



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



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IIM KOZHIKODE **RESEARCH NEWSLETTER**

2024 - 2025 | Volume 23



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MESSAGE FROM THE DIRECTOR

The quality, relevance, and impact of research at IIM Kozhikode are central to our national standing and growing global reputation. As an institution, we remain deeply committed to nurturing a vibrant research ecosystem—one that meaningfully engages with the evolving needs of academia, industry, public policy, and society at large. This commitment is integral to our mission of shaping thoughtful leaders and delivering transformative management education.

It gives me great pleasure to present the 23rd edition of IIM Kozhikode's Research Newsletter, which captures the breadth and depth of scholarly contributions made by our distinguished faculty and dedicated doctoral scholars. Over the past academic year, the Institute achieved a significant milestone with a record 150 journal publications. Our faculty continue to produce rigorous, innovative, and impactful research, earning recognition from global peers and securing prestigious grants, funding, and awards.

I extend my sincere appreciation to our entire research community for their unwavering dedication. Their collective efforts have substantially enhanced our research output, even while balancing increasing teaching and administrative responsibilities. This speaks volumes about the academic commitment and resilience that define IIM Kozhikode.

The growing momentum in research further strengthens our academic standing, and I am confident that our faculty will continue to set new benchmarks through work that is both intellectually rigorous and socially relevant. The Institute remains steadfast in its commitment to supporting and enabling their scholarly pursuits in every possible way.

Over the past year, IIM Kozhikode also hosted several important international academic engagements, including the 5th International Conclave on Globalizing Indian Thought (GIT 2024) at the Senate House, University of London. I am pleased to share that the 6th edition of the Conclave will be hosted at IIM Kozhikode, reinforcing our role as a global platform for ideas rooted in Indian thought and global inquiry.

As IIM Kozhikode enters an exciting phase of growth—with expanding programmes, faculty strength, and student diversity, alongside steady progress in rankings and reputation—I invite you to explore this newsletter and engage with the Institute's continuing contributions to the world of knowledge.

With warm regards and best wishes,

Prof. Debashis Chatterjee
Director
Indian Institute of Management Kozhikode



MESSAGE FROM THE CHAIRPERSON, RESEARCH

We are pleased to present the latest edition of IIMK's research newsletter, which showcases the exceptional achievements of our faculty and doctoral students. Over the past academic year, we published 150 journal articles, including 75 in highly rated A and A* journals (as per ABDC and ABS rankings) and 3 in the prestigious FT50 category. Our research endeavors continue to flourish, marked by the success of international conferences, increased funded projects, and a growing number of research seminars featuring distinguished scholars from India and abroad.

This year, we hosted five major international conferences: 18th ICA Asia-Pacific Research Conference 2024, 5th Edition of International Conclave on 'Globalizing Indian Thought' (GIT 2025) at Senate House, University of London, 22nd AIMS Conference on Management, 1st Indo-French Research Conference on Production Networks, and India Labour Conference 2025. These conferences reflect our commitment to fostering a vibrant research ecosystem. During the past year, our faculty initiated 43 funded research projects, while IIMK organized 14 research seminars and four workshops, promoting collaboration and skill development.

We had the honour of hosting renowned international scholars, including Prof. Hari Ramasubramanian (Frankfurt School of Finance and Management, Germany), Prof. Jose Sebastian (Former faculty at Gulati Institute of Finance and Taxation, Thiruvananthapuram), Prof. Rama K Jayanti (Monte Ahuja Endowed Chair in Global Business, Fulbright Fellow, and Professor of Marketing at Cleveland State University, Cleveland, OH, USA), Prof. Sreevas Sahasranamam (Adam Smith Business School, University of Glasgow, UK), Prof. Ramesh Dangol (Professor of management at Youngstown State University in Ohio, USA), Prof. Murali Krishna Mantrala (Professor Emeritus, University of Missouri, USA), Prof. V K Narayanan (University of Adelaide, Australia), Deloitte & Touche Jones Stubbs Professor of Strategy and Entrepreneurship at Drexel University, Philadelphia, PA, USA), Prof. Subramaniyan R Iyer (University of Sydney Associate Professor of Finance at the University of New Mexico, USA), Prof. KV Petrides (Professor of Psychology and Psychometrics at University College London (UCL) and the Founding Director of the London Psychometric Laboratory), Prof. Haimanti Bhattacharya (Department of Economics, University of Utah, Salt Lake City, USA), Prof. Simi Joy (Associate Editor of Academy of Management Learning & Education (AMLE) & Academic Visitor at the University of East Anglia, UK), Prof. Alex Fenton (Associate Dean and Associate Professor of Digital Transformation at the University of Chester, UK) and Prof. Yaniv Hanoch (Professor at Coventry University, UK) among others, who shared their cutting-edge research insights with us.

This 23rd edition of IIMK's research newsletter highlights our significant research accomplishments from the past year. We invite you to explore the newsletter for more detailed insights into the academic research activities at our institute.

Prof. Sidhartha S Padhi



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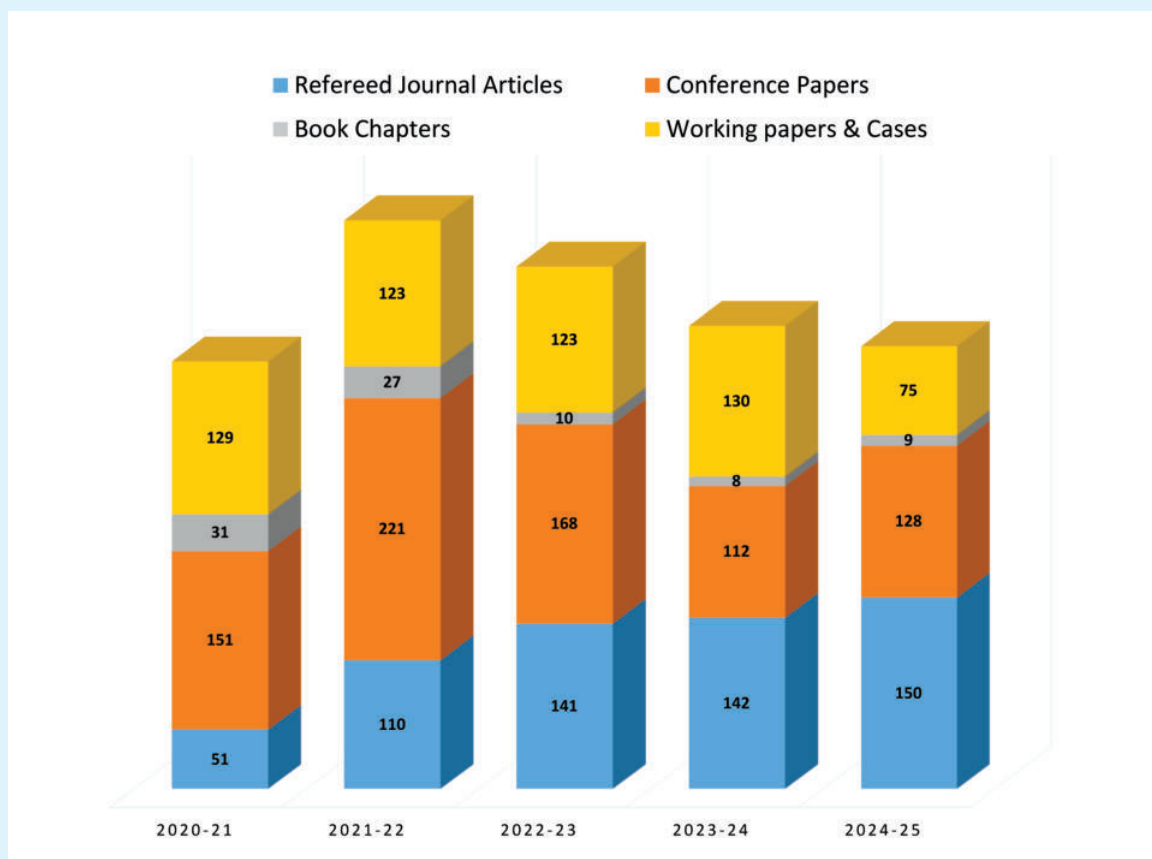
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RESEARCH & PUBLICATIONS HIGHLIGHTS

A total of 150 research articles were published in reputed peer-reviewed journals. Of these, 5 were published in A* category journals, 70 in A category journals, 51 in B category journals & 21 in C and other category journals. Three publications appeared in the FT50 category. The journal categories are identified using a ranking system that combines well-known ABDC, ABS and Scopus rankings. In addition, 43 Research projects were initiated during the current year, and 14 research seminars were conducted.

IIMK RESEARCH TRENDS - AN OVERVIEW (2020-21 TO 2024-25)



RESEARCH GRANT PROJECTS 2024-25

PRINCIPAL INVESTIGATOR	TITLE	AREA
Dharun Kasilingam	Understanding Engagement, Emotion, and Experience in VR and MR: Implications for Tourism, Work, and Gaming <i>LGRP/2023-24/04</i>	Marketing Management
Atanu Adhikari	Customer Fairness in Participative Pricing: Comparing Two Models for Sustainability of PWYTF Pricing <i>SGRP/2023-24/08</i>	Marketing Management
Anita Kerai	Family firms, internationalization, and subsidiary location: Does institutional difference matter? <i>SGRP/2023-24/09</i>	Strategic Management
Keyoor Purani	Retail Environment Design and Zoning: Application of Prospect-Refuge Theory <i>SGRP/2023-24/11</i>	Marketing Management
Nandakumar M K	The Interplay of Daily Progress, Stressors, and Growth Mindset in Entrepreneurship <i>SGRP/2023-24/12</i>	Strategic Management
Ashutosh Sarkar	Teaching Case Study on an Indian EV Battery Manufacturer <i>SGRP/2024-25/01</i>	Quantitative Methods and Operations Management
Salman Ali	Formal Governance and Trust in Humanitarian Logistics: Mitigating Opportunism Amidst Volatility <i>SGRP/2024-25/02</i>	Strategic Management
Payal Anand	When Work Meaningfulness Turns Toxic: Investigating Workplace Loneliness and its Outcomes for Nurses <i>SGRP/2024-25/03</i>	Organizational Behaviour and Human Resources
Radhakrishna Pillai R	The Digital Transformation Journey of Indian Firms. <i>SGRP/2024-25/04</i>	Information Systems
Sidhartha S Padhi	Design of Supplier audit mechanism to control unethical practices in a supply chain <i>SGRP/2024-25/05</i>	Quantitative Methods and Operations Management
Rajeshwari C	A study of collective based waste work in Haritha Karma Sena, Kerala <i>LGRP/2024-25/01</i>	Organizational Behaviour and Human Resources
Saparya Suresh	Waste segregation at household level: Understanding the effect of positive and negative reinforcements on waste segregation behaviour <i>LGRP/2024-25/02</i>	Quantitative Methods and Operations Management
Satish Krishnan	Exploring concerns of fake news on ChatGPT: A social network analysis of Twitter conversations <i>SGRP/2024-25/06</i>	Information Systems
Ashok Thomas	Effect of Financial Inclusion on Household Wealth Portfolios: A Closer Look from Social Stratification <i>SGRP/2024-25/07</i>	Economics
Shovan Chowdhury	Active Redundancy Allocation Strategy at Component or System Level <i>SGRP/2024-25/08</i>	Quantitative Methods and Operations Management
Deepak S Kumar	Study on the influence of biophilia on taste perception <i>SGRP/2024-25/09</i>	Marketing Management

Pronobesh Banerjee	Fuzzy Trace Theory and the Role of Attribute Descriptions in Attraction And Compromise Effects <i>MGRP/2024-25/02</i>	Marketing Management
Rachappa Shette	Impact of Regulation on Rounding-up of Reported Net Income <i>SGRP/2024-25/18</i>	Finance, Accounting and Control
Sudershan Kuntluru	Factors influencing Greenwashing in ESG disclosures <i>SGRP/2024-25/11</i>	Finance, Accounting and Control
Surya Prakash Pati	Sudharma: Negotiating survival pangs <i>SGRP/2024-25/12</i>	Organizational Behaviour and Human Resources
Rudra Sensarma	Digital infrastructure, bank credit and economic outcomes <i>MGRP/2024-25/03</i>	Economics
Priya Narayanan	Impact of AI on Influencer Marketing <i>SGRP/2024-25/13</i>	Marketing Management
Anand G	Developing New Product for Social Benefit using Lean Six Sigma - An Exploration <i>SGRP/2024-25/14</i>	Quantitative Methods and Operations Management
Praveen S	Ethnography in Kerala Lotteries <i>MGRP/2024-25/04</i>	Marketing Management
Satish Krishnan	Evaluating AI's Influence on Sustainability Goals: A Cross-Country NCA and fsQCA Analysis <i>SGRP/2024-25/15</i>	Information Systems
Aishwarya Ramasundaram	An exploration into customer engagement with sustainability initiatives <i>SGRP/2024-25/16</i>	Marketing Management
T N Krishnan	Sustaining Excellence: How CGH Earth Integrates Marketing and Talent Strategies to Drive Eco-Conscious Hospitality <i>SGRP/2024-25/17</i>	Organizational Behaviour and Human Resources
Rachappa Shette	Ethics and Quality of Financial Reporting: Textual Narrative Analysis <i>LGRP/2024-25/03.R1</i>	Finance, Accounting and Control
Keyoor Purani	Bio-Sonic Servicescape and Consumer Responses <i>SGRP/2024-25/18</i>	Marketing Management
Omkumar Krishnan	Artificially Intelligent Voice Assistant based Consumer-Brand Interaction and its Effect on Consumer Wellbeing across Culture: A Conceptual Study <i>SGRP/2024-25/19</i>	Marketing Management
Satish Krishnan	Navigating Ethical Concerns in the Metaverse: An Integrative Review and an Agenda for Future Research <i>SGRP/2024-25/20</i>	Information Systems
Rajeshwari C	Caste as an assemblage of touch: developing a Deleuzean approach to caste <i>SGRP/2024-25/21</i>	Organizational Behaviour and Human Resources
Shubhasis Dey	Unveiling Identities: Exploring the Impact of Identity Priming on Cognitive Performance and News Discernment in India <i>MGRP/2024-25/05</i>	Economics
Shubhasis Dey	Exploring Tipping Points of Political Choice, Identity Dynamics and Online Political Activism <i>SGRP/2024-25/22</i>	Economics
Satish Krishnan	Entrepreneurial Policymaking in the Era of Social Media Disinformation <i>LGRP/2024-25/05</i>	Information Systems

Nandakumar M K	The Impact of Leisure Crafting on Entrepreneurs' Serendipity <i>SGRP/2024-25/23</i>	Strategic Management
VG Sridharan	The Contagion Effects of CSR Restatements on Investors' Judgements: Experimental Evidence <i>SGRP/2024-25/24</i>	Finance, Accounting and Control
Varun Yadav	Crypto-asset regulations and market reactions: Evidence from India <i>SGRP/2024-25/25</i>	Economics
Satish Krishnan	Does a Nation's Commitment to Sustainability Reflect Preparedness for the Metaverse? An Anticipatory Governance-led Configural Narrative <i>SGRP/2024-25/26</i>	Information Systems
Nivedhitha K S	Preserving traditional vernacular architecture and understanding human challenges: A study on Vernach, Trust for Vernacular Architecture, India <i>SGRP/2024-25/27</i>	Organizational Behaviour and Human Resources
Aravind Sampath	Asymmetric Volatility, Informed Trading and FoMo in Cryptocurrencies - A Microstructure Approach <i>LGRP/2024-25/04.R1</i>	Finance, Accounting and Control
Payal Anand	The Impact of Workplace Loneliness on Task Performance and Job Involvement: A Value Congruence Perspective <i>SGRP/2024-25/28</i>	Organizational Behaviour and Human Resources
Arqum Mateen	Deciphering EV Adoption: A Multidimensional Multistakeholder Approach <i>SGRP/2024-25/29</i>	Quantitative Methods and Operations Management



RESEARCH SEMINARS 2024-25

SPEAKER	TOPIC	DATE
Prof. Hari Ramasubramanian Frankfurt School of Finance and Management, Germany	Don't Get to the Point. Overprecision in Management Capital Expenditure Forecasts	17-05-2024
Prof. Jose Sebastian Former faculty at Gulati Institute of Finance and Taxation, Thiruvananthapuram	Overcoming the Fiscal and Development Crisis of Kerala: Pension Reform as a Policy Option	30-05-2024
Prof. Rama K Jayanti Monte Ahuja Endowed Chair in Global Business, Fulbright Fellow, and Professor of Marketing at Cleveland State University, Cleveland, OH, USA	Digital Disclosure of Pharmaceutical Industry Payments and Patient Trust in Physician	14-07-2024
Prof. Sreevas Sahasranamam Adam Smith Business School, University of Glasgow, UK	Co-creating innovation ecosystems in contexts of absolute uncertainty: The case of low-cost heart valves in India	20-12-2024
Prof. Ramesh Dangol Professor of management at Youngstown State University in Ohio, USA	Virtual Mobility: Mitigating the Adverse Effect of Violence Against Women on the Development of Employment Capabilities	28-12-2024
Prof. Murali Krishna Mantrala Professor Emeritus, University of Missouri, USA	The Role of Same-side and Cross-side Influences in the Multinational Diffusion of Two-Sided Digital Platforms	07-01-2025
Prof. VG Sridharan Professor of Finance, Accounting & Control, Indian Institute of Management Kozhikode	The Contagion Effect of CSR Restatements on Investors' Judgements: Experimental Evidence	09-01-2025
Prof. V K Narayanan Deloitte & Touché Jones Stubbs Professor of Strategy and Entrepreneurship at Drexel University, Philadelphia, PA, USA	Adaptive and alterative activities of entrepreneurial intermediaries in transitional economies: A study of academic incubators in India	10-01-2025
Prof. Subramaniyan R Iyer Associate Professor of Finance at the University of New Mexico, USA	JOBS Act 2012: Employment, Investment Growth, and Capital Formation	16-01-2025
Prof. KV Petrides Professor of Psychology and Psychometrics at University College London (UCL) and the Founding Director of the London Psychometric Laboratory	The TEIQue Advantage: Scientific Solutions for People Management, Human Resources, & Self-Development	23-01-2025
Prof. Haimanti Bhattacharya Department of Economics, University of Utah, Salt Lake City, USA	The Good, the Bad, and the Ugly: The Role of AI Quality Disclosure in Lie Detection	06-02-2025
Prof. Simi Joy Associate Editor of Academy of Management Learning & Education (AMLE) & Academic Visi- tor at the University of East Anglia, UK	Developing papers for Academy of Management Learning & Education (AMLE)	13-02-2025
Prof. Alex Fenton Associate Dean and Associate Professor of Digital Transformation at the University of Chester, UK.	Going global – How to take your research international through netnography and digital transformation	18-02-2025
Prof. Yaniv Hanoch Professor at Coventry University, UK	The Psychology of Scams: Understanding Victimization and Prevention	20-02-2025

RESEARCH CONFERENCES 2024-25

CONFERENCE	DATE	PLACE
18th ICA Asia-Pacific Research Conference 2024	October 15-18, 2024	IIM Kozhikode
5th Edition of International conclave on 'Globalizing Indian Thought' (GIT 2024)	October 24-25, 2024	Senate House, University of London, UK
22nd AIMS Conference	January 2-4, 2025	IIM Kozhikode
1st Indo-French Research Conference on Production Networks	March 22-23, 2025	IIM Kozhikode
2nd Edition India Labour Conference (ILC 2025)	March 28-29, 2025	IIM Kozhikode

RESEARCH WORKSHOPS 2024-25

WORKSHOP	DATE
BIG Data and Machine Learning for Management	April 8-11, 2024
Information Systems Curriculum & Pedagogy Workshop	September 6-7, 2024
Technological Transitions and Social Innovations in Digital Banking	February 28, 2025
1st ABM India workshop	March 20-21, 2025

FORTHCOMING CONFERENCES & WORKSHOPS

EVENT	DATE
6th International conclave on Globalizing Indian Thought (GIT 2025)	November 12-14, 2025
International Workshop on Reliability Theory and Survival Analysis	December 19-21, 2025
2nd ABM India Workshop	January 3-4, 2026
2nd Production Networks Conference	January 11-12, 2026
MathSport Asia 2026 Conference	December 8-10, 2026





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Desai, A. D., Sensarma, R., & Thomas, A. (2024). Roles of financial literacy and entrepreneurial orientation in economic empowerment of rural women entrepreneurs. *Oxford Development Studies*, 52(3), 243-260. <https://doi.org/10.1080/13600818.2024.2403066>

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Thasni, T., Gangopadhyay, K., & Mondal, D. (2024). Structural transformation of the Indian states: heterogeneity among them in a ten-sector economy. *Indian Growth and Development Review*, 17(2), 232-259. <https://doi.org/10.1108/IGDR-10-2023-0178>

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Rajan, S., Gangopadhyay, K., & Ghatak, A. (2025). Politicization and polarization concerning science in Global South: Evidence from news coverage of COVID-19 in India. *International Journal of Public Opinion Research*, 37(1), edae039. <https://doi.org/10.1093/ijpor/edae039>

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Yadav, V., & Das, A. (2025). Digital payments in India—How demonetization and COVID-19 shaped adoption?. *Economics Letters*, 246, 112074. <https://doi.org/10.1016/j.econlet.2024.112074>

Mandel, A., & Veetil, V. P. (2025). Do granular shocks generate sizeable aggregate volatility?. *Journal of Evolutionary Economics*, 1-24. <https://doi.org/10.1007/s00191-025-00887-9>

CONFERENCE PAPERS PRESENTED

AUTHOR(S)	TITLE	DETAILS	YEAR
Ashok Thomas	Effect of Financial Inclusion on Household Wealth Portfolios: A Closer Look from Social Stratification	International Conference on Global FinTech Ecosystem and FinTech-Enabled Trade in Services	2024
Ashok Thomas & Sivadasan TM	Household Credit Behaviour in India: The role of Social Comparison and Financial Literacy	RSFE, Krea University and IFMR	2024
Kausik Gangopadhyay	Rhetoric and Reality: Tracing the Evolution of Policy Discourse, Agenda Setting, and Populism in Indian Parliamentary Speeches	International Indian Statistical Association	2024
Rudra Sensarma, Aariya Sen & Mridul Saggar	Navigating through the Unknown: The Uncertainty Channel in Monetary Policy Transmission	5th International Conclave On Globalizing Indian Thought	2024
Rudra Sensarma & Sofia Mathew	The non-linear association between bank fintech and relationship lending: A panel threshold analysis of Indian banks	Vietnam symposium in banking and finance	2024
Sthanu R Nair & Umesh Kumar Singh	Deepening Collective Action for enhancing the Well-being of Smallholder farmers, Maharashtra, India	18th ICA Asia-Pacific Research Conference	2024
Sthanu R Nair & Pooja Bhatia	The Determinants of Tax Morale in India	80th Annual Congress of the IIPF	2024
Varun Yadav & Abhiman Das	Demand for deposit services and welfare implications of saving bank interest rate deregulation: Evidence from India	Winter School 2024 Organized by Centre for Development Economics Delhi School of Economics and The Econometric Society	2024
Varun Yadav & Abhiman Das	Demand for Deposit Services and Welfare Implications of Saving Bank Interest Rate Deregulation: Evidence from India	19th Annual Conference on Economic Growth and Development conducted by Indian Statistical Institute New Delhi	2024
Chitwan Lalji	Relationship between Autonomy in Partner Choices and Women's Wellbeing	AIMS	2025
Vipin P Veetil	Cost of Inflation in a Network Economy	1st Indo-French Conference on Production Networks	2025

NON-REFEREED PUBLICATIONS/PRESENTATIONS

AUTHOR(S)	TITLE	DETAILS	YEAR
Kausik Gangopadhyay	Reclaiming Hinduness: A Political History Of India's Civilisational Identity	Swarajya	2024
Mridul Kumar Saggar	Fresh concerns for systemic stability must be monitored	Business Standard	2024
Mridul Kumar Saggar	Use of unremunerated CRR as time tested tool	Business Standard	2024
Mridul Kumar Saggar	Mridul Saggar in Defense of Inflation Targeting	CNBC TV18	2024

Mridul Kumar Sagar	Mridul Sagar on Monetary Policy	CNBC TV19	2024
Rudra Sensarma & MD Gyasuddin Ansari	Budget will foster long-term growth	Hindu Business Line	2024
Sthanu R Nair	Focusing on States to Achieve a Viksit Bharat	The New Indian Express	2024
Pratik Sinha, Rabina Roy & Dimpay Dalal	Gamify India's skilling initiatives	The Hindu	2024
Sthanu R. Nair & Dhruv Jain	The failed 'Delhi model'	The Hindu	2024
Kausik Gangopadhyay	'Dharmanomics' Illuminates Indic Sustainable Economic Thinking	Swarajya	2025
Kausik Gangopadhyay	Why Bangladesh's Pretense Of Supporting 'Mother Tongue' is Hollow	Swarajya	2025
Rudra Sensarma & MD Gyasuddin Ansari	Trump 2.0: Decoding the economic implications of his 'America First' policy for India	Economic Times	2025
Vipin P Veetil	Kerala's govt education system is a disaster for reasons plain and simple	Times of India	2025

WORKING PAPERS

AUTHOR(S)	TITLE	DETAILS	YEAR
Leena Mary Eapen & Sthanu R Nair	Where does India grow the most?	IIMK/WPS/656/ECO/2025/03	2025
Sthanu R Nair & Pooja Bhatia	Impact of tax morale on tax compliance intention in India	IIMK/WPS/650/ECO/2025/01	2025
Sthanu R Nair & Pooja Bhatia	The Evolution of Tax Morale in India	IIMK/WPS/651/ECO/2025/02	2025

BOOK

AUTHOR(S)	TITLE	DETAILS	YEAR
Kausik Gangopadhyay & Devavrata	The Joy Bangla Deception	Garuda Publication	2025



CONFERENCE PROCEEDINGS (EDITED BOOK)

EDITOR(S)	TITLE	DETAILS	YEAR
Chitwan Lalji, Manoranjan Dhal, Surya Prakash pati & Shannu Narayan	Decent work in a globalised world	Excel Publication	2025

MEMBERSHIP OF EDITORIAL / REVIEW BOARD / AD HOC REVIEW

NAME	TITLE	DETAILS	YEAR
Chitwan Lalji	IIM Kozhikode Society & Management Review	Associate Editor	2024
Varun Yadav	Finance Research Letters	Adhoc Reviewer	2024
Vipin P Veetil	IIMK Society and Management Review	Associate Editor	2024

FACULTY - ECONOMICS



Anirban Ghatak



Ashok Thomas



Chitwan Lalji



Kausik Gangopadhyay



Leena Mary Eapen



Mridul Kumar Saggarr



Rudra Sensarma



Shubhasis Dey



Sthanu R Nair



Varun Yadav



Vipin P Veetil



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Gopalakrishnan, B., Sampath, A. and Srivastava, J. (2024), “Did work from home “really” work during COVID-19?”, *China Accounting and Finance Review*, Vol. 26 No. 2, pp. 229-252. <https://doi.org/10.1108/CAFR-09-2023-0118>

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Pradeep, K., & Baag, P. K. (2025). Monitoring by a single banker and accounting conservatism: evidence from India. *Journal of Accounting in Emerging Economies*, 15(2), 415-443. <https://doi.org/10.1108/JAEE-06-2023-0187>

CONFERENCE PAPERS PRESENTED

AUTHOR(S)	TITLE	DETAILS	YEAR
Abhinav Anand, H Doshi, A Kumar & J Pathak	Federal Reserve Speeches and Sovereign Credit Risk	37th Australasian Finance and Banking Conference	2024
Abhinav Anand, Xing Huan & J Pathak	10 K readability and shareholder proposals on corporate gfo	IFABS 2024 Shanghai	2024
Aravind Sampath & Meera Davi Chalissery	Informed Trading and ESG- Evidence from NYSE	International Finance Conference	2024
Aravind Sampath & Meera Davi Chalissery	Does ESG-washing reduce information asymmetry?	Annual Financial Markets Liquidity Conference	2024
Ekta Sikarwar	Effect of derivative accounting under ifrs 9 on hedging foreign exchange risk	EURAM	2024
Ekta Sikarwar	Effect of derivative accounting on corporate hedging	AIB	2024
Jijo Lukose & Aneesha M A	Do regulatory changes affect ownership and flipping by foreign investors in emerging market IPOs	14th Financial Markets and Corporate Governance Conference (FMCG 2024)	2024
Jijo Lukose, Athira A & Surender Rao Komera	Family Management Control, Ownership Concentration, and Tax Management: Evidence from India	14th Financial Markets and Corporate Governance Conference (FMCG 2024)	2024
Jijo Lukose & V P Priyesh	Behind closed doors: Unveiling earnings management in private subsidiaries of public firms	14th Financial Markets and Corporate Governance Conference (FMCG 2024)	2024
Nemiraja Jادیappa	Creditors bankruptcy rights and accounting conservatism: Evidence from a quasi natural experiment	India Finance Conference 2024	2024
Rachappa Shette	Impact of Regulation on Rounding-up of Reported Net Income	46th All India Accounting Conference & International Seminar on Accounting Education and Research	2024
S S S Kumar & Anirban Banerjee	Speed Meets Information Advantage: Assessing the Role of High-Frequency Trading Amidst Insider Trading	14th Financial Markets and Corporate Governance Conference (FMCG 2024)	2024
Sony Thomas, Anand Krishnan V K & SSS Kumar	Multiple Markets and order-splitting strategies: Do informed traders strategise differently?	Annual Financial Markets and Liquidity Conference	2024
Sudershan Kuntluru, Anju P Tom & Ajit Dayanandan	Greenwashing and concentrated ownership	India Finance Conference 2024	2024
VG Sridharan	The Contagion Effect of CSR Restatements: The Role of Restatement Proximity to Financial Information	Deakin University Business School Workshop	2024
VG Sridharan	Qualitative Research Paradigms	15th Colloquium on Qualitative Research Methods in Business and Accounting	2024
Aswin Alora	The Impact of Blockchain-Enabled Supply Chain Finance on Cost of Capital: An Empirical Analysis of S&P 500 and Nasdaq Firms	ICNPECS 2025	2025

Pankaj Kumar Baag & Arjun P U	Predicting Default Probability using Asset Correlation of Loan Portfolio	AIMS 22	2025
Pankaj Kumar Baag & Arjun P U	Exploring Promoter's Contribution and Resubmitted Approved Loan	AIMS 22	2025
Pankaj Kumar Baag & Diptiranjan Panda	A Review of the Progress and Future Prospects of Impact Investment	AIMS 22	2025
Sudershan Kuntluru & Ajit Dayanandan	Digitalization and demand for cash in India	22nd AIMS International Conference on Management	2025

CASE STUDIES

AUTHOR(S)	TITLE	DETAILS	YEAR
Aswin Alora	Optimizing cash flow through TReDS for Sahaj Solar Limited	Gyanodaya	2024
Ekta Sikarwar & Vemparala Venkat	Uniroyal Marine Exports- To hedge or not to hedge?	Gyanodaya	2024

NON- REFEREED PUBLICATIONS/PRESENTATIONS

AUTHOR(S)	TITLE	DETAILS	YEAR
S S S Kumar & Sony Thomas	Metal and Fuel Commodities: A Catalyst in Portfolio Diversification for Fixed-income and Equity Investors	Mineral Metal Energy Oil Gas and Aggregate	2024

WORKING PAPERS

AUTHOR(S)	TITLE	DETAILS	YEAR
Ekta Sikarwar & Shivani Sahoo	IFRS 9, Derivative Usage, and Risk: Multi-country evidence	IIMK/WPS/633/FIN/2025/02	2025
Ekta Sikarwar & Dhananjay Ashri	Why do corporations Issue Green Bonds? A Review	IIMK/WPS/634/FIN/2025/03	2025
Ekta Sikarwar	Geopolitical risk and firms' foreign exchange exposure	IIMK/WPS/635/FIN/2025/04	2025
Nemiraja Jادیappa	The economic cost of mandatory CSR regulation: Evidence from India	IIMK/WPS/632/FIN/2025/01	2025
Pankaj Kumar Baag & Vishal Vaibhav	Adoption of UPI as a mode of payment in India Challenges and way ahead	IIMK/WPS/638/FIN/2025/05	2025
Pankaj Kumar Baag & Sowndarya S	Examining the Impact of Brand Equity on Financial Success in the FMCG Industry	IIMK/WPS/639/FIN/2025/06	2025
Pankaj Kumar Baag & Kaishav Jajoo	The Role of Fomo (Fear of Missing Out) in Making Financial Decisions	IIMK/WPS/640/FIN/2025/07	2025

BOOK

AUTHOR(S)	TITLE	DETAILS	YEAR
Pankaj Kumar Baag, Karan C Farmer & Amy J Fredin	Cost Accounting an Indian Adaptation	Wiley Publication	2024

MEMBERSHIP OF EDITORIAL / REVIEW BOARD / AD HOC REVIEW

NAME	TITLE	DETAILS	YEAR
Pankaj Kumar Baag	IIMK Society and Management Review	Reviewer	2024
VG Sridharan	Accounting, Auditing, and Accountability Journal	Associate Editor	2025

SESSION CHAIR/ TRACK CHAIR

NAME	TITLE	DETAILS	YEAR
Ramprasath L	Finance and Economics (RSFE) 2024	Session Chair : Research Symposium on Finance and Economics, IFMR GSB, Krea University	2024

FACULTY - FINANCE, ACCOUNTING & CONTROL



Abhilash S Nair



Abhinav Anand



Aravind Sampath



Aswin Alora



Ekta Sikarwar



Jijo Lukose P J



Nemiraja Jadiyappa



Pankaj Kumar Baag



Qambar Abidi



Rachappa Shette



Ramprasath L



S S S Kumar



Sony Thomas



Sudershan Kuntluru



VG Sridharan

HUMANITIES & LIBERAL ARTS IN MANAGEMENT



REFEREED JOURNAL PUBLICATIONS

- Seth, M., Saxena, A., & Sethi, D. (2024). A comparative study of health workers motivation in government, private and charitable hospitals. *International Journal of Business and Globalisation*, 38(4), 558-571. <https://doi.org/10.1504/IJBG.2024.142433>
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- Srivastava, J., Malik, N., Sethi, D., & Tripathi, S. N. (2025). Impact of inclusive marketing communication on brand love and brand attitude. *Corporate Communications: An International Journal*. <https://doi.org/10.1108/CCIJ-02-2024-0021>

CONFERENCE PAPERS PRESENTED

AUTHOR(S)	TITLE	DETAILS	YEAR
Anupam Das	Pragmatic Challenges of Human and Gen AI Conversations	Generative AI IAMCR preconference	2024
Deepa Sethi & Nishtha Malik	Robots to Rage: A Cross-Cultural Saga of Customer Rage Behavior Towards Anthropomorphized Robots in the Hospitality Sector	GIT 2024	2024
Irfanullah Farooqi	Iqbal's Islamicised Urdu Poetics as a response to Territorial Nationalism: Cues from Bang-e-Dara	100 Years of Bang-e-Dara	2024
Judu Ilavarasu	Freewill: A conditional State in Awareness	American Psychological Association	2024
Judu Ilavarasu	Psychometric Evaluation of Triguna Implicit Association Test	American Psychological Association	2024
Irfanullah Farooqi	The Construction of a 'Muslim' Poet: An Exploration of the Historical-Social Interface in Muhammad Iqbal's Distinctive Reception	Past in the Present: Intersections of the Social and the Historical in Sociological Research	2024

CASE STUDIES

AUTHOR(S)	TITLE	DETAILS	YEAR
Judu Ilavarasu	Mind-Body Interventions for workplace wellbeing	Gyanodaya	2024
Deva Prasad M & Salamah Ansari	Firefighting the Menace of Waste: The Brahmapuram Waste Management Crisis	Casecentre.org	2024
Deva Prasad M	Brickwork Ratings License Cancellation: Facing the Over-Regulation Challenge in India	Casecentre.org	2024

NON- REFEREED PUBLICATIONS/PRESENTATIONS

AUTHOR(S)	TITLE	DETAILS	YEAR
Anupam Das	STEM alone won't work; STEAM will drive us	Financial Express	2024
Anupam Das & Navyasree Yekkaluri	Importance of women in India's path to development	Forbes India	2024
Deepa Sethi	The VITAL framework of executive presence	Corporate Investment Times	2024
Judu Ilavarasu, Shivaram Ac & Raghavendra Bhat	Sound, Touch, Form, Taste, and Smell as Pathways for Meditation – A Review of Classical and Neuroscience Texts	Journal of Applied Consciousness Studies	2024
Judu Ilavarasu & Hassan Alibalaei	The Potential Impact of Yoga Practices on Extraordinary Human Abilities: A Scoping Review	Journal of Applied Consciousness Studies	2024
Anupam Das & Aman Kumar	Using gamification to enhance learning	Business Line	2025
Irfanullah Farooqi & Suraj Gogoi	Remembering Michael Burawoy (1947-2025): Sociology's Underground Man	The Wire	2025
Judu Ilavarasu	Experimental Investigation of Precognition In Yoga Practitioners	Journal of the Society of Psychical Research	2025
Suraj Gogoi & Leah Verghese	A Review of Northeast India: A Political History by Samrat Choudhury	Countercurrents	2025
Suraj Gogoi & Leah Verghese	What is Assam's healing law, and why it may be missing the mark	Indian Express	2025

WORKING PAPERS

AUTHOR(S)	TITLE	DETAILS	YEAR
Judu Ilavarasu	Freewill and Determinism	IIMK/WPS/643/HLA/2025/02	2025
Judu Ilavarasu	Exploratory Study of Quality of Life and Digestive Patterns among MBA Students	IIMK/WPS/647/HLA/2025/03	2025
Salamah Ansari & Arunika Sharma	Relevance of Creative Economy in Enhancing Cultural Tourism: A Systematic Literature Review and Bibliometric Analysis	IIMK/WPS/623/HLA/2025/01	2025

MEMBERSHIP OF EDITORIAL /REVIEW BOARD/AD HOC REVIEW

NAME	TITLE	DETAILS
Judu Ilavarasu	International Journal of Stress Management	Adhoc reviewer
Judu Ilavarasu	Journal of Applied Consciousness Studies	Adhoc reviewer
Judu Ilavarasu	Journal of Medical Internet Research	Adhoc reviewer
Judu Ilavarasu	Journal of Applied Consciousness Studies	Executive editor
Shannu Narayan	IIM Kozhikode Society & Management Review	Associate Editor

SESSION CHAIR/ TRACK CHAIR

NAME	TITLE	DETAILS	YEAR
Shannu Narayan	Navigating Decent Work Through The Lens Of The Marginalised	Session Chair : India Labour Conference 2025	2025

CONFERENCE PROCEEDINGS (EDITED BOOK)

EDITOR(S)	TITLE	DETAILS	YEAR
Shannu Narayan, Manoranjan Dhal, Surya Prakash pati & Chitwan Lalji	Decent work in a globalised world	Excel Publication	2025

FACULTY - HUMANITIES & LIBERAL ARTS IN MANAGEMENT



A F Mathew



Anupam Das



Deepa Sethi



Deva Prasad M



Irfanullah Farooqi



Judu Ilavarasu



Salamah Ansari



Shannu Narayan



Suraj Gogoi





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- Basu, B., Sebastian, M. P., & Kar, A. K. (2024). What Affects User Experience of Shared Mobility Services? Insights from Integrating Signaling Theory and Value Framework. *Information Systems Frontiers*, 1-23.
<https://doi.org/10.1007/s10796-024-10556-0>
- Abdulla, M. S., & Ramprasath, L. (2024). A general strategy for reducing the variability in response-adaptive designs. *Communications in Statistics - Theory and Methods*, 54(13), 3871–3881.
<https://doi.org/10.1080/03610926.2024.2408576>
- Vasist, P. N., & Krishnan, S. (2024). Analyzing the “when of how” phenomena manifest in information systems research: A critical review of conditional process analysis and its recent advancements. *Communications of the Association for Information Systems*, 54(1), 815-848. <https://doi.org/10.17705/1CAIS.05430>
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- Ahmed, W., Önkal, D., Das, R., Krishnan, S., Olan, F., Hardey, M., & Fenton, A. (2023). Developing techniques to support technological solutions to disinformation by analyzing four conspiracy networks during COVID-19. *IEEE Transactions on Engineering Management*. <https://doi.org/10.1109/TEM.2023.3273191>
- Shah, C. S., & Krishnan, S. (2024). ICT, gender inequality, and income inequality: A panel data analysis across countries. *Information Systems Frontiers*, 26(2), 709-727. <https://doi.org/10.1007/s10796-023-10396-4>
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<https://aisel.aisnet.org/sjis/vol36/iss2/4>
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<https://doi.org/10.1007/s10796-023-10390-w>
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<https://doi.org/10.1080/10941665.2024.2414890>
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<https://doi.org/10.1108/JICES-08-2024-0122>

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Pai, R. R., & Alathur, S. (2025). Factors influencing sustainable E-participation in public service delivery: A case of rail infrastructure project. *Heliyon*, 11(4). <https://doi.org/10.1016/j.heliyon.2025.e42715>

CONFERENCE PAPERS PRESENTED

AUTHOR(S)	TITLE	DETAILS	YEAR
Anindita Paul & Abhishek Mishra	A model for IT Enabled Dynamic capabilities in Public Sector Organizations	Globalizing Indian Thought 2024	2024
Anindita Paul & Srinivas Subramanya	Promises and Pitfalls: Evaluating Generative AI Tools in Software Engineering	Australasian Conference of Information Systems	2024
M. P. Sebastian, Vidushi Pandey & Rishika Jain	Examining the Contextual Impact of Perceived Message Credibility on Information Exposure and Social Media Induced Polarisation	Pacific-Asia Conference on Information Systems, Ho Chi Minh City 2024	2024
Radhakrishna Pillai R	Insights on Inculcating Authenticity (“Satyam”) in the Age of Digital Disinformation	GIT 2024	2024
Radhakrishna Pillai R	Re-emergence of Vishwa Guru Bharat Through Re-establishment of Dharma - Insights from the Srimad Bhagavad Gita	GIT 2024	2024
Satish Krishnan, Catherine Kleshinski, Savannah Conder, Trevor Watkins & Stephen Lee	Countervailing reputational implications of sharing personal good news at work	84th Annual Conference of the Academy of Management (AOM)	2024
Sreejith A, Abhishek Talawar & Sheena S	Realizing Tourism’s Shift towards Metaverse with TAM and Techno-Stressors: A Hybrid SEM-ANN and fsQCA Approach	BAMS-ORSI 2024	2024
Sreejith A, Naganna Chetty & Vinayak Pai	Status Quo of Hate Content Research using Bibliometric Analysis	2024 International Conference on Cybernation and Computation (CYBERCOM)	2024
Sreejith A, Abhishek Talawar & Sheena S	The Advancements of Artificial Intelligence in Tourism and Hospitality Industry: A Bibliometric Review	ICTCS 2024. Lecture Notes in Networks and Systems, Proceedings by Springer LNNS	2024
Vidushi Pandey & Labeeba Kothur	Algorithmic Sensemaking and Social Media News Consumption: A Qualitative Enquiry	4th Qualitative Paper Development Symposium	2024
Vidushi Pandey & Srinivas Prasad S	Wisdom of Generative AI crowd- Harnessing collective intelligence for startup idea evaluation	International Conference on Information systems	2024

Kalpita Sharma	Don't hold me ransom: Mitigation of Ransomware Attacks through Cyber-risk Management framework	1st India Conference on Information Systems 2025	2025
M. P. Sebastian & Ayushi Agarwal	Fostering Ethical Learning Environments: Exploring the Influence of Generative AI on Education	1st India Conference on Information Systems (InCIS 2025)	2025
Radhakrishna Pillai R	Exploring the Synergy between Dharma and Karma from a Spiritual Perspective	AIMS-22	2025
Satish Krishnan & Manoj Mathen	Culturally attuned digital twins for agriculture in smart cities	1st India Conference on Information Systems (InCIS)	2025
Satish Krishnan & Pramukh Nanjundaswamy Vasist	With great responsibility comes great innovation? Exploring tensions between responsible AI practices and AI innovations	1st India Conference on Information Systems (InCIS)	2025

CASE STUDIES

AUTHOR(S)	TITLE	DETAILS	YEAR
Sreejith Alathur	From Scarcity to Sustainability: Can Farmonaut's AI Model Revolutionize Food Security?	Gyanodaya	2024
Sreejith Alathur	MyRobo : Navigating the Pitfalls of Algorithmic Decision-Making in EdTech	Gyanodaya	2024
Sreejith Alathur	Taming GAI Hallucinations: Inspeq AI	Gyanodaya	2024
Vidushi Pandey	Namma Yatri : Revolutionizing India's Mobility Market	Gyanodaya	2024
Radhakrishna Pillai R	Rajayoga: Renewing Sustainable Innovation Through Spiritual Values and Ancient Wisdom	Delhi Business Review	2025

NON- REFEREED PUBLICATIONS

AUTHOR(S)	TITLE	DETAILS	YEAR
Satish Krishnan	Why social media watchdogs are necessary to battle disinformation and polarisation of society	Forbes India	2024
Sreejith A	Need For National Policy On Assistive Technology	The Hindu Business Line	2024
Sreejith A	Old is gold: Restoring historical intelligence the artificial way	Forbes India	2025



WORKING PAPERS

AUTHOR(S)	TITLE	DETAILS	YEAR
Anindita Paul	Optimizing CRM for a Small Scale business	IIMK/WPS/648/ITS/2025/04	2025
Radhakrishna Pillai R & Jerome P. Thomas	Comparison of Environmental Impact of Electric Vehicles and Conventional Vehicles: A Systems Perspective	IIMK/WPS/629/ITS/2025/01	2025
Radhakrishna Pillai R & Jerome P. Thomas	Digital Transformation Adoption in India: A Multi-perspective Study Based on the Technology Adoption Model	IIMK/WPS/630/ITS/2025/02	2025
Radhakrishna Pillai R	Ethical Actions as Karma Performed with Swadharma Ancient Spiritual Wisdom in Srimad Bhagavad Gita	IIMK/WPS/631/ITS/2025/03	2025

BOOK CHAPTER

AUTHOR(S)	TITLE	DETAILS	YEAR
Anindita Paul, Borchuluun Yadamsuren & Kim M. Thompson	Rethinking ICT Adoption Theories in the Developing World (Book Title). Digital Usage of Indian Teleworkers in Home Settings: A Digital Inclusion Framework	Springer	2024

MEMBERSHIP OF EDITORIAL / REVIEW BOARD / AD HOC REVIEW

NAME	TITLE	DETAILS
Radhakrishna Pillai R	The Journal of Global Information Technology Management (JGITM)	Guest Editor
Vidushi Pandey	Information Systems Frontier	Associate Editor

FACULTY - INFORMATION SYSTEMS



Anindita Paul



Kalpit Sharma



M. P. Sebastian



Mohammed Shahid Abdulla



Radhakrishna Pillai R



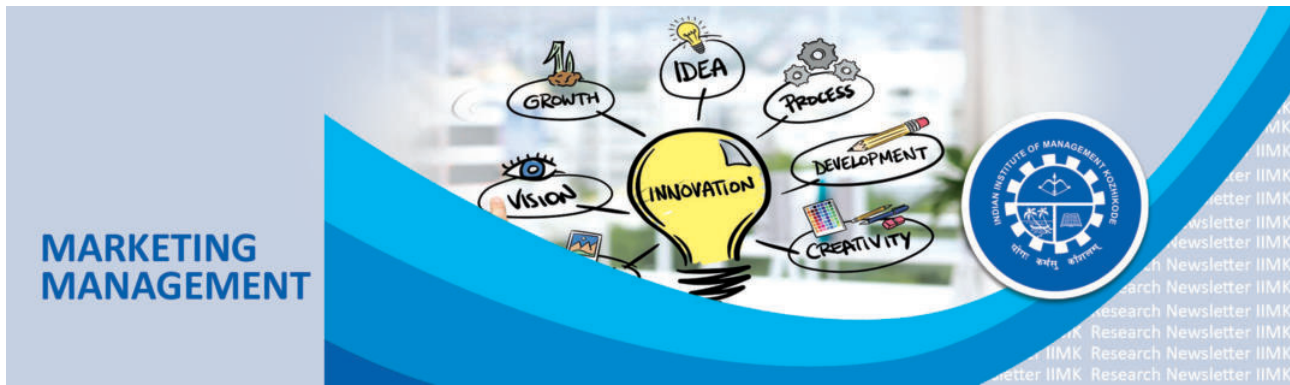
Satish Krishnan



Sreejith A



Vidushi Pandey



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- Praveen, S. V., Sourav, S., & Kasilingam, D. (2024). Critique: Sentiment-topic dynamic collaborative analysis-based public opinion mapping in aviation disaster management: A case study of the MU5735 air crash. *International Journal of Disaster Risk Reduction*, 108, 104546. <https://doi.org/10.1016/j.ijdr.2024.104546>
- Dutt, A., Kasilingam, D., Angell, R., & Singh, J. (2024). The future of marketing and communications in a digital era: data, analytics and narratives. *Journal of Strategic Marketing*, 32(8), 1435-1443. <https://doi.org/10.1080/0965254X.2024.2386002>
- Ambika, A., Jain, V., Belk, R., Kasilingam, D., & Krishna, R. (2025). The Role of Augmented Reality Experiences in Consumers' Purchase Intention Toward New Products. *Journal of Consumer Behaviour*, 24(2), 799-819. <https://doi.org/10.1002/cb.2435>
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- Jeesha, K., & Purani, K. (2024). cMercury: Finding Returns in Precision Marketing. *Asian Journal of Management Cases*, 0(0). <https://doi.org/10.1177/09728201231206005>
- Roye, A. D., & Mohan, G. (2024). Consumer Well-Being at the Base of the Pyramid and Subsistence Marketplaces: A Review and Research Agenda. *International Journal of Consumer Studies*, 48(5), e13084. <https://doi.org/10.1111/ijcs.13084>
- Sasikala, V., Sankaranarayanan, V., Dhayanithy, D., & Mohan, G. (2024). DEI in dual-listed mining MNEs: examining rhetoric and reality from a fields perspective. *Critical Perspectives on International Business*, (ahead-of-print). <https://doi.org/10.1108/cpoib-04-2022-0038>
- Sugathan, P., Sudhir, S., & Ramachandran, R. (2024). Exploring an incongruence frame for online reviews. *Journal of Consumer Behaviour*, 23(6), 2913-2932. <https://doi.org/10.1002/cb.2384>
- Narayanan, P. (2025). Against the Green Schema: How Gen-AI Negatively Impacts Green Influencer Posts. *Psychology & Marketing*, 42(4), 970-986. <https://doi.org/10.1002/mar.22159>
- Banerjee, P., Hayes, W. M., Chatterjee, P., Masters, T., Mishra, S., & Wedell, D. H. (2024). Factors that promote the repulsion effect in preferential choice. *Judgment and Decision Making*, 19, e11. <https://doi.org/10.1017/jdm.2023.46>
- Manu, C., & Sreejesh, S. (2024). 'Do not be Deteriorated by service failures, Learn from them and start managing it': Conditions and mechanisms for managing online service failures. *Journal of Retailing and Consumer Services*, 81, 104017. <https://doi.org/10.1016/j.jretconser.2024.104017>
- Sreejesh, S., & Roy, S. (2024). Ethicality in B2B Service Delivery: Examining the Impact of Individual and Organisational Ethics on Firm Performance Through Ethical Leadership and Climate. *Journal of Business Ethics*, 1-20. <https://doi.org/10.1007/s10551-024-05810-z>
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- Sreejesh, S. (2024). Integrated banking channel service quality (IBCSQ): Role of IBCSQ for building consumers' relationship quality and brand equity. *Journal of Retailing and Consumer Services*, 76, 103616. <https://doi.org/10.1016/j.jretconser.2023.103616>
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- Sreejesh, S. (2024). Winning the Ad Battle: Exploring the Influence of Subtle Design Elements and Gaming Platform on Consumer Attention and Brand Memory in In-Game Advertising. *Australasian Marketing Journal (ABDC A, Scopus Q1)*, 1-12. <https://doi.org/10.1177/14413582241241769>



CONFERENCE PAPERS PRESENTED

AUTHOR(S)	TITLE	DETAILS	YEAR
Aishwarya Ramasundaram	Fairness perception of AI enabled services and its effect on sustainable tourism adoption	12th international research symposium in services management conference	2024
Atanu Adhikari	Customer Fairness in Participative Pricing: Sustainability of PWYTF Pricing	5th World Conference on Business, Management, Finance, Economics and Marketing	2024
Atanu Adhikari	Exploring the Dynamics of Shopping Companions on Consumer Behavior in Retail Environments	Marketing Science 2024	2024
Deepak S Kumar	Managing Brand Alignment: Mitigating Free Riding and Negative Spillover Effects in P2P Platform-Provider Relationship	Great Lakes - Nasmei Conference (North American Society For Marketing Education In India)	2024
Deepak S Kumar	Platform Cooperatives: - An Outcome Of Business Model Innovation Using The Nice Framework	2nd International Conference On Sustainability, Entrepreneurship, Equity, & Digital Strategies Seeds 2024	2024
Dharun Kasilingam, Anupama Ambika, Varsha Jain, Russell Belk & Rajneesh Krishna	Self-Discovery through Augmented Reality Consumption Experiences: Extended Abstract	Asia-Pacific ACR Conference 2024	2024
Ekta Srivastava	Complaint-handling by AI: The Role of Emotions	FORE International Management Conference	2024
Ekta Srivastava	Leveraging Digital Media to Differentiate Digital Brands	Emerging Markets Conference Board (EMCB)	2024
G Sridhar, Sidharth Tripathi & Ashwin J Baliga	Persuasion in Selling: A Morphological Analysis of Literature and Future Research Agenda	GSSI	2024
M Geetha & Abheeshek Dev Roye	Transformative Transactions: Conceptualizing the Impact of Digital Payment Proliferation on Consumer Well-being in Subsistence Markets'	2024 AMA Summer Academic Conference	2024
Nivedita Bhanja	Milllets for Mending Past Wrongs? Marketing Alternative Dietary Practices	49th Annual Macromarketing Conference	2024
Sreejesh S, Irfan Shamim & Tathagata Ghosh	AI vs Human: Optimizing Checkout Charity Appeals	ANZMAC	2024
Aishwarya Ramasundaram	Green Vibes: How Nature Fuels Customer Experience	22nd AIMS international conference on management	2025
Atanu Adhikari	Blinkit: Dilemma in 10-minute Delivery	INDAM 2025	2025
Deepak S Kumar & Abhishek Ojha	Balancing Gig Economy: Using Heider's Balance Theory	22 AIMS International Conference on Management	2025
Dharun Kasilingam	Exploring the Impact of Technological Readiness Dimensions on Metaverse Attributes and Their Influence on Metaverse Tourism Adoption Intention	International Communication Management Conference	2025
Dharun Kasilingam	From Virtual to Vital: Unveiling the Impact of System Design and User Experience in the Fitness Metaverse	International Communication Management Conference	2025

G Sridhar & Vaibhav Chawla	Spirituality, Ethical Climate, and Ethical Selling	AIMS	2025
Keyoor Purani	Effects Of Presentation And Organization Of Online Reviews On Shopper Decisions And Attitude Towards Online Retailer	AMA Winter Academic Conference	2025
Keyoor Purani & Deepak S Kumar	Exploring The Influence Of Bio-Sonic Retail Environments	AMA Winter Academic Conference	2025
M Geetha	The Impact of Work Autonomy on Gig Workers Retention: The Mediating Role of Psychological Capital	ICSBMR (International Conference on Emerging Trends in Social, Business & Management Science Research)	2025
Nivedita Bhanja	An enabler or an agent of change? Evolution of technology in retailing	5th International Conference on Management Research	2025
Omkumar Krishnan	Artificially Intelligent Voice Assistant based Consumer-Brand Interaction and its Effect on Consumer Wellbeing across Culture: A Conceptual Study	AMA Winter Conference	2025
Praveen S	Effect Of Consumer Expertise On Consumer Efficiency	AMA Winter Academic Conference	2025
Praveen S	Effect Of Consumer Expertise On Consumption Values	AMA Winter Academic Conference	2025
Priya Narayanan	AI-Generated Greenwashing: How Gen-AI Content Negatively Impacts Green Influencers	AMA Winter Academic Conference	2025

CASE STUDIES

AUTHOR(S)	TITLE	DETAILS	YEAR
Aishwarya Ramasundaram	Mahindra Holidays and Resorts: Building an Experience Ecosystem	ET Cases	2024
Atanu Adhikari & Seema Lall	Effectuation and Entrepreneurship: SastaSundar's Online Pharmacy Business	The Case Centre	2024
Atanu Adhikari & Aparna S Nair	Jyothi Laboratories: Strategic Planning for Growth	Gyanodaya	2024
Atanu Adhikari & Aparna S Nair	Margo: Jyothi Laboratory's Personal Care Brand	Gyanodaya	2024
Atanu Adhikari & Seema Lall	Meesho Superstore: Re-entering into grocery e-commerce	Gyanodaya	2024
Atanu Adhikari & Seema Lall	Meesho: To Change Its Business Model	Gyanodaya	2024
Atanu Adhikari	NOKIA Smartphone: Reestablishing the Brand to Premium	Gyanodaya	2024
Deepak S Kumar & Keyoor Purani	Impex in 2020: Positioning in the Kitchen Products Market	Gyanodaya	2024
Joffi Thomas & Kripa Varghese	The Mom Store: Growth Strategy (A)	Gyanodaya	2024
Keyoor Purani & Joffi Thomas	ULCCS: Feasibility of PEB Business initiative	Gyanodaya	2024

NON- REFEREED PUBLICATIONS/PRESENTATIONS

AUTHOR(S)	TITLE	DETAILS	YEAR
M Geetha, Navya Mohanka & Irfan Shamim	The Nose Knows: Sniffing out the marketing tricks of the trade	The Forbes	2024
Priya Narayanan, Apoorva Chaturvedi & Rewati Bulusu	Pricing precision: Crafting effective pricing models for B2C apps	Express Computer	2024
Priya Narayanan	Take Two: The Future of the Two-Year Full-Time MBA in India	IIM Ahmedabad (Published as special feature)	2024
Priya Narayanan	Zomato's Healthier Options: Now What?	BusinessLine	2024
Keyoor Purani & Ameya Agrawal	Joy of unboxing: Packaging's powerful pull for branding, bonding and beyond	Forbes India	2025
M Geetha & Vallari Naik	Debranding: The quiet revolution reshaping consumerism De	The Forbes	2025

WORKING PAPERS

AUTHOR(S)	TITLE	DETAILS	YEAR
Dharun Kasilingam	Deciphering the Augmented Reality Paradigm in Marketing: A Meta-Analytical Review Spotighting Cultural Context, Technological Platforms, Applications, and User Intent	SSRN	2024
Aishwarya Ramasundaram	Nature connectedness and Retail Customer Experience	IIMK/WPS/655/MM/2025/03	2025
Deepak S Kumar & Keyoor Purani	Applicability of Prospect Refuge theory in Servicescapes	IIMK/WPS/636/MM/2025/01	2025
Deepak S Kumar	Biophilic Seasoning": Can biophilic servicescape influence taste perceptions of consumers?	IIMK/WPS/637/MM/2025/02	2025
Dharun Kasilingam	Crafting Seamless Retail Experiences: The Role of Omnichannel Integration and Atmospheric Design in Shaping Consumer Responses	SSRN	2025
Dharun Kasilingam	Exploring Consumer Motivations for Engaging with the Metaverse	SSRN	2025
Gladys Stephen	Scoring Goals In Sports Marketing: Navigating The Sports Marketing Ecosystem	SSRN	2025
Gladys Stephen	The New Face of Influence: Examining Virtual Influencer Marketing through a Systematic Review	SSRN	2025

BOOK

AUTHOR(S)	TITLE	DETAILS	YEAR
Atanu Adhikari, Joseph F. Hair, Dana E. Harrison & Haya Ajjan	Marketing Analytics	McGraw Hill	2024

WHITE PAPERS

AUTHOR(S)	TITLE	DETAILS	YEAR
Dharun Kasilingam	Conversational AI in Marketing: The Future of Chatbots, Voice, and Messaging	whitepaperonline.com	2025
Dharun Kasilingam	Integrating AI Tools in Marketing: Unlocking Efficiency, Personalization, and Growth	whitepaperonline.com	2025

MEMBERSHIP OF EDITORIAL /REVIEW BOARD/AD HOC REVIEW

NAME	TITLE	DETAILS	
Anandakuttan B Unnithan	International Journal of Consumer Studies	Associate Editor	
Anandakuttan B Unnithan	IIM Kozhikode Society & Management Review	Managing Editor	
M Geetha	IIM Kozhikode Society & Management Review	Associate Editor	
Praveen S	IIM Kozhikode Society & Management Review	Associate Editor	
Priya Narayanan	Journal of Indian Business Research	Ad Hoc Reviewer	
Priya Narayanan	Journal of Marketing Management (ABDC A)	Ad Hoc Reviewer	
Priya Narayanan	Psychology & Marketing (ABDC A)	Ad Hoc Reviewer	
Priya Narayanan	Journal of Consumer Behaviour (ABDC A)	Member, Editorial Review Board	

SESSION CHAIR/ TRACK CHAIR

NAME	TITLE	DETAILS	YEAR
Priya Narayanan	IGPC-IIMA Conference on Gold and Gold Markets 2025	Session Chair	2025

AWARDS

NAME	TITLE	DETAILS	YEAR
Priya Narayanan	MCX-IIMA award for excellence in research on gold 2025, sponsored by the Multi-Commodity Exchange of India	Winner (second prize)	2025



FACULTY - MARKETING MANAGEMENT



Aishwarya Ramasundaram



Anandakuttan B Unnithan



Atanu Adhikari



Deepak S Kumar



Dharun Kasilingam



Ekta Srivastava



G. Sridhar



Geetha M



Gladys Stephen



Joffi Thomas



Joshy Joseph



Keyoor Purani



Nivedita Bhanja



Omkumar Krishnan



Praveen S



Priya Narayanan



Pronobesh Banerjee



Sreejesh S



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Karumathil, A. A., & Tripathi, R. (2024). Gig workers and algorithmic exclusion. *Economic & Political Weekly*, 59(21), pp. 4-5. <https://www.epw.in/journal/2024/21/letters/gig-workers-and-algorithmic-exclusion.html>

Vasist, P. N., Krishnan, S., & Chatterjee, D. (2024). Social Media Disinformation and Climate Change Mitigation Efforts. A configurational narrative. *Scandinavian Journal of Information Systems*, 36(2), 4. <https://aisel.aisnet.org/sjis/vol36/iss2/4>

Vasist, P.N., Chatterjee, D. & Krishnan, S. The Polarizing Impact of Political Disinformation and Hate Speech: A Cross-country Configural Narrative. *Inf Syst Front* 26, 663–688 (2024). <https://doi.org/10.1007/s10796-023-10390-w>

Tandon, A., & Nair, K. U. (2024). Collective knowledge brokering in social enterprises: developing an immersion-based model using Schein’s organisational cone. *Knowledge Management Research & Practice*, 22(6), 572-587. <https://doi.org/10.1080/14778238.2024.2348583>

Nivedhitha, K. S., Giri, G., & Pasricha, P. (2025). Gamification as a panacea to workplace cyberloafing: an application of self-determination and social bonding theories. *Internet Research*, 35(2), 798-840. <https://doi.org/10.1108/INTR-07-2023-0558>

Ray, P., & Maheshwari, S. K. (2024). When you hop, what do you hope? Evolution of success parameters for expatriates across assignments. *Journal of Global Mobility: The Home of Expatriate Management Research*, 12(4), 591-619. <https://doi.org/10.1108/JGM-02-2024-0007>

Unnikrishnan, D., & Rajeev, P. N. (2024). Managing career plateaus for mid-career professionals: A process-driven practice intervention using life-design counseling. *Journal of Employment Counseling*, 61(4), 257-277. <https://doi.org/10.1002/joec.12233>

Kuriakose, V., & Bishwas, S. K. (2024, December). Family incivility and organisational citizenship behaviour: roles of negative rumination, workplace friendship and optimism. In *Evidence-based HRM: a Global Forum for Empirical Scholarship* (Vol. 12, No. 4, pp. 782-798). Emerald Publishing Limited. <https://doi.org/10.1108/EBHRM-09-2022-0220>

Karumathil, A., & Tripathi, R. (2025). Combating Survey Bots in Online Research: An Integrative Literature Review of Insights and Strategies. *AIS Transactions on Human-Computer Interaction*, 17(1), 80-109. <https://doi.org/10.17705/1thci.00218>

KS, N. (2025). May I serve you? Navigating the employee embeddedness challenges in Indian social enterprises through servant leadership. *Leadership & Organization Development Journal*. <https://doi.org/10.1108/LODJ-04-2024-0232>

Sohani, S. S., Pandey, J., Varma, A., & Ray, P. (2025). Is it necessary? A framework for assessing the utility of AI in HRM practices. *Acta Psychologica*, 254, 104816. <https://doi.org/10.1016/j.actpsy.2025.104816>

Banks, G. C., Rasmussen, L. M., Tonidandel, S., Pollack, J. M., Hausfeld, M. M., Williams, C., Gupta, R. K. & Yang, T. (2025). Women's and Men's Authorship Experiences: A Prospective Meta-Analysis. *Journal of Management*, 51(4), 1273-1287. <https://doi.org/10.1177/01492063251315701>

Raj, G., & TN, K. (2025). Research on leadership potential: where are we and where should we be heading?. *International Journal of Organizational Analysis*. <https://doi.org/10.1108/IJOA-04-2024-4470>

CONFERENCE PAPERS PRESENTED

AUTHOR(S)	TITLE	DETAILS	YEAR
K Unnikrishnan Nair	Bracketing: A Review of Status of Practice in Organizational Research Track: Research Methodology	British Academy of Management (BAM) Annual Conference	2024
K Unnikrishnan Nair & Rona Elizabeth Kurian	Leadership of Organizational Change: A Review and Complexity Leadership Perspective	Academy of Management (AoM) Annual Conference	2024
K Unnikrishnan Nair & Rona Elizabeth Kurian	Role of cliques, enabling leadership and interactions in emergence: A network analysis approach of the complex adaptive system dynamics	British Academy of Management (BAM) Annual Conference	2024
Manoranjan Dhal, Shilpa Chingan Thottathil & Kapil Verma	When Work Passion Loots Leisure Time: Exploring the Dual-Edged Effect of Passion on Employee Time Poverty and Dehumanization Experiences	ANZAM 2024 Conference	2024
Payal Anand	When Purpose Leads to Pain: The Role of Workplace Loneliness in Nursing Outcomes	ANZAM	2024
Priya Nair Rajeev, Naziya Zaina Naufal & Rahil Mehdi	Building organizational resilience through culture: a case of Tessarakt	IMRC 2024	2024
Priya Nair Rajeev & Lakshmi Kumari	Integrating Spiritual Practices into Contemporary Leadership: revisiting Patanjali Yoga Sutras	IMRC 2024	2024
Surya Prakash Pati & Urvashi	History of trailblazing women officers in a male dominated field: Understanding the role of spousal support	British Academy of Management 2024 Conference	2024
Surya Prakash Pati & Aastha Arora	Uniting profit and purpose: The influence of common good HRM in cooperative enterprises	British Academy of Management 2024 Conference	2024
T. N. Krishnan	Establishing Boundaries? Shades of Grey in Leadership Potential: Theory Building and Pathways for Future Research.	EURAM 2024	2024
T. N. Krishnan	Intelligent Career Competencies Development in Expatriate Children: A Moderation Framework through Proactive Personality	British Academy of Management 2024	2024
Rajeshwari C	Caste as an assemblage of touch: developing a Deleuzian approach to caste	Organization Theory Winter workshop	2025

Roopak Kumar Gupta	Impact of Organizational Culture on employee creativity in Digital Transformation context: Role of Digital Leadership	Digital Transformation: Leapfrogging into the Future (ICDT2025)	2025
Surya Prakash Pati & Prakriti Soral	Coping with differential experiences of occupational stigma: Role of affirmational support ties	2nd Edition of India Labour Conference 2025	2025
Vijay Kuriakose	Workplace incivility and frontline hotel employees' service delivery. Roles of emotional irritation, psychological resilience and workplace friendship	Rajagiri Management Conference 2025	2025

CASE STUDIES

AUTHOR(S)	TITLE	DETAILS	YEAR
Rajeshwari C	Chasing the inclusion dream with UL care	Gyanodaya	2024
Rajeshwari C	When Can Employees Speak? The Much Googled Question	Gyanodaya	2024

NON- REFEREED PUBLICATIONS / PRESENTATIONS

AUTHOR(S)	TITLE	DETAILS	YEAR
Anjana A Karumathil	Mach attack	The Week magazine	2024
Anjana A Karumathil	Moral compass	The Week magazine	2024
Anjana A Karumathil	What Indian managers should know about Generative AI	Forbes India	2024
Anjana A Karumathil	Why narcissism is the second-hand smoke of mental disorders	The Week magazine	2024
Debashis Chatterjee	Bosses and the itch to punch the top	The New Indian Express	2024
Debashis Chatterjee	Breaking free from society's 'never enough' syndrome	The New Indian Express	2024
Debashis Chatterjee	Hard truths over comforting lies	The New Indian Express	2024
Debashis Chatterjee	It's more than just cricket	The New Indian Express	2024
Debashis Chatterjee	Notes for navigating the new year	The New Indian Express	2024
Debashis Chatterjee	Soft power: The Indian way	The New Indian Express	2024
Debashis Chatterjee	The persistent problem of personality	The New Indian Express	2024
Debashis Chatterjee	Where the mind is without control	The New Indian Express	2024
Nivedhitha K S	Beyond breaking glass ceiling: Confronting superwoman ideal	ETHR World	2024
Nivedhitha K S	Navigating a complex world with paradoxical leadership	MINT Chennai (Print)	2024
Nivedhitha K S & Pancham Dogra	Seeding introverted pockets amidst crowded extroverted ideas	ET HR World	2024
Palvi Pasricha & Ananya Agarwal	Through UNESCO's Eyes: Celebrating Basheer's legacy and Kozhikode's literary brilliance	Mathrubhumi	2024
Roopak Kumar Gupta & Ameya Agrawal	Killer or a breeder? AI's impact on creativity and jobs	Forbes India	2024
T. N. Krishnan	The dough is in the details	Financial Express	2024
Debashis Chatterjee	An anatomy of envy	The New Indian Express	2025

Debashis Chatterjee	Being human with AI	The New Indian Express	2025
Debashis Chatterjee	The Inherent Importance of Invisible India	The New Indian Express	2025
Nivedhitha K S	How employees can thrive in a chaotic workplace	MINTPREMIUM (Print)	2025
Nivedhitha K S	Tomorrow (work) land: Delusional or pragmatic?	Kausthubham: Human resource management an labour relations journal-TISS	2025

WORKING PAPERS

AUTHOR	TITLE	DETAILS	YEAR
K Unnikrishnan Nair & Gagan Deep Singh Baath	From Dissensus to Convergence: Integrating Crisis Terminologies Within a Multidimensional Risk Framework	IIMK/WPS/652/OBHR/2025/09	2025
K Unnikrishnan Nair & Rona Elizabeth Kurian	Role of Complexity Leadership in Acceptance of Emergent Changes	IIMK/WPS/626/OBHR/2025/03	2025
Manornajan Dhal	Impact of Covid 19 Pandemic on Footloose Migrant Construction Workers in India	IIMK/WPS/654/OBHR/2025/11	2025
Manornajan Dhal	What To Pay and How to Decide? A Fast and Frugal Tree Approach to Determining Compensation	IIMK/WPS/653/OBHR/2025/10	2025
Roopak Kumar Gupta & Devendra Tayade	Impact of Failed Innovation on Individuals: A View From Management Researchers' Life	IIMK/WPS/646/OBHR/2025/08	2025
Roopak Kumar Gupta	Unlocking the Ambidexterity of Innovative work behaviour: Role of psychological ownership and Ambidextrous Leadership	IIMK/WPS/642/OBHR/2025/06	2025
Roopak Kumar Gupta & Aditya Iyengar	Work identities and creative deviance: Exploring configurations and nuances	IIMK/WPS/645/OBHR/2025/07	2025
Vijay Kuriakose	Employee pro-activeness and co-worker ostracism among front-line hotel employees: Roles of co-worker undermining, leader-member exchange and social support at work	IIMK/WPS/628/OBHR/2025/05	2025
Vijay Kuriakose	Workplace incivility and quiet quitting among frontline hotel employees: Roles of workplace loneliness, core self-evaluation and leader-member exchange	IIMK/WPS/627/OBHR/2025/04	2025

BOOK

AUTHOR(S)	TITLE	DETAILS	YEAR
Debashis Chatterjee	One Minute Wisdom: Transformative Coaching for Life, Learning and Leadership	Penguin	2025

BOOK CHAPTER

AUTHOR(S)	TITLE	DETAILS	YEAR
Rajeshwari C & George Kandathil	Affecting a Desiring 'Woman Worker': A Spatial Interpretive Ethnography of a Café in India Rajeshwari Chennangodu and George Kandathil	Bristol University Press	2024
Rajeshwari C & George Kandathil	Rhythmanalysis of a café: (in) visibilising foodwork in an 'open' kitchen	Edward Elgar	2024
Manoranjan Dhal & Tania Banerjee	The Becoming of a Footloose Labour: Exploration of the Lives of the Informal Internal Migrant Labourers in India	EXCEL	2025
Manoranjan Dhal & Ishan Vats	The Invisible Spectrum: From Decent To Precarious - A Typology Of Work In India	EXCEL	2025

MEMBERSHIP OF EDITORIAL / REVIEW BOARD / AD HOC REVIEW

NAME	TITLE	DETAILS
Debashis Chatterjee	IIM Kozhikode Society & Management Review	Founding Editor & Editor-in-Chief
K Unnikrishnan Nair	IIMB Management Review (IIM Bangalore; Elsevier - ScienceDirect)	Associate Editor

SESSION CHAIR/ TRACK CHAIR & OTHERS

NAME	TITLE	DETAILS	YEAR
Palvi Pasricha	Sustainable Development - 18th ICA Asia-Pacific Research Conference 2024	Session Chair	2024

CONFERENCE PROCEEDINGS (EDITED BOOK)

EDITOR(S)	TITLE	DETAILS	YEAR
Manoranjan Dhal, Surya Prakash pati, Shannu Narayan, Chitwan Lalji	Decent Work in a Globalized World	Excel Publication	2025



FACULTY - ORGANIZATIONAL BEHAVIOUR & HUMAN RESOURCES



Anjana A Karumathil



Debashis Chatterjee



K Unnikrishnan Nair



Manoranjan Dhal



Nivedhitha K S



Palvi Pasricha



Payal Anand



Prantika Ray



Priya Nair Rajeev



Rajeshwari C



Roopak Kumar Gupta



Surya Prakash Pati



T. N. Krishnan



Vijay Kuriakose



REFEREED JOURNAL PUBLICATIONS

- Narayanamurthy, G., Gurumurthy, A., & Tortorella, G. L. (2024). Qualitative leanness assessment of hospital using benchmarking: a case study. *Production Planning & Control*, 1-23. <https://doi.org/10.1080/09537287.2024.2437040>
- Elias, A. A., Pepper, M., Gurumurthy, A., & Shukla, A. K. (2024). Sustainable and Resilient Supply Chains: Opportunities for Research. In *Sustainable and Resilient Supply Chain* (Vol. 12, pp. 1-11). Emerald Publishing Limited. <https://doi.org/10.1108/S1479-359820240000012001>
- Puram, P., Roy, S., & Gurumurthy, A. (2024). Understanding the challenges affecting food-sharing apps' usage: insights using a text-mining and interpretable machine learning approach. *Annals of Operations Research*, 1-23. <https://doi.org/10.1007/s10479-024-06130-1>
- Singh, S. P., Sharma, A., & Adhikari, A. (2024). Investigating the barriers to drone implementation in sustainable agriculture: A hybrid fuzzy-DEMATEL-MMDE-ISM-based approach. *Journal of Environmental Management*, 371, 123299. <https://doi.org/10.1016/j.jenvman.2024.123299>
- Srivastava, A., Mateen, A., Narayanamurthy, G., Niranjana, S., & Sarkar, A. (2024). Impact of gray markets on strategic channel choice and social welfare. *Annals of Operations Research*, 340(2), 1035-1062. <https://doi.org/10.1007/s10479-024-06094-2>
- Persis, J. (2025). Perceived healthcare quality via digital health platforms—evidence from Indian hospitals. *International Journal of Quality & Reliability Management*, 42(4), 1081-1109. <https://doi.org/10.1108/IJQRM-11-2023-0363>
- K. Jana, R., Ghosh, I., & Kumar, P. R. (2024). An explainable AI-enabled granular ensemble machine learning framework to demystify fertilizer price movements. *Journal of the Operational Research Society*, 75(8), 1569-1586. <https://doi.org/10.1080/01605682.2023.2260908>
- Krishnan, R., Rohit, G., & Kumar, P. R. (2024). An integrated sustainable and resilient closed-loop supply chain network design: A case study of the Indian mango pulp industry. In *Sustainable and resilient supply chain* (Vol. 12, pp. 13-47). Emerald Publishing Limited. <https://doi.org/10.1108/S1479-359820240000012005>
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CONFERENCE PAPERS PRESENTED

AUTHOR(S)	TITLE	DETAILS	YEAR
Anand G	Leveraging the Lean Six-sigma Methodology for Developing a New Product with Social Benefit – A Case Study	5th International Conclave on Globalizing Indian Thought - GIT 2024	2024
Arqum Mateen	Servitization under VMI - Potential & Pitfalls	GIT 2024	2024
Ashutosh Sarkar & Anannya Gogoi	An Experimental Investigation of Bounded Rationality of a Newsvendor Under Supply Shortages	Informs Annual Meeting	2024
Ashutosh Sarkar	Retail Channel Decisions for Manufacturers: Overcoming Challenges of Gray Markets & Competition in new Emerging Markets	XXVII Annual International Conference of the Society of Operations Management	2024
Ashutosh Sarkar, Soumyadeep Kundu & Abhishek Srivastava	The Restaurateur’s Dilemma: Capacity, Pricing and Channel Decisions in the Presence of Online Food Delivery Platforms	POMS India International Conference 2024	2024
Ram Kumar P.N., Ramesh Krishnan, Mahesh Gudipati, Satyam Sahay	Green Supply Chain - Strategies and their implementation for Whole Goods Shipment in an OEM	POMS India International Conference 2024	2024

Ram Kumar P.N., Ramesh Krishnan, Mahesh Gudipati & Satyam Sahay	Optimizing Downstream Logistics: Shipment Consolidation Strategies for Sustainable Supply Chains	33rd European Conference on Operational Research (EURO 2024)	2024
Ram Kumar P.N., Ramesh Krishnan & Rohit Geethesh	Optimizing Last-Mile Delivery with Drone Resupply: A Load-Based Energy Expenditure Model	Production and operations management society	2024
Rupesh Kumar Pati & Pradeep Ahirkar	Project Implementability Index for Metro Projects: A Comparative Study of Project Delays in Three Cities	POMS India International Conference 2024	2024
Rupesh Kumar Pati, Sidhartha S. Padhi & G. Sathianarayanan	System Dynamics in the Context of Sustainable Construction Project Man- agement: A Literature Review	POMS India International Conference 2024	2024
Saparya Suresh & Sudheesh K. Kattumannil	Jackknife empirical likelihood ratio test for testing the equality of semivariance	IISA 2024	2024
Shovan Chowdhury	Spline based Optimal Accelerated Life Test Design	International Conference on Emerging Trends in Business Analytics & Management Sci- ences [57th Annual Conven- tion of Operational Research Society of India (ORSI-2024)]	2024
Soumya Roy	Optimal Reliability Sampling Plans under Progressive Type-I Interval Cen- soring Schemes	IISA2024 Conference	2024
Srikanth K	Channel Choice and Role of Val- ue-Added Services in the Electric and Gasoline Vehicle Rental Industry	POMS International Confer- ence	2024
Srikanth K	On-demand ride services using dual capacities: competing under non-dis- criminatory regulations	India Management Research Conference	2024
Thangamani G	A Generalized Stochastic Petri Net Approach for RAM Assessment of Off- shore Wind Turbines Under Extreme Conditions	POMS-2024	2024
Arnab Adhikari	Impact of Simultaneous and Sequential decision-making on the Supply Chain Operation under Encroachment and Reselling: A Game-theoretic Analysis	15th International Conference on Industrial Engineering and Operations Management	2025

CASE STUDIES

AUTHOR(S)	TITLE	DETAILS	YEAR
Arqum Mateen & Sanchari Guha Niyogi	BluSmart's Electric Trick: Reshaping India's Ride-hailing Landscape	Case Centre	2024
Arqum Mateen & Asmita Mukherjee	Open Network for Digital Commerce: Democratizing Marketplaces	Ivey	2024
Rupesh Kumar Pati & Sidhartha S Padhi	Aditya Birla Fashion and Retail: Stitching Sustainability	Ivey	2024
Ramesh Krishnan & Srikanth K	Offline Expansion: The Story of Mamaearth's Project Neev and Beyond	Gyanodaya	2025

NON- REFEREED PUBLICATIONS / PRESENTATIONS

AUTHOR(S)	TITLE	DETAILS	YEAR
Saparya Suresh & Surya Prakash Pati	Legalising menstrual leave may be detrimental for women, here's why	The New Indian Express	2024

WORKING PAPERS

AUTHOR(S)	TITLE	DETAILS	YEAR
Shovan Chowdhury & Meera Simon	Adressing Endogeneity in Healthcare Operations through Copulas A Value Agenda Perspective	IIMK/WPS/622/QMOM/2024/04	2024
Shovan Chowdhury & Meera Simon	Impact of resilient healthcare system on no-shows: A review of patient no-shows in pre and post-COVID scenarios	IIMK/WPS/621/QMOM/2024/03	2024
Ramesh Krishnan	Business Model Innovation at Industry 4.0 Technology Service Providers	IIMK/WPS/641/QMOM/2025/01	2025
Ramesh Krishnan	What Contributes to the Success of New Product Development?	IIMK/WPS/644/QMOM/2025/02	2025

BOOK CHAPTER

AUTHOR(S)	TITLE	DETAILS	YEAR
Arnab Adhikari, Badri N Gopalakrishnan & Arnab Bisi	Encyclopedia in Operations Management	Elsevier	2025



MEMBERSHIP OF EDITORIAL / REVIEW BOARD / AD HOC REVIEW

NAME	TITLE	DESIGNATION
Anand G	A Case Study for Gyanadoya, IIM Kozhikode	Adhoc Reviewer
Anand G	Advances in Environmental Accounting & Management	Guest Editor
Anand G	IIM Kozhikode Society And Management Review, Sage Publishers.	Adhoc Reviewer
Anand G	International Journal of Intelligent Enterprise, Inderscience Publishers Ltd.	Adhoc Reviewer
Anand G	International Journal of Lean Six Sigma, Emerald Publishing Ltd, UK.	Editorial Board
Anand G	Journal of Business Research, Elseiver	Adhoc Reviewer
Anand G	Journal of Manufacturing Technology Management, Emerald Publishing Ltd., UK.	Editorial Board
Arqum Mateen	IIMK Society & Management Review	Associate Editor
Rupesh Kumar Pati	IIM Kozhikode Society & Management Review	Associate Editor
Shovan Chowdhury	Journal of the Indian Society for Probability and Statistics, Springer	Associate Editor
Shovan Chowdhury	PLOS ONE	Academic Editor

FACULTY - QUANTITATIVE METHODS & OPERATIONS MANAGEMENT



Anand G



Arnab Adhikari



Arqum Mateen



Ashutosh Sarkar



D Jinil Persis



Ram Kumar P N



Ramesh Krishnan



Rupesh Kumar Pati



Saparya Suresh



Shovan Chowdhury



Sidhartha S Padhi



Soumya Roy



Srikanth Krishnaprasad



Thangamani G

STRATEGIC MANAGEMENT



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<https://doi.org/10.1108/DLO-11-2024-0344>



CONFERENCE PAPERS PRESENTED

AUTHOR(S)	TITLE	DETAILS	YEAR
Anita Kerai	Tax Haven Internationalization As Mixed Gamble: Evidence From Large Family Firms	50th AIB UK & Ireland Chapter Conference 2024	2024
Deepak Dhayanithy	Conceptualizing Altruism in Practice in Countries Climate Strategies	Journal of Management Studies	2024
Deepak Dhayanithy	Nudging Individuals' Behavior towards Sustainability	Production and Operations Management Society (POMS)	2024
Nandakumar M K	Behaviour Crafting and Well-being of Entrepreneurs Track: Entrepreneurship	British Academy of Management	2024
Nandakumar M K	Entrepreneurs' emotion and ambidexterity: A self-efficacy perspective Track: Entrepreneurship	British Academy of Management	2024
Nandakumar M K	How Do Goal Orientations Impact the Feedback Process in Daily Self-Regulated Entrepreneurial Effort?	Academy of Management	2024
Nandakumar M K	How does daily time pressure fatigue entrepreneurs: the paradoxical effects of growth mindsets	Academy of Management	2024
Nycil George & Abhinay Nedunuru	Not Always ESG! Performance Feedback and ESG Performance: Examining the Moderating Role of CSR Committee	British Academy of Management	2024
Nycil George & Vishnusaranya Ivaturi	Performance feedback and repertoire simplicity: Moderating role of dynamic CEO capabilities	India Strategy Conference	2024
Rajesh Srinivas Upadhyayula	Defying Conventions: Institutional Distance and Entry Mode Choices of Indian MNEs	India Strategy Conference	2024
Rajesh Srinivas Upadhyayula & Madhurima Basu	International New Ventures and Born Globals: An Extended Conceptualization & Synthesis of Cross-disciplinary Theories	AIB Seoul	2024
Rajesh Srinivas Upadhyayula	Networks Duality in the International Growth of Digital INVs: Insights From India	India Strategy Conference	2024
Salman Ali	Formal Governance and Trust in Humanitarian Logistics: Mitigating Opportunism Against Volatility	3rd Australian International Conference on Industrial Engineering and Operations Management	2024
Salman Ali	Managing Opportunism in Inter-Organizational Relationships: The Impact of Formal Controls and Trust-Based Mechanisms amidst Volatility in Global Humanitarian Operations	5th International Conclave on Globalizing Indian Thought – GIT 2024	2024
S Subramanian	Evolution of Labour Management Practices in Madras Automobile Cluster	India Labour Conference 2025	2025
Venkataraman S, Richa Sharma & Asim Patel	Sustainable Design of Fulfilment Ecosystem for Co-creating Shared Value	10th International Conference on Research into Design	2025

CASE STUDIES

AUTHOR(S)	TITLE	DETAILS	YEAR
Anita Kerai & Nycil George	Rainbow Children's Medicare Limited	Gyanodaya	2024
Anubha Shekhar Sinha & Kushagra Sharan	Byju's: The Blue Ocean Strategy	IVEY Publishing	2024
Deepak Dhayanithy	Campus Green as Carbon Sink	Gyanodaya	2024
Subramanian S	Beyond CSR – Creating shared value at Mahindra Group	Gyanodaya	2024
Subramanian S	Future of Zee Entertainment Enterprises Ltd after the failed merger deal	Gyanodaya	2024
Subramanian S & Sumit Mitra	Tata Consulting Services – The Strategy-Structure Conundrum	Gyanodaya	2024
Rajesh Srinivas Upadhyayula, Rachappa Shette & Sudershan Kuntluru	Accounting for Byju's Learning App at Think & Learn Private Limited	Thecasecentre.org	2025

NON- REFEREED PUBLICATIONS / PRESENTATIONS

AUTHOR(S)	TITLE	DETAILS	YEAR
S Subramanian	Is this end of legacy automakers?	Finance Express (Newspaper)	2024

WORKING PAPERS

AUTHOR(S)	TITLE	DETAILS	YEAR
S Subramanian	A Literature review on Corporate Governance in India and suggestions for future research	SSRN	2024
Sumit Mitra	East India Company Mercantilism: Impact on India's Business System	IIMK/WPS/649/SM/2025/01	2025

BOOK CHAPTER

AUTHOR(S)	TITLE	DETAILS	YEAR
Pratima Verma, Nagendra Kumar Sharma, Vimal Kumar, wTugrul Daim, Haydar Yalcin & Kuei-Kuei Lai	Future-Oriented Technology Assessment: A Manager's Guide with Case Applications	Wiley-IEEE Press	2024
Rajesh S Upadhyayula & Tina Thomas	A Review of Emerging Economy Firm Internationalization—Focus on India	Oxford Research Encylopedia - Business & Management	2025
Sumit Mitra & Aakriti Deepak	Social Enterprise: Social Value and Process Challenges in Solid Waste Management During the COVID-19 Pandemic	Social Enterprise: Values and Processes	2025

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

AUTHOR(S)	TITLE	DETAILS
Anita Kerai	Journal of Business Venturing and the Asia Pacific Journal of Management	Peer Review
Kamal Kishore Sharma	Journal of Advances in Management Research, Emerald Publishing	Peer Review
Nandakumar MK	Journal of Small Business and Enterprise Development	Associate Editor
	Journal of Social Entrepreneurship	Associate Editor
	Business Ethics, the Environment, and Responsibility	Associate Editor
Pratima Verma	Asian Journal of Interdisciplinary Research	Associate Editor
	British Food Journal	Guest Editor
	Cureus Journal of Business and Economics	Associate Editor
Venkataraman S	IIM Kozhikode Society and Management Review	Associate Editor
Rajesh Srinivas Upadhyayula	Cross Cultural & Strategic Management	Editorial Board Member
	Long Range Planning	Adhoc Reviewer
	Journal of International Management	Adhoc Reviewer
	Journal of Business Research	Adhoc Reviewer
	Journal of World Business	Editorial Board Member

FACULTY - STRATEGIC MANAGEMENT



Anita Kerai



Anubha Shekhar Sinha



Deepak Dhayanithy



Kamal Kishore Sharma



M.K. Nandakumar



Nycil George



P Rameshan



Pratima Verma



Rajesh Srinivas Upadhyayula



S. Subramanian



Salman Ali



Sumit Mitra



Venkataraman S

Being Human with AI

BY INVITATION
Debashis Chatterjee
Author, Professor & Director, IIM Kozhikode



In the world of work, the man-machine debate rages on. According to a prominent CEO, a man should not stare at his wife too long. He ought to ideally work like a machine, even on Sundays. It is not surprising that a machine wants to mimic the intelligence of man. But it's a tragedy if a man's intelligence is reduced to an algorithmic machine. Real intelligence, of course, starts with 'I am'. It's the raw, unfiltered awareness that reminds us we exist. Everything else—like 'I am'—is

Jobs Report 2025, and let me tell you, it's a fascinating read—like a cross between a crystal ball for the job market and a pal. The report dives deep into the shifting global labour landscape, shaped by forces like the green transition, geo-economic changes, and, of course, the one technological elephant in the room: artificial intelligence. Naturally, my curiosity was aroused. I decided to compare this year's report with last year's edition to see how the story has evolved. Spoiler alert: it seems we've gone from 'AI is coming for your job' to 'AI wants to collaborate with you (but also may be still evading 'our job')'. In

Humans bring intuition, creativity and emotional intelligence, while AI handles a billion spreadsheets in the time it takes the other to refill their coffee mug. The twist? The one who doesn't need bathroom breaks usually wins. But here's the plot twist again: No matter how sophisticated AI gets, it remains, at its core, an impressive outsourcing tool for natural intelligence. Sure, it's going to disrupt our lives—but it's also going to boost productivity in ways we haven't yet imagined. AI may crunch the numbers, but only humans can tell the story behind them. AI may generate ideas, but only we can dream big enough to turn them into something



workplace villain—cold, forward to 2025, and AI's complete. It's now a worker, ready to augment I help you thrive—at least to CC you on an important report predicts a harmo of labour between machines. The future, it about machines taking about teaming up. meaningful. Ultimately, this isn't a battle of 'Who AI vs. Who Am I', but a journey of learning to work together without losing sight of what makes us human. Yes, it's going to be uncomfortable. Yes, it's going to shake up the way we work. It's going to be at the end of the day, AI will operate under the discretion of human capabilities—which, let's face it, are far messier, more creative, and infinitely more interesting than any algorithm.

#IIMKinMedia

അഭിമാനത്തോടും നിലനിർത്തി കോഴിക്കോട് ഐ.ഐ.എ.ഓ.



അവിഭക്ത തലത്തിൽ ആർക്കിടെക്ചറിൽ മുന്നോട്ട് നോക്കാം



കോഴിക്കോട് പ്രസിദ്ധമായ ഐ.ഐ.എ.ഓ. കോളേജിന്റെ അടിസ്ഥാനപണി പൂർത്തിയാക്കി. കോളേജിന്റെ പുതിയ കെട്ടിടം കോഴിക്കോട് നഗരത്തിലെ മധ്യഭാഗത്ത് സ്ഥിതി ചെയ്യുന്നു. കോളേജിന്റെ പുതിയ കെട്ടിടം കോഴിക്കോട് നഗരത്തിലെ മധ്യഭാഗത്ത് സ്ഥിതി ചെയ്യുന്നു. കോളേജിന്റെ പുതിയ കെട്ടിടം കോഴിക്കോട് നഗരത്തിലെ മധ്യഭാഗത്ത് സ്ഥിതി ചെയ്യുന്നു.

കോളേജിന്റെ പുതിയ കെട്ടിടം കോഴിക്കോട് നഗരത്തിലെ മധ്യഭാഗത്ത് സ്ഥിതി ചെയ്യുന്നു. കോളേജിന്റെ പുതിയ കെട്ടിടം കോഴിക്കോട് നഗരത്തിലെ മധ്യഭാഗത്ത് സ്ഥിതി ചെയ്യുന്നു. കോളേജിന്റെ പുതിയ കെട്ടിടം കോഴിക്കോട് നഗരത്തിലെ മധ്യഭാഗത്ത് സ്ഥിതി ചെയ്യുന്നു.

HOW TO TWEAK LIQUOR OUTLETS' CLOSING TIME TO CURB BINGE DRINKING?



The article aims to explore a relationship between the closing time of liquor outlets and binge drinking behavior. It suggests a design intervention to reduce the effect. The article aims to explore a relationship between the closing time of liquor outlets and binge drinking behavior. It suggests a design intervention to reduce the effect.

#IIMKinMedia

Kathakali mural latest attraction at IIM-K

The Hindu Bureau KOZHIKODE

The mural painting of a Shreevesham, the feminine role in Kathakali, peering out from foliage, has become one of the latest attractions on the Indian Institute of Management Kozhikode (IIM-K) campus at Kunnammangalam.



A depiction of the Kathakali Sthre a water tank on the IIM-K campus.

The 45x20-foot painting, created on the walls of a water tank, is visible from various parts of the campus. It was commissioned as part of the campus beautification programme.

"Paintings of Kathakali are often set against a dark background, usually accompanied by traditional lamps. We wanted to re-

flect the scenic beauty of the IIM-K campus and its spirit, so we incorporated foliage and a banana leaf into the design," said artist Ambili Mythili, who designed it. The mural was completed.

We believe this is the largest painting of a Shreevesham ever created
AMBILI MYTHILI

How brands that defy conventional wisdom come out tops



At a recent success in the energy drinks category in India, Red Bull's 'Binge' campaign was a success in India as well. It was a success in India as well. It was a success in India as well. It was a success in India as well.

Challenging assumptions to the book industry. Bury further led to the book industry. Bury further led to the book industry. Bury further led to the book industry.

IIMK RESEARCH IN MEDIA

#IIMKinMedia

Date: 19, 2024
Newspaper: The Hindu

Rapid survey unravels thriving biodiversity on IIM-K campus

The first rapid assessment survey of Indian species carried out at the Indian Institute of Management Kozhikode (IIM-K) by the Madhav Nair Biodiversity Society (MNBS) has found that the campus is home to 601 species of flora and fauna.

The survey recorded 350 plant species, 189 vertebrates, 22 reptiles and 19 amphibians.

It also revealed that the IIM-K campus is home to 17 unique ecological features, ranging from lush forests to coastal habitats. The survey also identified 21 rare and endemic species, including the IIM-K Director's tree, the IIM-K Director's bird, and the IIM-K Director's butterfly.

The survey was conducted by the Madhav Nair Biodiversity Society (MNBS) in collaboration with the IIM-K and the Madhav Nair Biodiversity Society (MNBS). The survey was conducted by the Madhav Nair Biodiversity Society (MNBS) in collaboration with the IIM-K and the Madhav Nair Biodiversity Society (MNBS).



Madhav Nair Biodiversity Society Secretary, Saranya Mappurath and IIM-K Director, Prof. Debashis Chatterjee, inaugurating the biodiversity survey.

#IIMKinMedia

Date: Oct 19, 2024
Newspaper: The Hindu, Page 03

Global meet ends with insights for empowering coop. sector

The event featured discussions on cooperative principles and their impact on marginalized communities, alongside the presentation of prestigious awards for innovation in the sector.

The award ceremony was held at the IIM-K campus, where Prof. Debashis Chatterjee presented the award to the winners. The award was presented to the winners of the award for innovation in the cooperative sector.



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#IIMKinMedia

Date: August 13, 2024
Newspaper: The Hindu, Page 04

IIM-K gets third rank in NIRF for second year in a row

The Indian Institute of Management Kozhikode (IIM-K) has secured the third rank in the management category in the National Institutional Ranking Framework (NIRF) for 2024.

IIM-K has improved its NIRF score to 77.90 in 2024, a significant improvement from 74.74 in 2023. The institute's performance was recognized by the Ministry of Education, Government of India.

The ranking released by the Ministry of Education, Government of India, placed IIM-K at the third position in the management category. The institute's score of 77.90 is a testament to its commitment to excellence in education and research.



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#IIMKinMedia

Date: Oct 25, 2024
Newspaper: London Daily, Page 12

EVENT: IIMK CONCLAVE IN LONDON

Professor Debashis Chatterjee, Director of IIM Kozhikode, Kerala, India, shares his experience of hosting the institute's first-ever international conclave on "Globalizing Indian Thought" in London.

The conclave was held at the IIM-K campus in London, where Prof. Chatterjee presented his experience of hosting the institute's first-ever international conclave on "Globalizing Indian Thought" in London. The conclave was held at the IIM-K campus in London, where Prof. Chatterjee presented his experience of hosting the institute's first-ever international conclave on "Globalizing Indian Thought" in London.



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#IIMKinMedia

Date: July 29, 2024
Newspaper: Financial Express, Page 07

INTERNSHIP SCHEME PROPOSED IN BUDGET 2024

The dough is in the details

Interests shouldn't end up doing the dreary office work to do

PROF IN RENDHAN

The internship scheme proposed in the budget 2024 is a welcome move, but it needs to be implemented properly. The scheme should focus on providing quality internships to students, rather than just creating jobs. The government should ensure that the internships are meaningful and provide valuable learning experiences to the students.



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#IIMKinMedia

Date: July 29, 2024
Newspaper: Business Standard, Page 20

Fresh concerns for systemic stability must be monitored

GUEST COLUMN

As the global economy continues to face challenges, the Indian government must remain vigilant in monitoring systemic risks. The recent developments in the global financial markets have raised concerns about the stability of the Indian economy. The government should take proactive measures to address these concerns and ensure the stability of the Indian financial system.



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