formation: Evidence from a business school in India	April 28, 2022
4	Mr. Laxminarayana Yashaswy Akella	The Impact of co-location of departments on joint sales in retail stores	May 20, 2022
5	Ms. Nikita Gupta & Mr. Sai Siddharth V.K.	Understanding donation behaviour during natural disasters: Substitution, persistence, and targeting	June 17, 2022





## Research Projects Initiated

Sl. No.	Title of the Project	Principal Investigator/s	Type of project
1	Understanding content-advertisement congruence: Experimental evidence from video advertising	Anuj Kapoor	SRP
2	The role of brand anthropomorphization on customer loyalty	Hyokjin Kwak	SRP
3	Inhalant abuse among children in Ahmedabad: Challenges in treatment and rehabilitation of children	Ankur Sarin	SMP
4	Employee mobility and firm acquisition behavior	Mayank Varshney	SMP
5	Reviewing implementation of the "25 percent mandate" under RTE	Ankur Sarin	SMP
6	Trademark regulation and governance in the Indian economy	M. P. Ram Mohan	SRP
7	Political rhetoric, offense and 'engineered hurt' in digitally mediated public sphere	Vaibhavi Kulkarni	SRP
8	Fixed charge transportation problem: A bender decomposition based solution approach	Sachin Jayaswal	SMP
9	"Donate to belong": National pride, belongingness threat, and prosocial behaviour	Arun Sreekumar	SMP
10	On spatial modeling of crime events: an application to motor vehicle theft in Delhi	Prof. Karthik Sriram	SMP
11	The impact of CMO managerial capital on strategic decision making	Sourav Borah	SMP
12	Impact of portrayal of victims in anti-domestic violence campaigns	Akshaya Vijayalakshmi	SRP
13	Understanding the drivers of service quality in the context of cloud kitchens	Maya Ganesh	SRP

14	Impact of technology on the creative and cultural business value chain	Amit Karna	SMP
15	Life after MBA: Career trajectories of IIM graduates survey	Ambrish Dongre	SMP
16	Relevance of human resource management during Covid-19 in hotels	Promila Agarwal	SRP
17	Sexual harassment complaints and the workplace	Akshaya Vijayalakshmi	SRP



## Research Projects Completed

Sl. No.	Title of the Project	Principal Investigator/s	Type of project
1	A feminist analysis of the Covid crisis	Ankur Sarin	SMP
2	Antecedents of M&A activity in the Indian manufacturing Sector in the Post Reform Period – An Exploration	Rakesh Basant	SRP
3	Full disclosure: Educating customers about health hazard associated with products and its effect on firm performance	Sourav Borah	SRP
4	Product line design problem: Alternate solution methods	Sachin Jayaswal	SMP
5	Development of utility function for vehicle insurance: Comparison of logarithmic goal programming method and conjoint analysis method	Goutam Dutta	SRP
6	Study analysis, issues and model generation for electric vehicle charging station placement in India	Goutam Dutta	SRP
7	Temporal boundary conditions to the diversification - performance relationship: A meta-analytical review	Amit Karna	SMP
8	CEO succession and strategic change: The role of change in market response	Amit Karna	SMP
9	Sexual harassment complaints and the workplace	Akshaya Vijayalakshmi	SMP

10	Consumption and production patterns of stigmatized seekers and producers	Akshaya Vijayalakshmi	SRP
11	Impact of affirmative action for women on the bias against them	Pritha Dev	SMP
12	Time and effort allocation by busy directors: Impact of firm life cycle	Neerav Nagar	SMP
13	Inhalant abuse among children in Ahmedabad: Challenges in treatment and rehabilitation of children	Ankur Sarin	SMP
14	Wavelength routed survivable network design	Prahalad Venkateshan	SMP
15	One period simultaneous delivery and pickup problem	Prahalad Venkateshan	SMP
16	Models for vehicle routing problems with simultaneous pickups and deliveries	Prahalad Venkateshan	SMP
17	Gendered analysis of time allocation, work effort and nutritional outcomes – evidence across seasons from rural India	Vidya Vemireddy	SMP



## Awards

Prof. Sourav Borah has been awarded the **IIMA Alumni VVEF Outstanding Researcher Award 2021-2022**



Prof. Premilla D'Cruz and Prof. Ernesto Noronha received the **IPA D G Shah Best Public Policy Paper Award 2021-2022** for their paper titled **"Place Matters: (Dis)embeddedness and Child Labourers' Experiences of Depersonalized Bullying in Indian Bt Cottonseed Global Production Networks"** (coauthored with Muneeb Ul Lateef Banday and Saikat Chakraborty)

Prof. Mohammad Fuad received the **Madan Mohanka Research on Internationalization of Business Award 2021-2022** for his journal article titled **"Family firms and their participation in cross-border acquisition waves: evidence from India"** (co-authored with Vinod Thakur and Ashutosh Kumar Sinha)



Researchers, Shanthan Kandula, Prof. Srikumar Krishnamoorthy, and Prof. Debjit Roy from the Indian Institute of Management Ahmedabad teamed up with Flipkart Internet Private Limited to win the **2022 Innovative Applications in Analytics Award (IAAA)** for their work entitled **"A Data-driven Optimization Approach to Solve the E-commerce Packaging Problem."** The award, sponsored by the Analytics Society of INFORMS, Kinaxis and Adelphi University, recognizes creative and unique application of a combination of analytical techniques in a new area. In addition to the IIMA team, the winning team included Sharvendu Bhushan, Himanshu Gupta, Chandrasekhar K, Rohan Nanaware and Sandeep Sangwan from Flipkart Internet Private Limited.



To learn more see <https://pubsonline.informs.org/doi/10.1287/LYTX.2022.02.23n/full/>

**A Data-driven Approach to Enhance Worker Productivity by Optimizing Facility Layout** (by Khalilabadi, S.M.G., Roy, D., & de Koster, R.) received the runner-up (best paper award) at the **POMS College of Operational Excellence Mini-Conference, April 2022.**



Sumit Saurav, Prof. Sobhesh Kumar Agarwalla & Prof. Jayanth R. Varma won the **third prize in Research Symposium on Finance and Economics (RSFE) 2022** IFMR Graduate School of Business, Krea University for paper titled **"Role of derivatives in attenuating underreaction to left-tail risks: Evidence from India"**

Ganesh Balasubramanian, Benny Mantin & Prof. Sachin Jayaswal won the **Nagesh Murthy Emerging Economies Doctoral Students Award (EEDSA) for Asia Pacific Region in the 32nd POMS Annual Conference** held in April 2022 for paper titled **"Clicks vs Bricks: Channel decision for 3D printed customizable products"**







## Awards



Ayush Gupta, Prof. Sachin Jayswal & Benny Mantin won the **Nagesh Murthy Emerging Economies Doctoral Students Award (EEDSA) for Asia Pacific Region** in the **32nd POMS Annual Conference** held in April 2022 for paper titled ***“Supplier Encroachment: The impact of Learning by doing”***

Prof. Mayank Varshney & Prof. Mohammad Fuad won **Highly Commended Paper Award in the Indian Academy of Management (INDAM) Conference 2022** (January 2022) for paper titled ***“Does employee mobility network influence acquisition behavior? Evidence from the semiconductor industry”***



## Appointments



Prof. Premilla D'Cruz

- 1) Appointed to the Editorial Review Board of Human Resource Management
- 2) Appointed as Member, Organizing Committee, World PDW Tour, Principles of Responsible Management Education [PRME], UN Social Compact
- 3) Appointed as Member, External Review Group, WHO Guidelines on Mental Health at Work

Prof. Ernesto Noronha

- 1) Appointed to the Editorial Board of Business & Society
- 2) Appointed to the Board of International Visual Sociology Association



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