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## Publications

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### **Product Availability, Buying Behavior, and Marketing Action: Insights From a Bottom of the Pyramid Marketplace**

**Authors:** Shehzala, Anand Kumar Jaiswal, and Vidya Vemireddy

**Journal:** Business Strategy and the Environment, May 2026

[Read the Paper](#)

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### **Dynamic Order Assignment Under Warehouse Disruption Risks: A Switching-Curve Policy, Heuristics, and Insights**

**Authors:** Govind Lal Kumawat and Debjit Roy

**Journal:** IISE Transactions, May 2026

[Read the Paper](#)



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**Decentralized Health Governance, Private Action, and Welfare: Evidence from India**

**Authors:** Hari K. Nagarajan, Vivek Pandey, and Anirudh Tagat

**Journal:** Applied Economics, May 2026

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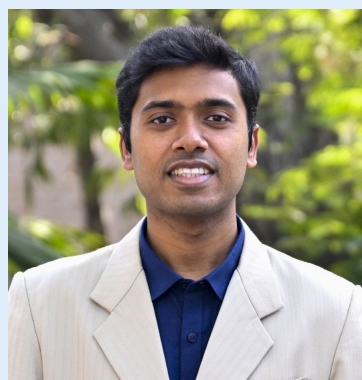


**Who Exits and Who Stays in an Organization? Core Technological Knowledge and Inventor Exit**

**Authors:** Mayank Varshney and Amit Jain

**Journal:** Long Range Planning, May 2026

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**Exploration, Confirmation, and Replication in the Same Observational Study: A Two Team Cross-Screening Approach to Studying the Effect of Unwanted Pregnancy on Mothers' Later Life Outcomes**

**Authors:** Samrat Roy, Marina Bogomolov, Ruth Heller, Amy M. Claridge, Tishra Beeson, and Dylan S. Small

**Journal:** Journal of the American Statistical Association, May 2026

[Read the Paper](#)



**Gender Gap in Commute Time Allocation: Analyzing the Effects of Major Life Events and Urban-Rural Differences Using India's Time Use Survey**

**Authors:** Sandip Chakrabarti, Sagar Verma, and Muskan Verma

**Journal:** Transportation, May 2026

[Read the Paper](#)

**Who is Willing to Pay for Travel Time Savings and How Much? An Iterative Bidding Contingent Valuation Study in Mumbai**

**Authors:** Dale Robbennolt, Hyunjun Hwang, Aishwarya Jaiswal, Sagar Verma, Sandip Chakrabarti, and Chandra Bhat

**Journal:** Transportation Research Part A: Policy and Practice, May 2026

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**Macroeconomic Uncertainty and Firm Cash Holdings: The Role of Ownership**

**Authors:** Janani Rangan and Sanket Mohapatra

**Journal:** International Journal of Managerial Finance, May 2026

[Read the Paper](#)



**The Perils of Environmental, Social, and Governance (ESG) Controversies: Implications**

## for a Firm's Financial and Nonfinancial Performance

**Authors:** Amalesh Sharma, **Sourav Bikash Borah**, Anirban Adhikary, and Sanjay Kumar Jena

**Journal:** Business Strategy and the Environment, May 2026

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## From Buzz to Burnout and Beyond: The Journey from Engagement to Workholism and the Quest for Balanced Employee Engagement (BEE)

**Authors:** Farheen Fathima Shaik, Upam Pushpak Makhecha, **Biju Varkkey**, and Sirish Kumar Gouda

**Journal:** Human Resource Development Review, November 2025

[Read the Paper](#)



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## Cases Published

### **Vadilal: Reinventing a Legacy Brand**

**Authors:** Rohan Kar and **Sourav Bikash Borah**

**Journal:** May 6, 2026

[Read the Case](#)



### **The Battle for the Bottle: Defining ORS in the Indian Market**

**Author:** **Tarun Jain**

**Journal:** May 6, 2026

[Read the Case](#)



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## Achievements & Appointments



**Prof. Abhiman Das** of the Economics Area has been selected as an Official Member of the Technical Expert Group on Household Consumption Expenditure Survey (HCES) 2027-28, by the Ministry of Statistics and Programme Implementation, GOI, which provides inputs for critical macro indicators such as inflation and GDP.

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**Prof. Debjit Roy** of the Operations and Decision Sciences Area has been awarded the Wickham Skinner Teaching Innovation Award, the highest honour given annually by the Production and Operations Management Society (POMS), for excellence and innovation in teaching.



**Prof. Vishal Gupta** of the Organisational Behaviour Area has been appointed as an Independent Director on the Board of GSPL Transmission Limited (GTL) for a period of three years.

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## Invited Talks

**Prof. Arun Sreekumar** of the Marketing Area was invited to deliver a talk on “Case Method and the Use of GenAI in Management Teaching” for management faculty members of Manipal University Jaipur on May 8, 2026.



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**Prof. Vishal Gupta** of the Organisational Behaviour Area was invited to deliver a research talk on “HEAL: A New POB Construct” at the 16<sup>th</sup> International Conference on Excellence in Research and Education (CERE) at IIM Indore on May 3, 2026. He also delivered a workshop on “Mindfulness and Social Intelligence” as part of the Leadership Development



Programme for School Coordinators at  
Shri Ram School, Gurugram, on May  
23-24, 2026.

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[newsletter@iima.ac.in](mailto:newsletter@iima.ac.in) by the last date of every month.

