



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](#)

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

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](#)

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

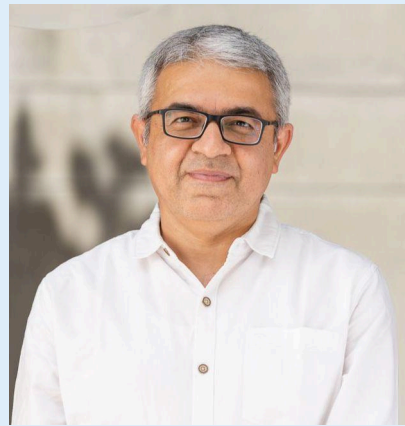
[Read the Case](#)

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](#)

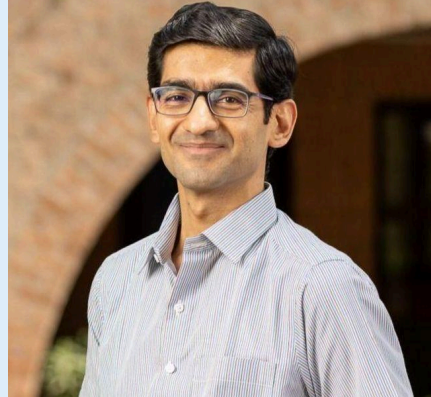
Zoho Corp: Value Driven Business Model

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](#)

Achievements & Appointments



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

Invited Talks

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

Access past issues of The IIMA Chronicle at: <https://www.iima.ac.in/faculty-research/the-iima-chronicle>

Faculty members may share their latest updates from each month with us on
newsletter@iima.ac.in by the last date of every month.

