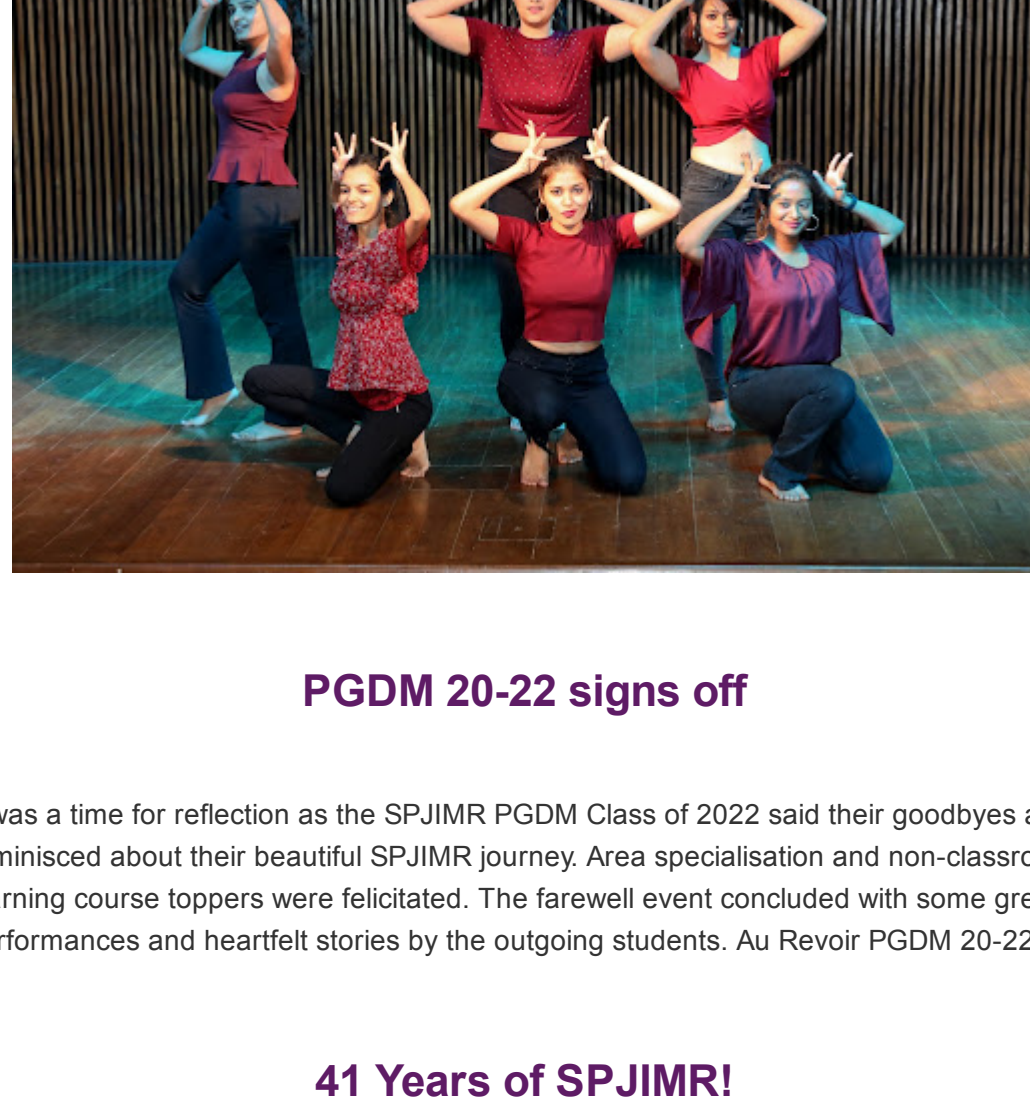


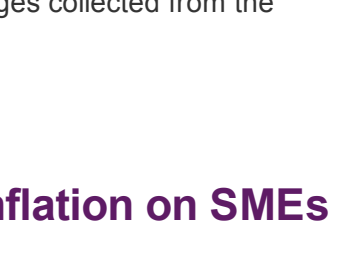
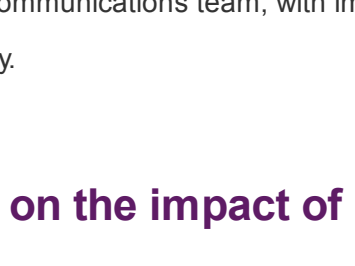
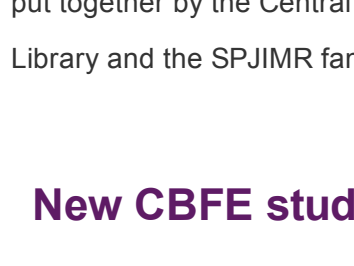
Happenings @SPJIMR



PGDM 20-22 signs off

It was a time for reflection as the SPJIMR PGDM Class of 2022 said their goodbyes and reminisced about their beautiful SPJIMR journey. Area specialisation and non-classroom learning course toppers were felicitated. The farewell event concluded with some great performances and heartfelt stories by the outgoing students. Au Revoir PGDM 20-22.

41 Years of SPJIMR!



Faculty and staff gathered to celebrate our 41st Foundation Day. Prof. Abbasali Gabula's speech peppered with references to SPJIMR's foundation stone laying ceremony by the then British Prime Minister, Margaret Thatcher, invoked nostalgia. Long-serving employees for the years 2020 and 2021 were felicitated. Shubhangi Pravin Kamble, Manasi A Gune, Sheetal Wadhwa, Medha Raikar, and Prof Malay Krishna were felicitated for 10 years in service, while Bishweshwar Dube, Aditi Pujari, and Prof. Abbasali Gabula were felicitated for 20 years in service. The event ended on a sweet note with cake cutting. [Here is a video of some cherished moments from this journey](#), put together by the Central Communications team, with images collected from the Library and the SPJIMR family.

New CBFE study on the impact of inflation on SMEs



A study released by Centre for Family Business & Entrepreneurship (CFBE) has found that the impact of inflation on small and medium family enterprises is far greater than is suggested by the current retail or wholesale inflation rates estimated by the government. The study has been authored by Dr. Tulsi Jayakumar, Executive Director, CFBE. [Read it here.](#)

PGP-GM programme launched in Mumbai



The Post Graduate Programme in General Management (PGP-GM) for working professionals was launched at the Mumbai campus. This weekend programme, which awards an AICTE approved Post Graduate Diploma in Management - PGDM (Executive Management Programme) upon completion, is designed for working professionals in the greater Mumbai region with 5+ years of work experience. This is the first-ever weekend programme offered by SPJIMR in Mumbai and fills a significant quality gap in the market for executive education.

New Thoughtcast episode



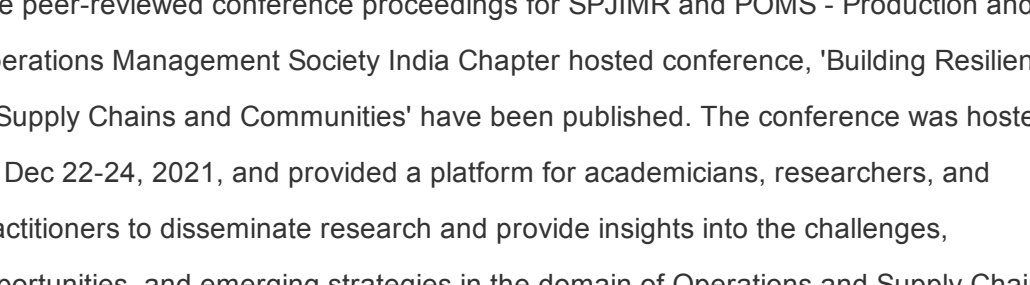
In the new episode of Thoughtcast – the SPJIMR Podcast – CEO and Chief Strategy Officer of Leo Burnett, South Asia, Mr Dheeraj Sinha reveals how they come up with ideas for their award-winning campaigns like that for #Spotify and how marketing is evolving. In this conversation with Prof. Vineeta Dwivedi, Head – Digital Communications, he also speaks about a fulfilling career in advertising plus his incredible achievements as a successful author and a podcast show host himself. [Listen to it here.](#)

Faculty and staff join in the Strategy Retreat



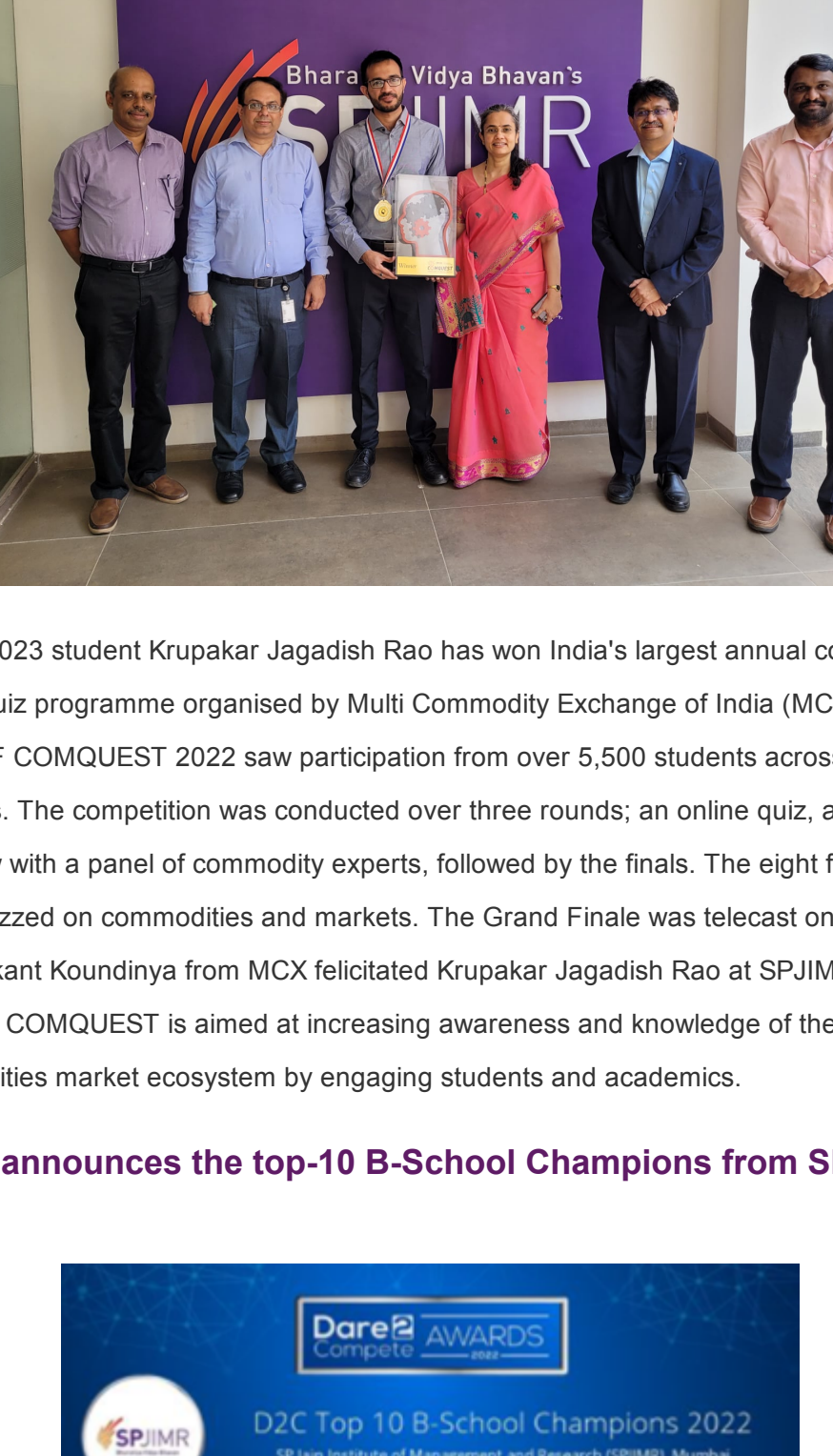
Strategy retreat was conducted on the Campus on April 7, 2022. Faculty and staff members joined in to discuss the strategy and roadmap for the coming year.

DoCC Diaries on SPJIMR social media



A new series, 'DoCC Diaries', showcasing the stories of PGDM students on their rural internships was a hit on our social media handles. Check it out on [Instagram](#).

Conference proceedings for POMS conference



The peer-reviewed conference proceedings for SPJIMR and POMS - Production and Information Management Society India Chapter published conference, 'Building Resilience in Supply Chains and Communities' have been published. The conference was hosted on Dec 22-24, 2021, and provided a platform for academicians, researchers, and practitioners to disseminate research and provide insights into the challenges, opportunities, and emerging strategies in the domain of Operations and Supply Chain. [Click here to access the proceedings and to know more.](#)

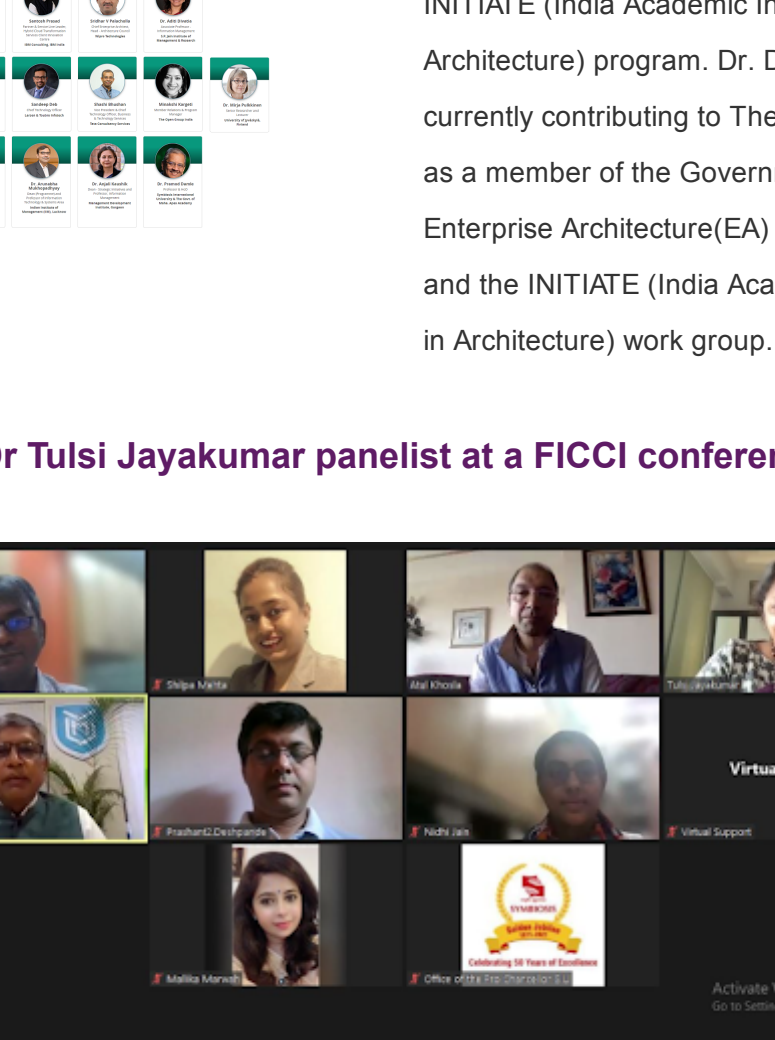
Awards and Recognition

PGDM participant wins commodity-based national quiz



PGDM 2023 student Krupakar Jagadish Rao has won India's largest annual commodity-based quiz programme organised by Multi Commodity Exchange of India (MCX). The MCX-IPF COMQUEST 2022 saw participation from over 5,500 students across 223 institutes. The competition was conducted over three rounds; an online quiz, an interview with a panel of commodity experts, followed by the finals. The eight finalists were quizzed on commodities and markets. The Grand Finale was telecast on ET NOW. Mr. Shrikant Koundinya from MCX felicitated Krupakar Jagadish Rao at SPJIMR campus. COMQUEST is aimed at increasing awareness and knowledge of the commodities market ecosystem by engaging students and academics.

D2C announces the top-10 B-School Champions from SPJIMR



The Dare2Compete top 10 B-School Champions from SPJIMR were announced as a part of the D2C Awards 2022. The award ranks winners on the basis of their performance in corporate and student organised competitions. Congratulations to the winners.

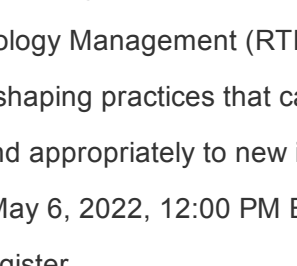
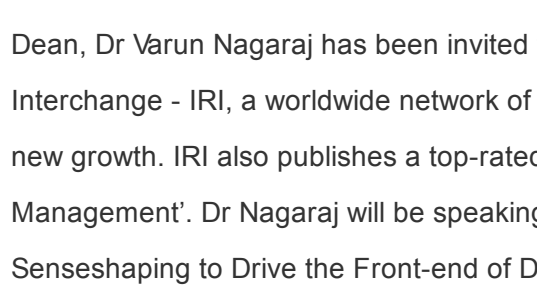
Dr Varun Nagaraj's article recognised as Top Cited Article by WILEY



Dean, Dr. Varun Nagaraj's paper, 'Team Design Thinking, Product Unfamiliarity, and the Moderating Role of Problem Unfamiliarity' published by The Journal of Product Innovation Management, has been recognised by Wiley In Research as a Top Cited Article for 2020-21.

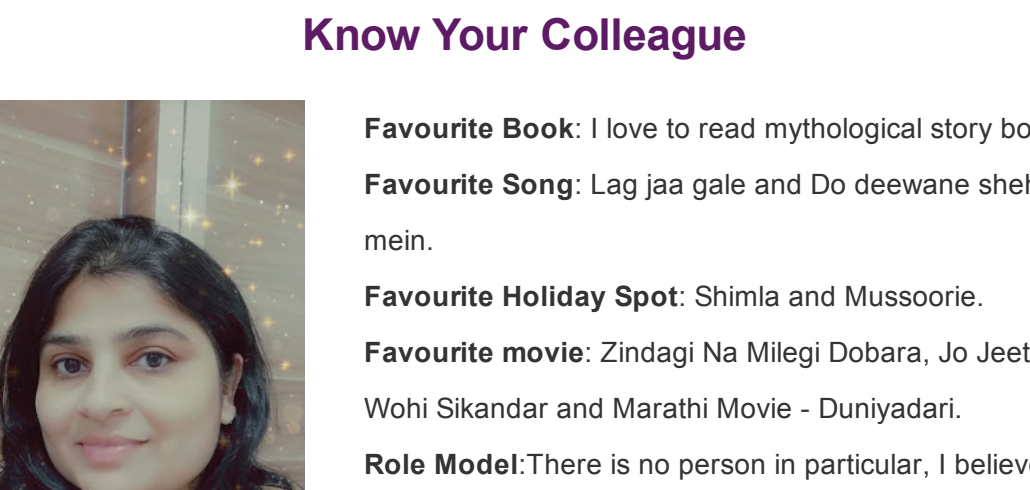
Webinars

Dr Aditi Divatia moderates panel for The Open Group INITIATE discussion



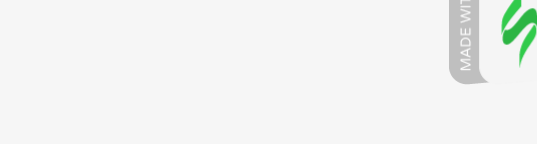
Dr. Aditi Divatia was the moderator and speaker for a panel discussion on the topic, "Sowing the Seeds of Enterprise Architecture in Academia" held on April 9, at the virtual event, The Open Group INITIATE (India Academic Initiative for Architecture) program. Dr. Divatia is currently contributing to The Open Group as a member of the Government Enterprise Architecture(EA) Workgroup and the INITIATE (India Academic Initiative in Architecture) work group.

Dr Tulsi Jayakumar panelist at a FICCI conference



Dr. Tulsi Jayakumar, Executive Director – CFBE, was a panelist at the FICCI conference, 'Reimagine Industry-Academia Partnership'. She spoke on the role of universities in formalizing Family Businesses/MSMEs. Speaking at the conference, Dr. Jayakumar said, "As agents of change, Universities must drive economic growth at both regional and national levels. Viable PPP, access to funding opportunities across and conducive framework is a must to effectively create opportunities of growth for MSMEs".

Prof Prabhat Pani delivers keynote address at Digital Green conference



Prof. Prabhat Pani, Executive Director, Center for Innovation in Sustainable Development (CISD) delivered the Keynote address in a webinar, "Making Gender visible in AgTech", organised by Digital Green. He spoke on, "Building an equitable and sustainable agriculture ecosystem in India leveraging AgTech". The webinar aimed to bring together thought leaders, experts, donors, practitioners, and policymakers on making AgTech gender inclusive.

Upcoming event

Research-Technology Management Lunch & Learn Discussion with Dr Varun Nagaraj

VARUN NAGARAJ, PHD

Dean, Dr Varun Nagaraj has been invited to speak at the Innovation Research Interchange - IRI, a worldwide network of cross-industry leaders driving innovation and new growth. IRI also publishes a top-rated academic journal 'Research-Technology Management'. Dr Nagaraj will be speaking on "How Product Managers Use Sensemaking to Drive the Front-end of Digital Product Innovation." at this Research-Technology Management (RTM) Lunch & Learn Discussion. Dr Nagaraj will discuss five sensemaking practices that can help product managers recognize, interpret, and respond appropriately to new information in the front-end of digital innovation. The event is on May 6, 2022, 12:00 PM Eastern Time (US and Canada). [Click here to know more and register.](#)

Know Your Colleague

Favourite Book: I love to read mythological story books.
Favourite Song: Lag jaa gale and Do deewane shehar mein.

Favourite Holiday Spot: Shimla and Mussoorie.

Favourite movie: Zindagi Na Milegi Dobara, Jo Jeeta Wohi Sikandar and Marathi Movie - Duniyadari.

Role Model: There is no person in particular, I believe in adopting good qualities from people around me.

Lesser Known Facts: I crack jokes with a straight face.

Ms Aditi Pujari

Programme Coordinator- PGDM

[Read our previous newsletters here](#)

[Read faculty authored press articles over here](#)

Reach out to us at: centralcommunications@spjimr.org

