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From the Editor's Desk...

" We must accept finite disappointment, but we must never lose infinite hope."

- Martin Luther King, Jr., American Civil Rights Movement Leader and 1964 Nobel Peace Prize Recipient

We are experiencing the post-lockdown world while COVID-19 continues to wreak havoc. The governments do not have any other alternative other than focus on lives and livelihoods.

The biggest challenge businesses face is restarting their operations even while a larger part of the enabling ecosystem continues to be in lockdown. Businesses need to identify which employees really need to come to office or factory, and work in shorter rotational shifts, and which need to work from home. Companies need to ensure safe transportation for their workers. They need to prevent crowding in offices, and facilitate maintenance of personal hygiene.

Start-ups expect to benefit from innovative products in a post-pandemic world. With social distancing and personal hygiene becoming the new normal, the new-age companies are coming up with solutions like queue and booking management platforms, keeping in view the needs of customers in these unprecedented times.

In these unparalleled scary times, how

compassionate the businesses are, will determine patronage by their employees in the long run. However, there is good news that the new drugs like Glenmark's FaviFlu and Cipla's Cipremi may be able to offset the harmful effects of COVID-19 and provide the much awaited respite. Moreover the unemployment rate has fallen to its pre-lockdown level of 8.5%, led by big gains in the rural areas, as per Centre for Monitoring Indian Economy (CMIE).

A major cause of concern is volatility in our relation with our hostile neighbours, and the consequent fear of imminent armed aggression. This may reflect on consumer sentiments and may lead to popular Chinese brands falling out of favour with Indians. We have been experiencing rising fuel prices, and with the government claiming that fuel consumption has reached 85% of pre-corona level, we may witness price hikes across products in the near future.

Amidst these uncertainties, at IMIS, we have successfully wrapped up the last term of our final year students, provided summer internships to our junior students, and shall soon conduct their end-term exams, albeit online. We also look forward to welcoming our new batch, possibly through an online induction programme. But we are very buoyant that soon, we shall meet our new students on the campus, and will treasure their smiling, vibrant, upbeat presence !

“DIRECTOR IMIS, BHUBANESWAR SPEAKS TO THE FUTURE MANAGERS ON IMPACT OF COVID-19”



Hello Everyone!

I never imagined I would be writing to you in this enormously stormy time, when the COVID-19 pandemic ravages the world. This crisis period reminds me of the Great Russian revolutionary leader Vladimir Lenin, who once remarked- “There are decades where nothing happens & there are weeks where decades happen.” Instead of the corona virus disease happening over a period of time, it happened in just a few weeks, literally requiring us to push the reset button in fear & panic. As an immediate response to this emergency situation, organisations across the world after navigating their operational challenges, have shifted to the digital space. Evidently, the longer the crisis, the more likely the move to digital adaptation will become permanent, giving rise to a new normal. I believe, in this new normal, the future of business will not be about resiliency, it will be about renewal & adapting to the new paradigm-shifting changes that are unfolding. So, the need right now is forward thinking & re-planning with a digital-orientation, to move successfully to a post-crisis future.

I can tell you one thing that, never in the history of mankind there has been a complete lockdown for months & it has given me a much deeper understanding of what you must be going through. At a time when you should be living in peace & content, you may be grieving what you've lost. The class gang of friends, the jobs you earned, the moves you planned & the experiences you were looking forward to. I know, in such bleak moments, it can be difficult to get hope. But let me tell you, you've every reason to be hopeful. The reason I tell you this is because, history provides validation of deadly pandemics ravaging humanity at different times & in all the cases, people have overcome new challenges to realize all the new possibilities. Miracles happen by having faith in the unseen. So, be hopeful. We'll overcome this crisis & the present difficult time will eventually lead to a future with greater creativity that knows fewer limits.

Anyways, by this time, the corona pandemic has made us realize that we've no choice, but to keep pace with digital advancements. Digitally, we can of course do more & do better, but that's a 360° change

to what we had been doing. Now, to move in the right direction, we need a different skill set. The way we begin our new session through this challenging period, will profoundly shape how the rest part of the session will unfold. For the time being, we can't meet physically, so we've to continue to connect digitally. But as the severity of COVID-19 decreases, we may follow a blended learning approach. Our principles & values will never change, but our styles of delivery will change. Pedagogical effectiveness is our prime goal. I know, online attention span is just 15-20 minutes. Just as you are figuring out how to learn online in the best possible way, we're also working on the right mechanics of online teaching, in line with the original term calendar, to quickly & successfully transition to the digital model. We're also exploring better ways of conducting examinations online. We can do better on many fronts & now we've to, by responding proactively to the new opportunities created by COVID- 19. We're hopeful, everything will work out really well as per our future plans.

So, let's rise above these misfortunes by understanding that, where there is a problem, there is a solution too & we always have the choice to stand strong when things go wrong. In every adversity there is a seed of an equal or greater benefit. We cannot go back in the past & change it, but we can look in the future & make the best out of it. We've to look beyond our fears. The only way to overcome fear of this pandemic is - Face it with courage & hope. You have to make some tough choices, I agree, to overcome this critical phase. Realize your strengths & do enough of those things you know, you should do. Staying indoors during this crisis period, you have to leverage the time to double your dedication to learning & improving, with a deep passion to create the progress the world needs. I firmly believe that, the rough seas will give way to calm waters. Winter always yields to spring. That's the way the world works. I hope, I have helped you insulate your positivity & protect your productivity, to rise above this danger with rich confidence & glorious peace. It's going to be an amazing journey together. Take care & stay safe!

Director
IMIS

THE GIFT OF TIME

What would you do when you had all the time in the world but were not allowed to leave your house? How would you feel? Perplexed? Baffled? That's exactly what I felt too. I had no idea what was happening. How do you fight or gauge something which you don't know about? I remember, there were a few videos roaming around in the internet, of people making fun of Corona Virus in Italy, and not taking it seriously, and suddenly after some days, Italy was in a complete shut down and almost the whole country was affected by the virus. It was still okay.... People including me, never thought that it might affect India in such magnitude, but sadly, we know what happened next....

I still remember it was 13th March. I was still hung over in excitement as it was my birthday the day before. I remember the day very clearly - It was our Banking Class and we were in the computer lab and were casually discussing that the Government of Odisha had passed a notice to close all the colleges as per the safety guidelines for practicing social distancing. But still, nothing was official yet; everything was just a bunch of flying rumors. During our post lunch session, it was declared that the college will be closed till 31st March as the first lockdown had been imposed by the state government. Every student wanted to express joy but couldn't, for obvious reasons, because we didn't know what was going to hit us.

The initial days were quite laid back as it was a very tight schedule that we had been dealing with, replete with lectures and assignments, and the lockdown had provided a breather. There were no classes; no assignments; it was just us in our homes, just staying put. After some days it was kind of weird to stay at home and do nothing because it was a very sudden shift from leading a very hectic life to just the opposite of it. Then on 30th March, when we got to know about the lockdown being extended further, our Insurance and Risk Management teacher called me and asked me to coordinate the Insurance Class online. Until that time we had thought that there won't be any classes. That evening we had our first online class... It was a mixed

feeling. Some students thought it was useful, some students thought it was not, but in the end it was a win-win situation for us and the institute. That day it came to my mind that I can still engage myself in studies and can utilize this time to my advantage. Within 2-3 days, all our faculty members got in touch with me to conduct classes and help them with the functioning of the virtual meeting platform. I started to enjoy it--- coordinating classes, helping teachers, reaching out to guest faculty members and being the bridge between teachers / speakers and the students. I felt a sense of accomplishment that among all the students, I was the one who was given the responsibility. It was overwhelming.

Amidst all of this, the country was suffering. People were losing jobs; all companies were shut down. It was, in fact it still is, a pretty bad phase for the management students across the world. It was the same for our institute. All my batch-mates were confused about what will happen in the future, and whether we will be doing the internships or not, and moreover how our placements would be affected. AICTE and UGC have guided all colleges to cancel the summer internships and asked them to arrange faculty/company guided online internships, which could be done from home. Thanks to my institute's well placed alumni, I was able to get my hands on some really good online projects on branded products of some well-known companies. I also used this time to acquire some skills which I think will be essential post lockdown, like I have taken up a Digital Marketing course and some other computer courses to up-skill myself before I pass out.

This lockdown also helped me to find time for long lost love for movies and television series. During the day I would always indulge myself usually in college work like studies, coordinating classes and acting as a messenger for teachers. But during the night, I watched movies and web series. I really enjoyed the contrast. I have also started cooking a lot lately. Previously, I used to cook twice or thrice in a month but now it is several times every week. Cooking and food have always been a passion for me; I always

continued...

wanted to become a chef but life had something else planned out for me. Another great thing which the lockdown did was that it brought me closer to my parents. Unlike earlier days, we interact more often, discuss things, talk and even argue a lot, which I guess is really necessary; because in the fast paced life, we often lose out on things like these, which actually matter. I remember previous to lockdown our family never had a lunch together, but now, every day we eat together and enjoy it. I love to see my parents fight now over petty things, which was not so previously.

We know that the universe has always been divided into two contrary aspects----black and white, right and wrong, good and bad, left and right, and so on.... This situation is similar, although more things seem to be on the darker side----Many migrants had to walk back to their native villages, doctors and front line workers were threatened and harassed, many people

are losing their lives and the world economy has been hit and so on..... But even this predicament had a silver lining ----- the world is breathing a cleaner air because the pollution has gone down drastically, we can hear a variety of chirping birds in the mornings, personal hygiene has come back in fashion and finally a sense of togetherness and community feel is being experienced around the world.

I would wrap up by saying that, whatever the situation, we should be practical and strive towards finding a solution, rather than waiting for others to find a solution for us. We should not complain about a bad time, but find a way to work things out. I always try to look at the brighter side of things, but, at the same time, I try to remain realistic in assessing a situation. I hope you appreciate what you have just read, and I have not taken much of your precious time, from the gift of time you have.

Rishi Roy
PGDM 2019-21

INTERNATIONAL YOGA DAY





Mr. Sanjay Kumar Jena

IIM Ahmedabad

IMIS Alumnus - PGDBM 2005-07

Sanjay Kumar Jena is presently working as a case writer at IIM Ahmedabad. Prior to this, he worked with IIM Bangalore. He has written many cases and research papers, and published them on various platforms. Some of his cases are available at IIMA Case Centre, Ivey Publishing, Harvard Business Publishing, The Case Centre, UK and others. He recently got the best case award from WDI Publishing, University of Michigan. He has conducted workshops on case writing for various business schools.

1. Why do you think the case study is a fundamental method of teaching?

The case method is also termed as the laboratory method by the Harvard Business School. Decision-making cases are real business dilemmas in organisations discussed in the classroom where students are supposed to step into the shoes of the protagonist and decide the future course of action. This exercise not only inculcates decision making among the students but also bridges the gap between theory and practice.

2. What is testing of a case?

The instructor should test the case in the classroom soon after developing it. Testing would help him/her to understand the gap between the planned and real execution of the case. This would help the instructor to know the participants' response in the class. After that, the instructor can make the necessary correction in the teaching plan, timing allocation for each activity and others if required before using it in the class.

3. What is your opinion on developing more cases studies in the Indian context?

Businesses in the Indian context are different from their western counterparts. There are differences in the business and regulatory environments, business processes and consumer preferences. Cases developed in Indian setting would be preferable for the participants here. Faculty members in business schools can develop cases in Indian context for creating a better learning environment for the students.

4. Tell us about the recent award you got?

I, along with Prof. M.R. Dixit, the former IIMA Professor, developed a case on Etihad Airways which was among the Best Three Case Awards from WDI Publishing, University of Michigan. The competition theme was to prepare a case on the Middle East and North African (MENA) region. Our case received the third position with a financial reward. Authors from the Kent State University and the California State University of the US, received the first and second positions, respectively.



Dr. Ashish Mohanty

Associate Professor (Business Communication & Soft Skills)

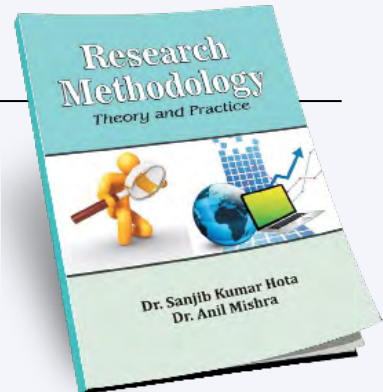
- Paper Titled - “An Empirical Study on Employee Job Satisfaction and Job Performance in Private Sector Banks”, Journal - International Journal of Advanced Science and Technology, ISSN:2005-4238 IJAST, SCOPUS INDEXED, UGC RECOGNISED, May 2020
- Paper Titled - “A Study on OCTAPACE Organisational Culture of Select Hotels in Bhubaneswar, Odisah”, Journal - TEST Engineering and Management, ISSN:0193 - 4120, SCOPUS INDEXED, UGC RECOGNISED, May-June 2020
- Paper Titled - “ The Effect of Banking Service Quality on Customer Satisfaction”, Journal - Paideuma Journal of Research, ISSN:0090-5674, WEB OF SCIENCE INDEXED, UGC RECOGNISED, June 2020.



Dr. Anil Kumar Mishra

Associate Professor (OM & D.Sc)

- Book Published Titled Research Methodology Theory and Practice, Kunal Books, ISBN: 978-93-89224-22-1



Prof. Ananya Roy Pratihara

Assistant Professor (HRM, OB & Business Communication)

- Published Book Review of David Lapoujade’s, “Aberrant Movements: The Philosophy of Gilles Deleuze.” Trans. Joshua David Jordan, in Philosophy in Review Vol 40 No 2 (2020): May by University of Victoria (Canada) indexed by Philosopher’s Index with Full Text (EBSCO) and Erudit, ISSN : 1206-5269, EISSN 1920-8936 with Dr. Saswat Samay Das, Associate Prof. Department of Humanities and Social Sciences, IIT Kharagpur.

WEBINAR GUESTS



Dr. Tapan Panda

Ex-Professor;
Marketing,
IIM Indore and Chief
Academic Officer,
Ampersand Group

Branding

5th May 2020, 5.30 PM

Bottom Billion

11th May 2020, 5 PM

Why Management Education is important in High Schools in a Post Covid-19 World ?

12th June 2020, 8 PM

Digital Transformation Strategy in Business and COVID-19

1st July 2020, 4 PM



Padmabhushan

Dr. Jagdish Sheth

Professor, Emory University, USA

Why Management Education is important in High Schools in a Post Covid-19 World ?

12th June 2020, 8 PM



CMA Thomas Mathew

MD, Bhubaneswar Stock
Exchange

Reshaping the Indian Economy Post COVID-19

16th May 2020, 5 PM



Dr. Sunil Sahdev

Professor of Marketing,
University of Brighton, UK

Bottom Billion

11th May 2020, 5 PM

Digital Transformation Strategy in Business and COVID-19

1st July 2020, 4 PM



Dr. Samson Moharana

Former Professor & Chairman,
PG Council, Utkal University, Bhubaneswar

Reshaping the Indian Economy Post COVID-19

16th May 2020, 5 PM



Dr. Seshadev Sahoo

Professor, IIM, Lucknow

Segment Reporting and Analysis for Managers

23rd May 2020, 11 AM

Financial Statement Analysis

8th June 2020, 11.30 AM



Mr. Rajesh Padmanabhan

Ex Director & Group CHRO,
Welspun Group

COVID-19: Accelerate ahead - Future of HR

29th May 2020, 2.30 - 4.00 PM



Dr. Alex Fenton

Professor of Digital Marketing,
University of Salford, UK

Digital Transformation Strategy in Business and COVID-19

1st July 2020, 4 PM



Dr. Indranil Bose

Dean, University of Bolton, UAE

Business Analytics

21st June 2020, 1.30 PM



Dr. Tanaya Mishra

Global Chief Human Resource Officer,
Essar Projects Ltd. (Dubai)

Sales 2.0 - Emerging New Paradigm (HR Mgt)

20th June 2020, 4 PM



Mr. Sanjay K. Jena (Alumnus)

Case Writer, IIM, Ahmedabad

Case Study Method - An Appropriate Pedagogy of Management Education

8th June 2020, 10 AM

Companies Participated in the Final Placement (INDICATIVE)

Dear Reader,

Please enrich **IMIS Newslines** with your constructive suggestions to **Prof. Rakhi Dutta**, Editor (Asst. Professor)
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