



विद्याविनियोगाद्विकासः

# The IIMA Chronicle

e-Newsletter | Issue 14 | July 2025



## Publications



**COVID-19 Disruption and Maternal and Child Health Services: Evidence from India**

**Authors:** Ambrish Dongre and Mitul Surana

**Journal:** Maternal and Child Health Journal, July 2025

[Read the Paper](#)

**Speed of Institutional Reforms, Competitive Dynamics, and Cross-border Acquisitions: Evidence from Emerging Economies**

**Authors:** Manish Popli, Mehul Raithatha, and Ajai Gaur

**Journal:** British Journal of Management, July 2025

[Read the Paper](#)





## **The Need for Sex Education: Evidence from Adolescent Education Programme of India**

**Authors:** Karan Babbar and **Pritha Dev**

**Journal:** Journal of Population Research,  
June 2025

[Read the Paper](#)

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## **Affirmative Action and Educational Attainment of Disadvantaged Religious Minorities: Evidence from India**

**Authors:** Mitul Surana and **Rajnish Rai**

**Journal:** Economic Inquiry, July 2025

[Read the Paper](#)



## **The Power of Gold: The Indian Economy, Trade and Finance**

**Author:** Sundaravalli  
Narayanaswami

**Book Published by:** Penguin  
Random House as IIMA Book series

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## **Cases Published**

### **Suta: How Two Sisters Used Social Media to Successfully Build a Saree Brand in India**

**Authors:** Akshaya Vijayalakshmi and  
Riddhi Upadhyay

**Published On:** July 22, 2025

[Read the Case](#)



## **Public Policy and Arbitration in India**

**Author:** Anurag K Agarwal

**Published On:** July 2, 2025

[Read the Case](#)



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### **DMRC-DAMEPL Dispute**

**Author:** Anurag K Agarwal

**Published On:** July 21, 2025

[Read the Case](#)

### **Epic-TCS: Trade Secrets in IT Contracts**

**Author:** Anurag K Agarwal

**Published On:** July 28, 2025

[Read the Case](#)

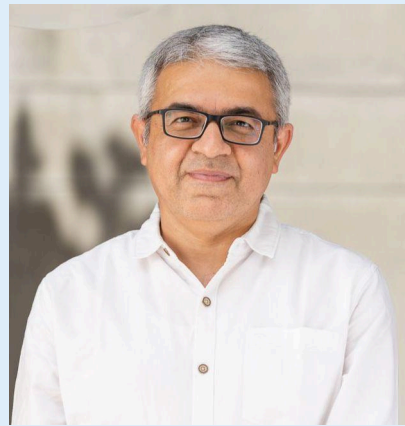
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### **Franchise Marketing: Disputes and Arbitration**

**Author:** Anurag K Agarwal

**Published On:** July 30, 2025

[Read the Technical Note](#)



### **SoftBank and its ARM in 2022**

**Authors:** Sobhesh K Agarwalla, Jayanth R Varma, and Vineet Virmani

**Published On:** July 31, 2025

[Read the Case](#)

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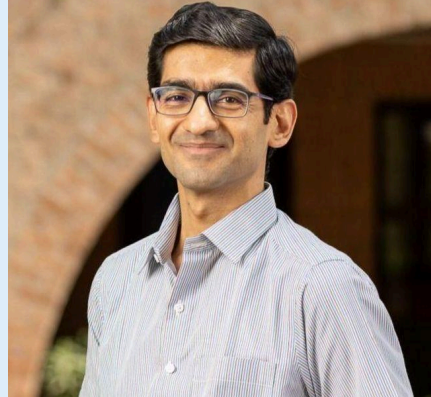
### **Zoho Corp: Value Driven Business Model**

**Author:** Sundaravalli Narayanaswami

**Published On:** July 25, 2025

[Read the Case](#)





### Learning from EdTech

**Authors: Tarun Jain and Ambrish Dongre**

**Published On: July 2, 2025**

[Read the Case](#)

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## Achievements & Appointments

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**Prof. Mehul Raithatha** of the Finance and Accounting Area has been appointed as an Associate Editor of Business & Society journal.

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## Invited Talks

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**Prof. Joshy Jacob** of the Finance and Accounting Area was invited to deliver a talk titled “Roadmap of Indian Financial Sector - Year 2030” at the Department of Economic Affairs, New Delhi, on July 11, 2025.



**Prof. Tarun Jain** of the Economics Area was invited to deliver a keynote address on “Eroding Restrictive Gender Norms Through Schools: Learnings From a 8-year School-based Study” during the valedictory session of the 25th Biennial Conference of the Association of Indian Economic and Financial Studies (AIEFS), held at the Institute of Rural

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