



Highlights

1. MathSport Asia 2024: Elevating Sports Analytics and Research at IIM Udaipur.
2. Prof. Viral Acharya Delivers Insightful Research Talk on 'Measuring Inflation Uncertainty' at IIM Udaipur's JM Financial Centre for Financial Research.
3. Prof. Yakov Amihud Shares Expertise on 'Liquidity Spillovers' at IIM Udaipur's JM Financial Centre for Financial Research.

MathSport Asia 2024: Elevating Sports Analytics and Research at IIM Udaipur.



PRESENTER
Dhruv Kanai
Implementing New Cutting-Edge Technology in Tennis and Formula E



PRESENTER
Karel Devriesere
Reforming the Belgian youth field hockey leagues with an incomplete round robin tournament



SPEAKER
Phil Scarf
Fifty years modelling soccer scores: what have we learned



PRESENTER
Nobuyoshi Hirotsu
Evaluation of Rugby Teams Using Data Envelopment Analysis



SPEAKER
Ramky S
Promoter, Sports Mechanics India Pvt Ltd.
Formerly Performance Analyst, Indian Cricket Team



SPEAKER
Mukul Choudhari
CEO, Jamshedpur Football Club
Chief of Sports Excellence Centres, Tata Steel



PRESENTER
Shobhit Aggarwal
Does Team Composition Affect Team Performance in Cricket?



SPEAKER
Anthony Bedford
Associate Professor, Data Science, University of the Sunshine Coast, Australia

The Indian Institute of Management Udaipur proudly hosted **MathSport Asia 2024**, the second edition of the MathSport Asia Conference, from December 9 to 11, 2024. This premier event brought together leading academicians, researchers, and industry practitioners to advance the application of mathematics and statistics in sports.

Over three days, the conference featured the presentation of **42 research papers**, highlighting innovative approaches and methodologies in sports analytics, performance modeling, and decision-making. The technical sessions provided a platform for in-depth discussions and the exchange of ideas, fostering collaboration among participants from diverse fields.

The conference was further enriched by **five keynote addresses** delivered by distinguished experts in sports analytics and mathematics, offering visionary perspectives on the evolving role of data in sports. Complementing the academic sessions, **six practitioner talks** by renowned sports analytics professionals from India added practical insights, bridging the gap between theory and real-world applications.

A unique feature of MathSport Asia 2024 was its engaging evening sessions, where leading practitioners shared insights on applying analytics in popular sports such as cricket and football.

MathSport Asia 2024 reinforced IIM Udaipur's reputation as a hub for interdisciplinary research and collaboration, contributing significantly to the growth of sports analytics in Asia.

Prof. Viral Acharya Delivers Insightful Research Talk on 'Measuring Inflation Uncertainty' at IIM Udaipur's JM Financial Centre for Financial Research.



RESEARCH TALK ON

MEASURING INFLATION UNCERTAINTY

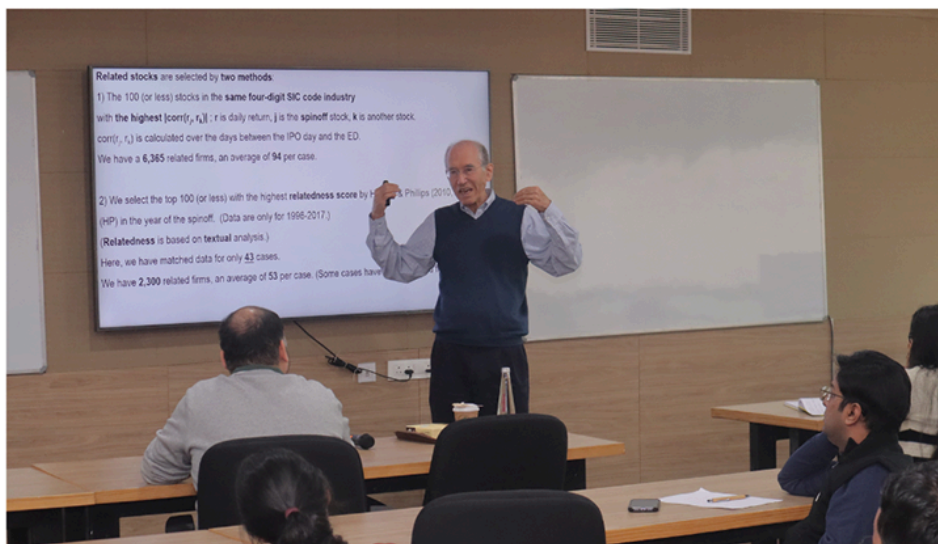
SPEAKER

PROF. VIRAL V. ACHARYA

*C.V. Starr Professor of Economics at NYU
Stern School of Business and former Deputy
Governor of the Reserve Bank of India*

IIM Udaipur's JM Financial Centre for Financial Research was honored to host Prof. Viral Acharya, C.V. Starr Professor of Economics at NYU Stern School of Business and former Deputy Governor of the Reserve Bank of India, for a research talk on December 20th, 2024. Prof. Acharya delivered an insightful session on 'Measuring Inflation Uncertainty', which was well-attended by our faculty, research associates, teaching assistants, and PhD students. The session was followed by an interactive discussion where faculty and PhD students had the opportunity to engage with Prof. Acharya and gain deeper insights into his research and experiences. We extend our heartfelt thanks to Prof. Acharya for his invaluable time and knowledge and to everyone who participated in making this event a success. Looking forward to hosting more such enriching sessions in the future!

“Prof. Yakov Amihud Shares Expertise on 'Liquidity Spillovers' at IIM Udaipur's JM Financial Centre for Financial Research”



RESEARCH TALK ON

LIQUIDITY SPILLOVERS: EVIDENCE FROM TWO-STEP SPINOFFS

SPEAKER

PROF. YAKOV AMIHUD

*Ira Rennert Professor of Entrepreneurial
Finance at the Stern School of Business,
New York University.*

Indian Institute of Management Udaipur's JM Financial Centre for Financial Research was honored to host Prof. Yakov Amihud, the Ira Rennert Professor of Entrepreneurial Finance at the NYU Stern School of Business, New York University on December 23rd, 2024. The day was packed with enriching academic engagements, including:

- A captivating Research Talk on "Liquidity Spillovers: Evidence from Two-Step Spinoffs"
 - One-on-one interactions between Prof. Amihud, faculty members, and PhD students
 - A thought-provoking session on the institutional complexities of academic research
- A big thank you to Prof. Amihud for his valuable insights and to our vibrant academic community for making this event a success!

Faculty Achievements:

IIM Udaipur congratulates Professor Samir Biswas for his recent paper accepted for publication in the European Journal of Operational Research.



Title: Milk adulteration testing and impact of farmers efficiency heterogeneity: A strategic analysis.

About Research Paper: Driven by economic motives, dairy farmers adulterate milk to increase its perceived quality, posing a serious risk to consumer health. We analyze a milk supply chain in which smallholder dairy farmers can adulterate milk and explore the feasibility of selling it to end consumers through an aggregator. Using a non-cooperative sequential game between the aggregator and farmers, we examine the impact of two testing strategies offered by the aggregator to

curb adulteration - (i) individual (testing milk procured from each farmer individually) and (ii) composite (testing the milk after aggregating the portions procured from all the farmers). Our analyses reveal that the aggregator can control milk adulteration by judiciously using testing and penalty mechanisms. However, the efficiency heterogeneity among farmers, which leads to the less efficient farmers free-riding on the more efficient ones, has a detrimental effect on the aggregator operation. Our results provide important policy recommendations for aggregators adopting optimal testing strategies.

Co-author: Preetam Basu, Balram Avittathur

IIM Udaipur congratulates Professor Srinivas Rao Pingali for his recent paper accepted for publication in the Decision Support Systems, December 2024

Prof. Srinivas's co-authored paper has been accepted for publication in the Decision Support Systems, December 2024

Title: Unveiling the metaverse: A comparison of multiple environments

"Unveiling the metaverse:
A comparison of multiple environments"

IIM UDAIPUR
CONGRATULATES
PROF. SRINIVAS RAO
PINGALI

Adjunct faculty in Business
Policy and Strategy



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About Research Paper: The advent of the metaverse is fundamentally altering the relationship dynamics between brands and users. Brands that successfully navigate this new landscape create deeper engagement and foster lasting brand loyalty. Using a multi-method, multi-study approach, the paper examines the interplay between user characteristics and brand perception in a real metaverse environment called "Universe", created by a large public sector bank in India. Study 1 involves a qualitative analysis

(i.e., focus group discussion) to derive insights for the conceptual model. Study 2 involves quantitative analysis of survey data conducted in three different experimental settings: first-person perspective (1PP), third-person perspective (3PP), and third-person perspective with peer interaction (3PP social). The study reveals that users' social connectedness, technology readiness, and domain literacy positively impact brand perception via two distinct mechanisms: sense of presence and product engagement. Further, the study shows that these outcomes vary significantly across the three experimental settings. Whereas product engagement emerges as the dominant mechanism in the 1PP environment, sense of presence emerges as the dominant mechanism in the 3PP social setting. Our study provides several important implications for brands, users, and decision science scholars.

Co-author: Sumanta Singha , Kiran Pedada , Pradeep Racherla

Photo Corner



"Pathways to knowledge: Students engaging in meaningful discussions at IIM Udaipur"



About IIM Udaipur

IIM Udaipur is well on its way to becoming a globally recognised B-School. It has broken new ground by focusing on world-class research and transforming students into tomorrow's managers and leaders. The Institute arrived on the global education stage by securing accreditation from the AACSB (Association to Advance Collegiate Schools of Business) in merely eight years of its establishment. With this accreditation, IIM Udaipur is counted in the same league of global institutes, such as Harvard Business School, Wharton School at the University of Pennsylvania, and the MIT Sloan School. IIMU has been listed on the Financial Times (FT) Global MIM Ranking 2024 for the 6th consecutive year, making it the only IIM to have achieved this feat. In the QS Global MIM Ranking 2025, IIM Udaipur stands as the 6th highest-ranked IIM and continues to maintain its listing for the 6th year in a row, reinforcing its global standing. Notably, it is also the youngest B-School in the world to be featured in both rankings. Additionally, IIM Udaipur ranks 4th in India for research in management, according to the UT Dallas methodology, which tracks publications in leading global journals, showcasing its excellence in academic research.



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