



## 2<sup>nd</sup> International Conference on Management of Petroleum Sector (ICOMP-2010)

**Prof.S. Shajahan** (Dean, Planning and Research) chaired track in the technical session on issues and Challenges in Marketing: Oil & Gas Sector in the second International Conference on Management of Petroleum Sector (ICOMP-2010) in Ahmedabad March 04, 2010. This three day-long conference was noted by the presence of eminent persons like **Dr.Cheick Wague** (Dean Of Business School, South Stock Holm University, Sweden) and **Prof. Anand Desai** ( Professor, Ohio State university, Columbus, Ohio USA) . Dean (Planning and Research) of IIM Shillong, in his address re-iterated strategy of IIM Shillong to develop Sustainable management and leadership strategies for O&G sector as a way forward for supporting the accelerated growth of Indian economy. He pointed out the statistics as " **India consumes only 2.4 million gallons per day as against 20.6 million gallon per day of USA and 7 million gallon per day of China.** Further, India consumes only 4 per cent of world energy consumption as against 23 per cent of USA and 14 per cent of China. Yet we are aware of the limitation of this source of energy ; hence new IIMs like **IIM Shillong is in the fore front for taking up and solving issues like CRM, retailing, pricing and branding of OMCs and E&P companies and making India proud**" he said.

**Prof Natalie W. Kharkongor** chaired the Interactive Session on "Challenges of Women in the 21<sup>st</sup> Century" on the 8<sup>th</sup> of March, the International Women's Day and also gave an article on "Women in the 21<sup>st</sup> Century" to Meghalaya Times on the the same day.



## Director's Engagement

### 09 March 2010

- Meeting at Prime Minister's Office, New Delhi
- Meeting at Ministry of Human Resource Development, New Delhi

### 10 March 2010

- Attended SCOPE: 5<sup>th</sup> Conclave on Corporate Governance, e-enabled Conference
- Meeting at SAIL
- Attended the first Introductory Meeting of All India Board of Management (AIB-MS) under AICTE

### 11 March 2010

- Board Meeting in the office of the Secretary, MHRD
- Visited Shri RP Agarwal, Former Secretary HRD

### 13 March 2010

- Attended the Society Meeting and Convocation at IIM Lucknow



" (l to r) Shri DD Lapang Chief Minister Govt. Of Meghalaya, Prof AK Dutta, Director IIMS & Shri Vincent Pala , Union Minister of State interacting at IIMS permanent campus,Umsawli "



" (l to r) Prof AK Dutta, Director IIMS, Shri Faleiro, Dr. Mukul Sangma, Smt Debora Marak, Shri Vincent Pala, Shri Friday Lyngdoh & Shri DD Lapang awaiting the arrival of Smti Sonia Gandhi"



"Prof AK Dutta, Director IIM Shillong receiving Smti Sonia Gandhi upon arrival at IIMS helipad, Umsawli"

## Leadership and Change Management Programme



## Neeraj Sharma Wins Wagon R Think Big Challenge

New Delhi, **Neeraj Sharma**, a member of infrastructure cell at **IIM-Shillong**, has won the **WagonR Think Big Challenge**, an initiative to give people a platform to present their ideas before industry stalwarts.

Neeraj Sharma proposed setting-up a 1.25 mw biomass gasifier-based renewable power generation system in the acute power-deficient industrial area of Byrnihat in Meghalaya, using biomass waste generated by industries in the region. He was handed the keys to a **WagonR car and a cheque for Rs 10 lakh** as prize by actor **R Madhavan** at a ceremony held on March 5 in Delhi.



Other finalists were Vineet Devaiah from Lucknow, Sidharth Srivastava from Mumbai and Ananda Sendhil from Cochin — all three had won the zonal rounds of the challenge.



Mr Kailash Kulkarni, Senior VP, Kotak Mahindra during his visit to IIMS



Mr Arun Kumar, Head HR, Godfrey Philips during his visit to IIMS

## Leadership and Change Management

A One-day workshop for Senior Officials of North East Postal Circle was organized on March 13<sup>th</sup>, 2010 at RGIIM, Shillong. The programme was conducted with a focus on **“Leadership and Change Management”**. Participants include Additional Post Master General, Executive Engineer, Medical Officers, Accounts Officers etc. Altogether 25 participants interacted with the faculty members on various issues like communication for effective leadership, understanding self for change management, change management process etc.

The programme, an event in itself was well appreciated given the response and feedback by participants.

## 'Conscious Capitalism'

**Prof.Sanjoy Mukherjee** was invited to attend and speak at the signature conference on the theme of **'Conscious Capitalism'** organized by **Conscious Capitalism Institute, USA** and CII at Taj Mahal Palace and Tower, Mumbai during March 9-10, 2010.**Mr. Kapil Sibal, Honourable Union Minister of HRD**, inaugurated the conference where the distinguished speakers included **Dr. J J Irani** - Director Tata Sons, **Mr. O P Bhatt** - Chairman SBI, **Mr. Gurcharan Das**, - author and former CEO Procter and Gamble India. **Mr. Kris Gopalakrishnan** - CEO and MD, Infosys among others. I was part of a panel that deliberated on **'Developing Conscious Leaders: The Role of Business Schools'**. The uniqueness of IIM Shillong with its focus on CSR, Ethics and Sustainability under the stewardship of our visionary Director was highlighted in my presentation along with the pedagogical innovations I have introduced in my courses. The panel included **Prof. Debashis Chatterjee**, Director - IIM Kozhikode, among other distinguished academics from India and abroad.

## Release of the third edition of Services Marketing-Concepts, Practices and Cases

Himalaya Publishing House, Mumbai has just released the third edition of **Services Marketing-Concepts, Practices and cases (CD Edition)** authored by **Prof.S. Shajahan (Dean, Planning and Research)**. The second edition of this book was re-printed 14 times and listed as text book for UG and PG courses in 97 universities/institutions in India and Middle East. This is the **best seller for the publisher since 1999 and incidentally, that was the maiden title of Prof. Shajahan**, which inspired him to author another a dozen of books in management within a decade. This book critically analyses how services industry occupied the pre-eminent positions in India and illustrates how services research, Services brands, Service recovery, Service satisfaction analyses and CRM built the platform for future growth of service enterprises in India. The hall mark of the book is the **Sectoral analysis**( Aviation , BFSI, Travel, tourism and Hospitality, Education, Healthcare, Telecom, Media & Entertainment, Professional services-management consultancy, ITSS and law) and described how they adopted the best SM practices during the market turbulence in 2008-10.

## Paper presentation in the International conference on management of Petroleum sector, Ahmedabad

Petroleum retailing in India : issues and Way forward by Prof. S.Shajahan and Kanta Bhushan Das of IIM Shillong has been presented in the **ICOMPS 2010** . Mr. Kanta of 2008-10 batch of IIM Shillong impressed the audience with his research study outcomes and stressed on the need for adopting turn around management strategies that would redefine the industry in terms of quality, consumer orientation and efficiency to sail through the on-going market turbulence and sustain

in the long run. He further ascertained that lack of differentiation and low consumer switching cost made many OMCs in embarrassing situations in March 2010. They worried more on fluctuating crude oil prices coupled with administrative price regimes of the GOI and limiting the growth of the companies to a great extent. **Shri. L. Manish** (Chairman , Petroleum and Natural Gas c regulatory Board) appreciated the study outcomes and promised that PNGRB would like to take more help from IIM Shillong for in-depth issues on Regulatory issues in O & G sector. Mr. Ebenezer A.Sholarin of Curtin **University of Technology, Western Australia** wondered why other IIMs and B-Schools are not following the steps of IIM Shillong! (Infact only IIM Shillong was the lone representative of B-schools in the ICOMP-2010). Top officials of BPCL, IOCL, ONGC and HPCL sought the assistance of IIM Shillong for aligning company practices with best global practices by way of MDPs and Research. Kudos to our first batch .. we will always be proud of you for putting IIM Shillong in the elite group.

**4<sup>th</sup> March 2010, Dr Tapas Kumar Giri** attended the inaugural function of the new multipurpose building of National Institute of Technical Teachers Training and Research (NITTTR) and went for Registration in the National Seminar. After a whole day deliberation, he attended the live studio programme on the topic of **Organic Farming and Artificial Glacier Development**.

**5<sup>th</sup> March 2010, Dr Tapas Kumar Giri** presented the paper entitled as **“Potential of NREGS in Environment Management and Sustainable development – a case study from North East India”** in the National Seminar on **“Climate Change and Sustainable Development-Regional and Grassroot Initiatives”** and was selected as one of the two Expert Judges along with Prof. Parihar from IIT Kanpur for evaluation of Poster presentation in the National Seminar.