



**Vikram Sarabhai Library, Indian Institute of Management**

**IIMA in Media**

**(March 03-09, 2014)**

SR. NO.	TITLE	SOURCE	DATE	FULL TEXT
<b>News on IIMA</b>				
1	<p>Pair online retail with kirana stores: IIMA profs</p> <p><i>Study by IIMA faculty on online retailing and kirana store suggests that a mix of brick and click models is formidable and will work for retail growth of the country</i></p> <p><i>Study was done by Piyush Sinha, Srikant Gokhale and Saurabh Rawal</i></p>	Ahmedabad Mirror	March 04, 2014	<a href="#">Full text</a>
2	IIM Ahmedabad wakes up to its alumni army	Business Standard	March 04, 2014	<a href="#">Full text</a>
3	<p>16 IIMA students shun job cushion to take road less travelled</p> <p><i>To achieve their goal, many classmates-turned-friends from IIMA's batch of 2012-14 chose to become partners in business</i></p>	DNA	March 04, 2014	<a href="#">Full text</a>
4	With 30-hr non-stop drumming, IIMite makes it to Limca book	Ahmedabad Mirror	March 04, 2014	<a href="#">Full text</a>
5	IIMA student make record for 30 hrs of drumming	DNA	March 04, 2014	<a href="#">Full text</a>
6	IIM-A study suggests 'brick & click' model for retail growth	Business Standard	March 05, 2014	<a href="#">Full text</a>
7	IIM-A 'edupreneurs' plan wisdom village	Times of India	March 05, 2014	<a href="#">Full text</a>
8	IIM-A to host panel discussion on women	Indian Express	March 08, 2014	<a href="#">Full text</a>
9	Students discuss gender-balanced leadership	Times of India	March 09, 2014	<a href="#">Full text</a>