

**Gujarat Arts & Science College,  
Ellisbridge, Ahmedabad**

Books and chapters in edited volumes/books published and papers published in  
national/ international conference proceedings in Academic Year 2021-22

<b>Sl. No.</b>	<b>Name of the teacher</b>	<b>Title of the book/chapters published</b>	<b>Calendar Year of publication</b>	<b>ISBN number of the proceeding</b>	<b>Name of the publisher</b>
1	Chatterjee, Monali.	Bakhtin's Carnivalisation and the Dynamism of its Social Implications	2021	978-625-7086-50-9	Atatürk Üniversitesi Yayınevi
2	Chatterjee, Monali.	conference proceedings PAN-IIM WMC	2021	9842	Indian Institute of Management Kozhikode
3	Chatterjee, Monali.	Narratives of Communal Violence in Indian Cinema	2021	978-93-5493-297-7	Indian Institute of Management Kozhikode

**GÜNÜMÜZ  
DİL-EDEBİYAT  
VE FİLOLOJİ  
ARAŞTIRMALARINDA  
YENİLİKÇİ  
EĞİLİMLER:**

**KURAM, YÖNTEM ve  
TEKNİKLER**

**ULUSLARARASI  
SEMPOZYUM BİLDİRİLER KİTABI**

Editörler:

Doç.Dr. Şenay KAYĞIN

Doç.Dr. Yasemin YAYLALI



**Eser Adı:**

GÜNÜMÜZ DİL-EDEBİYAT VE FİLOLOJİ ARAŞTIRMALARINDA YENİLİKÇİ  
EĞİLİMLER: KURAM, YÖNTEM ve TEKNİKLER  
ULUSLARARASI SEMPOZYUM BİLDİRİLER KİTABI

**Editörler:**

Doç.Dr. Şenay KAYĞIN  
Doç.Dr. Yasemin YAYLALI

**Kontrol ve Düzenleme:**

Dr. Öğr. Üyesi Hadi BAK

**Yayımlar Yönetmeni:**

Doç. Dr. Bünyamin AYDEMİR

**Yayın Kurulu:** Prof. Dr. Ahmet SARI, Prof. Dr. Ali UTKU, Prof. Dr. Bülent ÇAVUŞOĞLU,  
Prof. Dr. Erdiç ŞIKTAR, Prof. Dr. Hakan Hadi KADIOĞLU,  
Doç. Dr. Bünyamin AYDEMİR, Doç. Dr. Hasan Tahsin SÜMBÜLLÜ

**Dizgi ve Tasarım:** Abubekir KALE

**Atatürk Üniversitesi Yayınları No:** 1294

**ISBN:** 978-625-7086-50-9



**Erişim Adresi:** <https://ekitap.atauni.edu.tr>

**Atatürk Üniversitesi Yayınevi Koordinatörlüğü**

**Sertifika No:** 42021

**Adres:** Prof. Dr. Fuat Sezgin Kütüphanesi Okuma Salonları Binası Zemin Kat  
Kampüs-Yakutiye/ ERZURUM

**E-posta:** [atayayinevi@atauni.edu.tr](mailto:atayayinevi@atauni.edu.tr)

**Telefon:** 0442 231 62 80



Erzurum 2021 © Copyright Atatürk Üniversitesi Yayınevi

Bu kitapta yer alan tüm yazıların dil, bilim ve hukuk açısından sorumluluğu yazarlarına aittir. Eserin her hakkı anlaşmalı olarak Atatürk Üniversitesi Yayınevi Koordinatörlüğüne aittir. İzinsiz yayınlanamaz. Kaynak gösterilerek alıntı yapılabilir.

**Midia MOHAMMADI- Ali SALAMI**

**The Armor of Narcissism: Reading Caryl Churchill's Top Girls Based on a Synthesis of Heinz Kohut's Theories on Narcissism and Fredrick Jameson's Marxist Perspectives**  
(295)

**Mikhail TORCHINSKY - Can KARAYEL- Natalia TORCHINSKAYA**

**Квантитативная Характеристика Имен Собственных**

**Quantitative Characteristics of Proper Names**

(305)

**Monali CHATTERJEE**

**Bakhtin's Carnivalisation and The Dynamism of its Social Implications**

(321)

**Nida ARIF**

**Studying "Resistance Literature"**

(333)

**Rahman ÖZDEMİR**

**Aleksandr Sergeyeviç Puşkin ve Ahmet Hamdi Tanpınar'da Bir Şehir Anlatısı:**

**Erzurum**

The Narration of a City in Alexander Sergeevich Pushkin and Ahmet Hamdi Tanpınar:

Erzurum

(344)

**Roman HORBATIUK - Valentyna PAPUSHYNA - Nelia PODLEVSKA**

**The use of Information and Communicative Technologies in The Process of**

**Humanitarian Disciplines Studying in Higher Education Institutions**

**Использование Икт При Изучении Гуманитарных Дисциплин В Вузе**

(356)

**Romina-Elena DONTU**

**Die Umwandlung der sprechenden Namen und der Personenkonstellation in**

**Märchenadaptationen**

The Conversion of Character Names and Character Constellations in Fairytale Adaptions

(365)

**Saloni KUMARI- Preeti BHATT**

**A Psychoanalytic Study of Trauma in Virginia Woolf's Mrs Dalloway and Joseph**

**Heller's Catch 22**

(377)

**Selin TEKELİ**

**Yazara Özgü Bir Söz Varlığı Denemesi: Mihail Şolohov Örneği**

The Study of Author Vocabulary: The Case of Mikhail Sholokhov

(389)

**BAKHTIN'S CARNIVALISATION AND THE DYNAMISM OF ITS  
SOCIAL IMPLICATIONS**

**Monali CHATTERJEE\***

**Abstract**

Mikhail Bakhtin developed a dynamic view of language. His ideas of dialogism are ever more pertinent at this time. He did not regard language as a structure that reflects society and class interests, but as a dynamic, multi-accentual phenomenon that dislocates authority and subverts or mocks from within anything solemn and authoritative. His significant treatise, *Problems of Dostoevsky's Poetics* (1929) shows how Dostoevsky developed a 'polyphonic' (or dialogic) form that does not attempt unification or subordination either with reference to the characters in the novel or with reference to the viewpoints of the author. This has been an area of extensive debate and research and also has been discussed in the paper. This paper also intends to raise questions pertaining to the relevance of Bakhtin's ideas where individuals to negotiate differences through their inevitable transactions with other cultures in this age of globalization Bakhtin's notion of 'carnivalisation' fits in very appropriately with the post-modern notion of 'heteroglossia', the multiplicity of interaction. Bakhtin's 'carnivalisation' has been taken as the folk energy, the life-enhancing force that debunks the standard and the authoritative version or view point. This can also be compared to Anekaanta Vaada in Indiana Thought. The concept of carnivalisation has significant applications to the literary texts as well as literary genres. An attempt has been made in this paper to explore these applications. This paper proposes to speculate upon the tenets of Bakhtin's theories upon literature and question its sociological relevance to the present day in the context of literature in general and all works that can be included under the umbrella of English literature in particular.

**Keywords:** Carnivalization, Dialogism, Polyphonic Form, Heteroglossia, Sociological Relevance, Literature.

**Introduction**

Mikhail Mikhailovich Bakhtin was one of the most crucial thinkers of discourse in the twentieth century. As the first proponent of Dialogism, he develo-

---

\* Assist. Prof. Dr., Institute of Management Nirma University Ahmedabad, India, [monalichatterjee3@yahoo.co.in](mailto:monalichatterjee3@yahoo.co.in).



# PAN-IIM WORLD MANAGEMENT CONFERENCE

December 16-18, 2021  
IIM Kozhikode, Kerala



## CONFERENCE PROCEEDINGS



INDIAN INSTITUTE OF MANAGEMENT KOZHIKODE

**First Impression: 2021**  
**©2021 IIM Kozhikode**  
**Photographs, diagrams, and illustrations as credited**  
**8th PAN IIM WORLD MANAGEMENT CONFERENCE**  
**ISBN: 9842|ISBN|2021|A**

All Rights Reserved. No part of this published work may be reproduced, stored in retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording, scanning or otherwise without the permission in writing from IIM Kozhikode for the identified use given below.

Usage of this book and its content for academic activities related to the author's affiliated organization and having only a draft copy of their academic website for dissemination is permitted.

**Conference Proceedings Edited by**

Prof. Debashis Chatterjee  
Prof. Deepa Sethi  
Prof. Sidhartha S. Padhi  
Prof. Payal Anand

Published by:

**Indian Institute of Management Kozhikode**  
**IIMK Campus P.O.**  
**Kunnamangalam**  
**Kozhikode – 673 570**  
**E-mail: [research@iimk.ac.in](mailto:research@iimk.ac.in)**  
**Website: [www.iimk.ac.in](http://www.iimk.ac.in)**

Sl. No.	Author	Paper-Title	Page No.
103	Jagriti Srivastava and Balagopal Gopalakrishnan	Trade Credit and the COVID-19 pandemic: Role of country connectedness and work from home amenability	512-518
104	Sutanuka Shaw and Debdas Rakshit	Determinants of Capital Structure and Speed adjustment of firms in Pre-Post Financial Crisis period: Evidence from India	519
105	Sumit Banerjee, P Saravanan and Vimalkumar M	Mandatory Auditor Rotation And Earnings Management	520
106	Dinesh A	Business Email Communication: A Genre Based Approach	521
107	Monali Chatterjee	Understanding Concepts of Management through the Lens of Literature	522-527
108	Chinmayee Nanda	Communication Dynamics: A Gendered Perspective	528-531
109	Hari Sreekumar	Alternative Conceptualizations of the Body: A study of Ayurvedic Discourse in India	532
110	Kaushal Pandya and Chintan Rajani	A descriptive study to measure Entrepreneurial Intent (EI) among final year engineering students.	533-543
111	Sanjoy Mukherjee and Anindo Bhattacharjee	Wise Leadership – Lokasamgraha and Rajarshi Revisited	544
112	Heerah Jose	Determinants of Buying Organic Fruits and Vegetables: A Study Among the Regular, Occasional and Potential Organic Buyers	545
113	S Lianbiaklal, Sajira Khatoon and Varisha Rehman	Food marketing to children: A review and future research agenda in light of well-being of children	546
114	Anish Yousaf, Anil Gupta and Insha Amin	‘Hello! Where is my ordered food? Exploring Continuance Usage Intentions Towards Food Delivery Apps Using ECM & Trust Commitment Theory’	547-551
115	Kaustav Ghosh and Subhajit Bhattacharya	What and How Luxury Brand Loyalty is Influenced in Indian Gen. Z Consumer Segment: An Empirical Investigation with PLS SCM Approach	552-564
116	Snigdha Singh and Pallavi Srivastava	“I want to break free”: Definition, antecedents and consequences of Revenge Travel	565-571



## Understanding Concepts of Management through the Lens of Literature

Monali Chatterjee<sup>1</sup>

<sup>1</sup>Nirma University, Ahmedabad

### Abstract

Recent trends within Indian management education have aimed to promote excellence and prepare humane and socially responsible managers for the new millennium. Hence premium management institutes now promote interdisciplinary studies to enrich the curriculum with knowledge and insights from other disciplines and social sciences. Many instances from literature can offer wonderful case studies that can uncover uncharted avenues of reflection and insights into one's core areas of the study of management. This exploratory research attempts to contemplate how concepts of management can be studied through the study of literature and how this may be best achieved in management education.

**Keywords:** Case-study, discussions, instructional design, curriculum, learning styles, lectures

### Introduction

If music be the food of love, play on. –William Shakespeare

Students learn only when they enjoy it. If education is not sufficiently entertaining, let learners learn from entertainment (here, literature) itself. Drawing case studies from literature is one of the best forms of such entertainment. The study of Management applies directly to one's professional life. To become a manager, the need for efficient and effective management skills is self-evident. At every workplace, one is expected to become a partner in managing one's organization through participative management. Although Management education in India is more than five decades old, it is still at crossroads. It is yet to grow out of the shadow of American Management education. Despite the large strides that management education has taken so far, the innovation in such education, particularly concerning content, pedagogy, assessment and quality assurance is very limited. Field research and industry-institute interface also demand innovations to capture the complex realities of Indian business. There is hence a need to deliberate upon the status of management education, its relevance and its relationship with its different constituencies. Innovation should make management education more relevant and helpful to the students and other stakeholders.

### Discussion

Recent trends within the field of management education in India have aimed to promote excellence and prepare humane and socially responsible managers for the new millennium. To achieve this end, most premium management institutes have begun to promote interdisciplinary studies to enrich the curriculum with knowledge and insights from other disciplines and social sciences. In this light, many instances from the study of literature can offer wonderful case studies that can uncover uncharted avenues of reflection and insights into one's core areas of the study of management. This exploratory research attempts to contemplate how concepts of management can be studied through the reading of literature and how this end may be best achieved in the discipline of management at both the undergraduate as well as post-graduate levels. The focus of this paper is more suggestive rather than prescriptive.

One is required to keep pace with the latest developments in the techniques and resources for management teaching, and the changing needs of the learners, management teachers need to update their knowledge and skills periodically. Specialized training needs to be imparted to management teachers to increase their expertise and knowledge of modern resources and strategies which can be incorporated into the class. Taking into account the mixed abilities of the students in the management classroom, an instructor should focus on participatory



2<sup>nd</sup> INTERNATIONAL CONCLAVE ON  
**globalizing indian thought**

December 16 - 18, 2021  
IIM Kozhikode, Kerala

# CONFERENCE PROCEEDINGS



INDIAN INSTITUTE OF MANAGEMENT KOZHIKODE

**First Impression: 2021**

©2021 IIM Kozhikode

**Photographs, diagrams, and illustrations as credited**

**International Conclave on Globalizing Indian Thought**

**ISBN: 978-93-5493-297-7**

All Rights Reserved. No part of this published work may be reproduced, stored in retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording, scanning or otherwise without the permission in writing from IIM Kozhikode for the identified use given below.

Usage of this book and its content for academic activities related to the author's affiliated organization and having only a draft copy of their academic website for dissemination is permitted.

**Conference Proceedings Edited by**

Prof. Debashis Chatterjee

Prof. Deepa Sethi

Prof. Sidhartha S. Padhi

Prof. Payal Anand

Published by:

**Indian Institute of Management Kozhikode**

**IIMK Campus P.O.**

**Kunnamangalam**

**Kozhikode – 673 570**

**E-mail: [research@iimk.ac.in](mailto:research@iimk.ac.in)**

**Website: [www.iimk.ac.in](http://www.iimk.ac.in)**

## Table of Contents

S No	Author(s)	Title	Page Number
1	Pinaki Dasgupta and Mrinmoy Majumder	Intersectionality of Gender, Ecology and Politics: a conceptual analysis of the Hindi film 'Sherni'	11
2	R Anuradha	Relevance of Mouna as an ascetic practice: Insights from The Guru	12
3	Susmitha Patnaik and Vara Prasad Yallami	Local to Global - Strategic Learnings from the Making of the Bahubali Cinema	20
4	Monali Chatterjee	Narratives of Communal Violence in Indian Cinema	27
5	Indraneel Pakala	Sports: Playing On	33
6	Vijayshankar Krishnamurthy	Implementation of the Sports Policy in India: A scan of extant literature and Conceptual Framework	38
7	Lakshmi Kannan and Arul Jyothi M	Strategic Management and Branding of Sports Leagues: An Analysis on the Indian Super League	45
8	Pramodh Korula	Indian Yoga: A Transcending Career enhancement trigger for Management Graduates	62
9	Chitwan Lalji and Debayan Pakrashi	Sleeping pattern and psychological wellbeing	69
10	Srijanani Devarakonda and Lara Priyadarshini	A Study on Analyzing & Predicting the Attitude of "gen Z" Towards Selecting Financial Institutions	70
11	Rijo Gratius and Renjini D	Mediation Effect of Shopping Mall Entertainment Experience, Utilitarian Value and Hedonic Value: A Study on Mall Repatronage Intention	71
12	Sunil Mashru, Niharika Bajaja and Aarti Joshi	Service Quality and Restaurant's Customer Satisfaction An Empirical Evidence from Rajkot City	81
13	Sunil George and Hari Sundar G	Coaching – An Indian Definition – For 21st Century Gurukuls	89

## Narratives of Communal Violence in Indian Cinema

Monali Chatterjee<sup>1</sup>

<sup>1</sup>Institute of Management, Nirma University

### Abstract

The proclivity of majoritarian global politics often goes against the grain of certain races and religions and this universal issue has been vividly represented through Indian Cinema. Representing the issue of communal clashes through the fury and vitriol of the characters in the narratives is not a nascent filmic genre in Bollywood Cinema. Some of them have even raised a clarion call for communal unity. However, many bold voices protesting against such unrest have been stifled under the coercion of censorship, social taboos and civil mandates. Hence, in such depictions, the religious identities of erring individuals or victims have been shrouded in subtleties and ambiguities to prevent instigating further violence and indictments. This paper endeavours to discuss the representations of Bollywood films projecting narratives of communal violence. The paper aims to thematically analyse the portrayal of communal clashes and the message it aims to convey to the audience through the powerful medium of films. It further proposes to examine the context and content of such films through various perspectives.

**Keywords:** Communal riots, harmony, Bollywood Cinema, Indian Films, violence

### Introduction and Relevance of the Study

Indian cinema has had a long history of projecting stark realism through its films and films produced in Mumbai, Bollywood cinema has also aced it with considerable finesse. The secularism of India thrives upon the existence of diverse cultures, religions and races within a single country. However, several socio-political forces have caused this unity to waiver and fall apart. The outbreak of Hindu-Muslim riots on these occasions bear testimony to this perennial tension between these two communities in the nation. The horrors of sectarian violence during the partition between India and Pakistan in 1947, the demolition of the Babri Mosque in 1992 and the Godhra riots in Gujarat in 2002 indelibly remain in the minds of all those who have been directly or indirectly affected by its repercussions. Some of the eminent film-makers like Govind Nihalani and Mani Ratnam have depicted a number of controversial episodes through their memorable narratives of colonial violence. Stalwart writers like Amrita Pritam, Saadat Hassan Manto, Bhisham Sahni and Rajinder Singh Bedi have immensely documented through their fiction the horrors of the Partition. Their works have become canonical texts of both literature as well as historical writing.

“In India, the complex inequities of caste, class, religion, dominant/ marginal states and the traumatic transition from a feudal-agrarian society into an industrial one”, are the cause of fractured and imagined communities which can be a major catalyst for communal clashes. (Doraiswamy, Winter 2002-Spring 2003) Thus, the communal insurrections of 1984 and the resultant assassination of the people of the Sikh community in different regions in India, riots in Mumbai in 1992 as an aftermath of the demolition of Babri Masjid, the violent communal clashes and upheaval in Godhra, Gujarat in 2002, communal massacre in Mau district of Uttar Pradesh in 2005 to name a few, have inspired many Bollywood films. *Bombay* (1995), *Fiza* (2002), *Dev* (2003) are some iconic examples of such communal clashes and tensions.