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From the Editor's Desk...

The other day I was reading, 'The story of your Life', an article on how to pen your memoirs published in the June 2010 issue of RD. (yeah still stuck to reading RD...). Well in that article a lady named Jeannette Walls writes her memoirs. What shocked me was (why not! I still swear by those good old Indian values...) this lady named Jeannette has written in her memoirs that while in New York as she rode in a cab, on her way to a party, she saw her mother(own) going through the trash bin for food. "She lowered her head and asked the cabbie to take her home. My how people would gossip if that were known". "I was terrified," says Walls. I had this great life, a husband who loved me, a great job, a house with flush toilets, yet I felt like a fraud. I had a compulsion to write about this embarrassing stuff even though I knew I was risking everything"

Did she write after all these years to assuage her conscience? From this

memoir can we actually conclude that she did nothing to help her mother? And yet, I have in my pages a young lady who is actually counting her blessings and letting everyone know how she is fortunate to have wonderful parents. Then I have Reny writing about youth and marketing and I have Partha voicing his thoughts on mobile retailing (Oh! Where have the days gone... sitting on the old rickety bench, sipping a cuppa...exchanging gossips at the kinara shop with Kaka enriching our talks with his smattering of even more gossips...?) You'll find photographs of an in house fdp and also of people who have visited our campus.

All said and done, humans have their frailties, no one is perfect and it needs courage to face one's flaw and then go ahead admit it! How many of us do that? Aren't we too busy pointing fingers at others?



Industrial Visit to OMFED, Bhubaneswar



Farewell to 'Class - 2010'

LIFE AS I SEE....

Life ... a never – ending journey ... The more we try to understand and unravel the mystery of it ... the deeper it becomes for us to understand ... The vast expanse of the blue sky and the great depths of the blue oceans ... the deep green woods and the mighty mountains that stand tall ... the jaw – dropping beauty of Nature enthral us at every walk of life and there is in reality, no particular age per se when we are amazed by the lovely gifts Nature has given to us ... We can't help but be thankful for all that we see around us every day ... for all that we sometimes take for granted ... There is so much to be grateful for ... so much to be happy for ... and so much to cheer us up every day.

It is sometimes so felt by me and I know well that it is a feeling shared by most people we are acquainted with and live with ... that we, at times take for granted few of the most precious gifts given to us by God ... reason being, that they are the gifts so close to us ... we see them day in and day out ... we live with them and yet sometimes we are so far away from them ... They are the people we know since we enter into this world ... They are the ones who teach us the meaning of love by showering on us their boundless and unconditional love ... Our Family ☺ Yes ... they are the people in our lives that make a difference to us from the moment we are born and continue to support us right through the sunny as well as the rainy days ... For the nights that our parents have kept awake ... when we were babies and cried throughout the night, just to put us to sleep ... for the hugs that awaited us when we returned from school each day and ran to our mothers saying to them gleefully that we were back ... for the palm into which we slipped in our small hands and clutched on tightly to our fathers' fingers for fear of getting lost in the crowd on roads ... for the affection showered on us by our siblings despite the

silly fights we had with them every day for petty reasons ... for every evening spent together in our drawing – rooms ... for every experience that parted our lips into a smile There is NO experience in life that would bring us back the joy we felt in our hearts in those days ... Family is the most prized possession we have and our parents are the most wonderful gift that anybody ever could give us ... They are proof of the fact the life is beautiful, there is always hope that we can have in our hearts no matter how trying the times are that we have to face at any moment of our lives and they tell us that there is always someone in this world, who loves you more than you could even think and ask for ...that there is always the best waiting to happen to you and that wonderful feeling that we will get to think ... that we mean the world to certain people out there ... that even the faintest glow of happiness on our faces lights up the world of those people out there ... Our parents, our family ... As I have mentioned before, they are prized possessions and their worth is beyond the description any language in this world could provide ... Even attempting to quantify their value in words would be a demeaning one ...

Thus, our families and most importantly, our parents, are the ones who command our respect, who deserve our love and crave for our care ... True, we are grown – ups, but we shall always continue to remain kids to our parents, their feelings for us would never change for anything in this world ... It is our turn now to return the care, love and affection they have drowned us in since childhood ... Let us pray to God to Thank Him for the wonderful people He has sent into our lives ... to fill our hearts with so much love and attachment that our families would never run short of emotions from our end ... The joy of life lies in giving and there is nothing better and nothing more than the love and affection that we can show for our parents ... God Bless..

- **Joyshree Munshi**
PGDM-Term-IV

YOUTH 'N' MARKETING

The other day while I was sitting by myself and sipping a cup of coffee, one thing suddenly struck my mind. What gets the market moving, is it the customers or the marketers? After going through a lot of thought process, I came on to an interesting conclusion.

Customers take only a second to accept or reject what is being offered to them, but it takes the latter as much as a lifetime to formulate the right strategy at the right time and to the right audience. A right strategy considers a portfolio of products and takes into account the anticipated moves of the competitors in the market.

For example, Barco N.V. projection system was faced with Sony's surprise introduction of a better graphics projector, in the year 1989.

The case was such that though, Barco was mainly into graphics projectors; the company had not introduced a new graphics projector in over two years. Instead, it was spending a large portion of its R&D budget on video projector products. Barco then wisely stopped working on the inferior product and put a major effort in developing a projector that outperformed Sony's.

Barco was well aware of its competitors and knew where exactly to leverage its unique abilities. It followed the skimming strategy and targeted the innovator segment. It prepared itself with several defensive strategies to counter attack threats even before they arise.

The marketing managers must gather some prerequisite knowledge so as to better understand the market and explore the unexplored opportunities. Consumer studies, distribution studies, semantic scaling, multidimensional scaling, intelligence studies, projections, and conjoint analysis are some of the many concepts followed by them. Multi-product resource allocation is better understood

through the concept of decision calculus, where managers are asked questions regarding sales. The same could be learned through Linear Programming Models and the BCG GROWTH-SHARE MATRIX. The pioneering advantage is obtained from both the supply and demand side, such as raw materials; experience; cost advantage etc. This is all pure theory, which all gives impetus and dynamism to marketing. However, one should be clear headed and judgmental, to know where to target.

Marketing according to me is something that is invisibly visible.

A few days back there was an article in Business standard, talking of a new strategy, "Selling to the Youth". For instance, Hero Honda, they conducted a usage and attitude survey on the youth. Similarly did, Ogilvy and Mathur, Dentsu. "The single largest phenomenon about the youth is that they network," said Virgin Mobile CMO. The litmus test of marketing is "selling to the youth". If a product penetrates into this segment, then it can produce ripples in India as it is a vibrant nation of youth and that they have a unique ability to influence the older generation to a great extend.

'Strategy and timing are the Himalayas of marketing, everything else is Catskills.'

- Reny Joseph
PGDM, Term-IV

MOBILE RETAILING

We live in a mobile world

More than 4 billion people – over half the planet – are equipped with mobile phones. Today, many people are moving from ordinary mobile phones to internet-enabled smart phones as powerful as computers. Consumers now are using these smart phones to:

- create and store shopping lists

- scan product bar codes to compare product characteristics
- access coupons and promotions.

And that's just the tip of the iceberg; only the imagination limits the services that could be available.

Physical retailers and product manufacturers now have a unique opportunity to shape how consumers experience these new technology possibilities.

Good for consumers

For consumers, mobile has the potential to:

- Make life easier. Mobile services integrated into the shopping experience – such as self scanning and mobile payment – help consumers to get what they want more quickly. Even simple services such as mobile shopping lists can help consumers manage their lives better.
- Make life more meaningful. Giving consumers the right information and tools at the right time helps them to make good choices. Mobile services like extended packaging allow consumers to choose products that are aligned with values such as health and well-being, respect for the environment and ethical choices.

Good for business

By using mobile technology to meet consumer needs for information and services, retailers and product manufacturers can:

- Increase sales. There is a clear link between relevant information provided at the point-of-sale and purchase decisions. Put simply, better information means more sales.
- Increase customer satisfaction and loyalty. Consumers will reward those businesses that best meet their needs for information and services. Mobile allows increased personalisation – meeting consumer needs even better.

- Add value to physical products and experiences through digital services. As consumers spend increasing amounts of time online, mobile can become the "glue" that ties physical products and stores to the digital world.

Let us list down different applications of a mobile phone in retail.

- Coupon
- Extended packaging
- Mobile e commerce
- Advertising & Promotion
- Loyalty
- Instore Navigation
- Payment
- Store location
- Shopping list
- Self Scanning and self check out.

Terms like mobile commerce and mobile marketing have created a huge buzz. If businesses could use mobile phones to reach consumers anytime, anywhere, it would fundamentally change how they do business.

However, today mobile still represents a tiny channel for most companies. Research estimates most consumer products companies spend less than 1% of their total advertising budget on mobile.

This will change; and the change will likely be even faster and more dramatic than the initial wave of mobile phone adoption that today means over 4 billion people use a mobile phone. The success of Apple's App Store, providing mobile applications for the iPhone, shows how quickly technology can be adopted by consumers.

What should be done????

Firstly companies need to know how consumers equipped with modern mobile phones connected to the internet will impact retail stores and how anyone making, promoting or selling products in a brick and mortar retail environment can prepare for it.

Some of the questions we seek to answer are:

- What consumer needs can be identified and met using mobile phones in retail environments?
- How can mobile phones support richer, more enjoyable, more efficient and more relevant shopping experiences?
- What changes need to happen in retail stores to support this?

Experts say that retailers change their point-of-sale terminal installations every 5 – 7 years on average.

This means that mobile technology must integrate with existing infrastructure to be accepted by retailers and that investment choices made by retailers today must have a long-lasting impact.

However, research conducted by RIS in 2009 showed that only 30% of retailers had a mobile commerce strategy in place.

The retail store: a future vision

Most retail stores are complex environments that have developed gradually over the past fifty years.

There are two levels to that complexity

Firstly, the move to the self-service format from the service format that preceded it was a massive cultural change. For consumers, self-service meant choice, convenience and value. However, it also involved learning how to find their way around a new environment. Over the years, retailers have learned how to design that environment to better meet shopper needs and to drive sales. A large amount of literature is available to describe industry best practices in this area.

Secondly, the technical infrastructure that supports most retail stores has grown enormously. In the 30 years since the first bar code was scanned, complex IT systems have developed as retailers have automated processes to drive efficiency

and to gather data to better inform business decisions. The point-of-sale terminal, with its integrated bar code reader and its ability to handle multiple payment methods, is the most visible aspect of this infrastructure; and the one most likely to touch consumers.

As a result of these technology choices, consumers benefit by getting what they need more easily or leaving the store more quickly.

Touch points in retail

There are several touch points in retail where consumers interact with the stores. They are a) Pre-store planning which involves future shopping via mobile phone, using the cell phones to make shopping list by scanning bar codes on products, share their mobile shopping list with other family members, request and receive relevant coupons and promotions. b) getting information about special offers before going to stores. c) self scanning of the products as soon as they are added to the basket, order out of stock products, interact with digital signages in store using mobile phones as a remote control. d) consumers can use their mobiles as self check out, redeem coupons and promotions, get loyalty scheme benefits and self payment. However there are limitations, primarily not all consumers are well equipped with mobile phones. Secondly it involves high cost to develop such services for large number of consumers. Lastly the new technology implementation will disable the existing system. These are the reasons why such facilities are offered only to a handful of stores, limited group of savvy consumers, are in practise only in few countries and still it is in the pilot stage rather than being fully operational.

Now let us learn how to make it happen, the foremost thing which the mobile industries need to implement is long term evolution strategy to move to mobile broadband access which will support richer services,

better customer experiences and enhanced branded opportunities. Next is to change consumer's behaviour and this has started. Despite of low market share i-phones has had a huge influence. Research shows i-phone users use their phones to access internet 5 times more than users of other internet enabled phones. Thirdly retailers need to upgrade equipments that can handle mobile technology appropriately. (Use of GSM Global Data Synchronisation Networks for trusted product information.) Directly encourage the suppliers to populate GSM GDSN technology. The product manufacturers should use GSM identification keys to identify products and services, encode GSM keys using GSM bar codes. Mobile operators must maximise coverage and stability of internet connections to encourage consumer use, actively support pre-installed softwares in handsets to read and display the barcodes. Adopt open standards to ensure universal access to applications regardless of network.

We can look to countries like Japan and Korea for inspiration about what can happen when technology is available. In those countries we find applications such as Extended Packaging and Mobile Couponing being used by a wide range of consumers on a daily basis. A value chain has been established that benefits all involved. However regions are catching up gradually. In India is it still a far cry ????

- Sources

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-Partha Pratim Baisya,
PGDM(RM) Term IV



Vikash Agarwal
PGDBM (2003-05)

“Please utilise your time here to maximum level because you will not get it in the corporate field. Keep yourself updated with the business world. Don't be bookish, learn practical knowledge”.

1) TELL US ABOUT YOURSELF

I am Vikash Agarwal. I belong from Kolkata. Currently I am working with Cadbury India Ltd as Executive Sales. I have started my career from Perfetti Van Melle India Pvt. Ltd. as sales officer.

2) ABOUT YOUR SPOUSE (IF ANY) AND OTHER FAMILY MEMBERS

I was married 2 yrs ago. My wife Nidhi Agarwal is a housewife. She is pursuing her M.Com. I

am staying along with my parents. My father has retired from job & my mother is a housewife.

3) SOME OF YOUR BEST STINTS IN THE YEARS AFTER YOU PASSED OUT FROM IMIS

I have travelled a lot in the last 5 yrs. This has given me the opportunity to interact with different people & to make new friends. I have performed consistently through out every years. I have won many awards for my performance.

4) YOUR VIEWS ON CAREER GROWTH IN YOUR PARTICULAR SECTOR

I am working in FMCG industry for the last 5 yrs. Sales career is fully performance driven. There is no room for non performer in the MNC. No body can stop performer to achieve growth in terms of position, profile & money.

5) YOUR COMPANY'S RECRUITMENT PROCESS AND YOUR REMARKS ON IT

Our company is looking for people who are aggressive, self motivated & hard working. For Executive level, Company is looking for candidates having sales experience of minimum 2 yrs (under direct payroll of the company). If a candidate is shortlisted for interview, then initially he has to give Psychometric test which is followed by 2 to 3 rounds of interview. The whole recruitment process is scientific & the best will get the opportunity to work in the organisation.

6) YOUR SUGGESTIONS FOR JUNIORS

You are spending golden periods of your life at IMIS. My single suggestion to all juniors is that Pls.... utilise your time here to maximum level because you will not get it in the corporate field. Keep yourself updated with the business world. Don't be bookish, learn practical knowledge. Keep focus on your presentation skills. All the Best!

7) FOR YOUR ALMA MATER

My experience with IMIS was unforgettable. It has given a very good learning platform to shape our future career. The rigor towards theoretical & practical knowledge was unique. Business Communication, Financial Knowledge, Marketing Theories, Computer Applications & Human Resources are applicable in our day to day corporate life.

The knowledge which I have gain from IMIS is helping me to sharpen my professional skills on regular basis.

Whenever I went to past only one thing comes to my mind that “Time spent with IMIS will never come in the future”.

The hectic schedule of work life will not give sufficient time to learn, so it is very important for us to utilise this period on optimum level.



“Students were very enthusiastic and eager to learn. It is a pleasure being here.”

Swati Bhalla
Director
Studio Atomium
New Delhi



“It is really nice visiting IMIS Bhubaneswar. The hospitality I enjoyed here was awesome. Staff are very polite. Next time anything happening in the institute, I would love to visit and be a part of it.”

Amita Raj,
Cluster MGR,
ADIDAS, Chennai



“I had very fruitful experience in sharing with the vibrant students of IMIS. I wish them success in their career.”

D. S. Padhi
DGM,
Bank of India
Bhubaneswar



“Thank you for having me over and giving me an opportunity to interact with the students. It was an enriching experience for me and I thank to the management for their hospitality.”

Ayan Ghosh
National Head
Spencer's, Kolkata

FACULTY ACHIEVEMENT

Prof. (Dr.) S. Dev (Finance) is now attending FDP in Management at IIM, Ahmedabad (June - September 2010).

Prof Saurabh Bhattacharya (Marketing) attended FDP at MDI, Gurgaon on 'Strategic Marketing and Sales – Creating Competitive Advantage', 14th April – 27th April 2010.

IN HOUSE FACULTY DEVELOPMENT PROGRAM



GUESTS VISITED



Santosh Ku. Biswal
Consulting Professor, XIMB
Bhubaneswar



J. R. Mohapatra, Area Head
Universal SOMPO GIC,
Bhubaneswar



M. A. Hakeem, CMD,
AIREX Logistics & Express Services
Pvt. Ltd., Mumbai



Sanjib Swain
Chief Operating Officer
S TEL, BBSR



R. B. Menon
Principal & Gen. Manager Training
UBI, Bangalore



Jatindra Kumar Mishra, AVP HR East
Reliance Retail, Bhubaneswar

Obituary



Sumanta Ku. Das
IMIS Hostel Manager

*"You have left
a haunting abyss amongst us"*



Jitendra Ku. Sahoo
Student Ex-PGDM
(Batch 2009-11)

*"Though the moments were few... you will
be in our memories forever"*

Dear Reader,

Please enrich **IMIS Newslines**
with your constructive suggestions
to **Prof. (Dr.) P. A. Mohanty**, Editor
E-mail: purnima@imis.ac.in

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**INSTITUTE OF MANAGEMENT &
INFORMATION SCIENCE**

Central Office: Vivekananda Marg
Bhubaneswar-751 002, Orissa, India
Ph : +91-674-2431953, 2433762, 2435697
Fax : +91-674-2433932

Campus: Swagat Vihar, Bankuala
Bhubaneswar-751 002, Orissa, India
Ph : +91-674-3291471, 6542256 / 57 / 58
E-mail : imis@imis.ac.in

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