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SINCE
1995

From the Editor's Desk...

"When we least expect it, life sets us a challenge to test our courage and willingness to change; at such a moment, there is no point in pretending that nothing has happened or in saying that we are not yet ready. The challenge will not wait. Life does not look back."

-Paulo Coelho, Brazilian lyricist and novelist, best known for 'The Alchemist'

We, the human beings, through our intelligence, have developed innovative things on this earth and it is up to us to now make or break things as we move ahead.

It is a matter of great relief that there are people who are constantly contributing to positive changes. 'Thinking Huts', modular, honeycomb-shaped solar powered 3D-printed schools have been built in Madagascar, at half the cost of traditional construction methods. Road projects in Ghana are reusing plastic waste. There are further plans to recycle old plastic into fishing nets, or fuel to ensure it won't get buried, burned or make way to the ocean. The country wishes to reuse the entire plastic they produce each year-roughly 1.1 million tons-by 2030. India has already installed over 60,000 miles of roads, made from plastic waste and these are said to last longer and are more resistant to water damage, cracking, and potholes. Unused

parking garages around Paris have been turned into organic mushroom farms, by Cycloponics Co., growing shitake, oyster, white button mushrooms, chicory-a French delicacy grown in the dark, as well as microgreens like mini broccoli. Though not often a role model for social justice, freedom, or democracy, Saudi Arabia is planning to deliver to the world a worthwhile example of future living: a zero-carbon, zero-traffic city for over a million people, spanning 105 miles and featuring futuristic technology. In UK's Cornwall, a geothermal power plant, tapping underground heat, will soon sell electricity to 10,000 local homes. Intravenous injection of bone marrow derived stem cells has led to significant improvement in motor functions in patients with spinal cord injuries.

World over, we have become more comfortable with online shopping, robot and drone deliveries, digital contactless payments, remote work, distance learning, tele-health and online entertainment. Back home we have managed the pandemic well, have come up with vaccinations, exporting the same to other countries, are trying to put the economy back on track, are striving to create a positive environment for FDI, even as we stare at the second wave of COVID. It is imperative that we keep up our fight and emerge winners in the face of all adversities.

FRESHERS' DAY



Miss & Mr. Fresher



Mr. & Miss Photogenic



Best Costume Awards

TECHNOLOGICAL MANAGEMENT

Technology is used in management for planning, customizing, designing, optimizing, operating and controlling technological products, processes and services in a better way. The usage of computers and supporting electronic systems is an integral part of modern industrial and services industries. The MBA degree is like a cherry on the cake for the graduates, which helps them to improve the working scenarios, is a means to an increased salary and much more. It would benefit the MBA students to acquire technological knowledge as technology increases the demand for such graduates, and this demand will never decrease because of the rapidly moving world and the new technologies coming into force each day.

Technology management graduates get scope to work in different fields of Network Infrastructure, Internet Connectivity, Information Security, System Development, Software Sales, and IT Consultancy. The students develop critical thinking and learn to work in coordination and promote innovations for future betterment. The job profiles for technology management graduates is one of the highest-paid jobs. Freshers can earn up to Rs. 30 lakhs p.a.

The Covid-19 pandemic has led to an inevitable surge in the use of digital technologies. It has also led to new concepts like work from home and gig workers. Many firms have now adopted digital infrastructure and introduced digital transformation technologies like cloud, internet of things (IOT), block chains (BC), artificial intelligence (AI), machine learning (ML), etc. Concepts like data analysis and satellite workers have come up.

Introduction of technology in management will help in the following ways:

1. Provide a clear methodology for evaluating and managing IT

Outlining how to manage the performance of IT, TBM (Technology Business Management) reports the budget, cost, and consumption of each IT service so the business can understand exactly which departments drive specific technology demand. TBM offers accurate, real-time reporting through automation.

2. Implement a framework for running IT as a business

TBM blends financial transparency with details of IT spend and usage to help technology leaders collaborate with their business partners on goals and objectives. TBM records and describes the value of what the business consumes.

3. Communicate the value of new IT investments to the business

The majority of capital spending worldwide goes to IT, yet most non-technical leaders remain skeptical about the cost-benefit of their IT investments, where they often respond by putting pressure on IT costs. TBM improves decision making for key IT initiatives.

4. Transform IT into IT-as-a-business-service

Using data analytics to express costs in terms of services, the IT debate shifts from its cost to the financial value it delivers.

5. Enable efficient systems replacement with reasonable balance between costs & benefits

TBM helps drive cost optimization across the organization using data to prioritize essential value-driven initiatives.

6. Benchmark IT resources to improve technology services and high-priority business activities

Metrics for benchmarking help executives focus on IT value by monitoring expenditures, rationalizing portfolios, and optimizing cost and performance.

7. Combine IT services with business capabilities to drive specific business outcomes

TBM reduces cost without sacrificing critical or necessary levels of service through a collaborative budgeting process that offers insight into financial impact, business value, and desired outcomes.

In the last decade or so technology has changed the way organizations conduct their businesses. Use of technology makes the work easy, precise and more effective. Along with the surge in the use of digital technologies, we are also witnessing a rise in online frauds, scams, intrusions, and security breaches. So, we need to be well aware of the technology in order to use it and control it and avoid frauds.

Because of the above reasons, Technology Management is deemed as an emerging field of study by the Department of Education and received a new Classification of Instructional Program (CIP) code in 2020. Technology Management education is defined as a program that prepares individuals to develop science, technical, and business skills required for management of people and systems. It includes instruction in computer applications, general management principles, production and operations management, project management, quality control, safety and health issues, and statistics.

We have witnessed the emergence of innovative organizational structures and new ways of performing work. The management of technology involves the planning, implementation, evaluation, and control of the organization's resources and capabilities in order to create value and competitive advantage.

Pritish Jena
PGDM 2019-21



Republic Day Celebrated at IMIS, Bhubaneswar



Saraswati Puja Celebration at IMIS, Bhubaneswar



Management Game : Ladders "R" Us



Management Game : Mine Fields



Out Bound Training Programme



Out Bound Training Programme



Team Building Activity



Dining Etiquette



Ms. Arifa Nargis

Consultant

Tax & Legal Services Deptt., Deloitte, Singapore

IMIS Alumnus - PGDM (2012-2014)

1) TELL US ABOUT YOURSELF

Finance & Accounting Professional with 6+ years of rich experience with Big4 consulting and accounting firms in international settings across India, UK, and Singapore. Currently, I am working with Deloitte based in Singapore in Tax & Legal Services department. Prior to this I worked in Deloitte Hyderabad and Deloitte London offices. Before joining Deloitte I worked with Octo Pte Ltd., a finance consulting firm in Singapore and UPS Logistics in Pune India. I love to read and travel, having travelled to many global cities with a stamp of more than 10 countries on my passport; I like to discover new places with relentless curiosity. When I am not travelling you will find me painting or reading.

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

My husband is a Data scientist in Risk Analytics space with a London headquartered bank. He has a degree in Industrial Chemistry from Delhi University and an MBA from IP University Delhi. He loves using statistics, machine learning, data mining, and predictive modeling techniques to analyze current and historical facts to make predictions about future events.

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

I got an opportunity to work with UPS Logistics through campus recruitment process at IMIS in 2014. I learnt and developed a lot of technical skills pertaining to Finance & Accounting at UPS. After working for close to 2 years at UPS I got an opportunity with Deloitte with their Tax Team. Deloitte provided me great platform to learn and grow. I was given great exposure and experience of working with global teams and clients at Deloitte. This contributed immensely in my overall professional development.

I believe in continuous learning and I have recently received Associate membership status from CPA-Australia. I am also in Level 2 of ACCA-UK and studying towards achieving ACCA qualification.

4) YOUR VIEWS ON CAREER GROWTH IN YOUR PARTICULAR SECTOR

Finance & Professional services are in great demand. Every business needs them. These roles require subject

matter experts and advanced knowledge of finance and accounting, so people with these skills and knowledge will always be in demand. It is important to keep yourself abreast with the changes happening in the finance industry. Earning professional qualifications such as ACCA, CPA & CA etc. helps in acquiring knowledge and skills to stay ahead of the curve.

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

Vacancies are published in the Career Section of the firm's website and relevant job banks as per local regulatory guidelines. A rigorous interview process is followed, comprising several rounds of personal interviews as per company policies and recruitment process.

6) YOUR SUGGESTIONS FOR JUNIORS

The 2 years that you are spending at IMIS is going to be the most important 2 years of your life, so use it wisely. The education that you are going to get will prepare you for the challenges ahead, not just for professional career but for life in general. We are living in a world where IT and software skills are very important, so I urge you all to learn software skills. Almost all of the enterprises use technology to increase the productivity of their workers today. So, at least have advance knowledge of office productivity tools (MS-Excel, MS-Word and Power-point). Believe me, whatever role you are going to be in, you need to use these applications on daily basis. Do an internet research and find out what are the technologies that you should be well versed with for your chosen field and try to learn those. There are plenty of online resources available. My two cents for you would be "Never Stop Learning", keep enrolling yourself for certifications and short courses throughout your career.

7) FOR YOUR ALMA MATER

IMIS, Bhubaneswar is truly a prestigious B-School in India. I am proud to be associated with this esteemed institute. IMIS gave me strong foundation to kick-start my professional journey by providing me world class learning infrastructure to learn and develop skills that are required by corporate world. The faculty members as well as the non-teaching staffs at IMIS are very helpful and knowledgeable. I wish the very best to IMIS.

UNION BUDGET 2021-22



Dr. Santosh Kumar Mohapatra
Eminent Columnist/Economist/
Social thinker

“Students are disciplined, faculties, others are cordial, environment is excellent, conducive to reading/teaching. I feel elated to share my wishes with students & friends.”



CA Tarun Agarwal
Practising Chartered Accountant

“It was a pleasure meeting and interacting with smart students. I would like to continue our engagement in more meaningful ways as we go forward. I wish good luck to all the students and faculty members.”



Mr. Trinath Lenka
Managing Director, Wallet Finserve
Pvt. Ltd., Bhubaneswar

“The discussion is really interesting & the best part is student participation. Felt very happy to interact with students on Budget.”

EVENTS ...

Workshop on ‘Specializations & Projects’





Pradip Ku. Mohapatra
Vertical Head, Micro Housing,
DCB Bank, Bhubaneswar



Sourabh Agarwal
Sr. Manager-HR,
DCB Bank, Bhubaneswar



Bismita Biswal
Dy. Manager-HR,
Reliance Retail, Bhubaneswar



Nihar Ranjan Panigrahi
Cluster Manager-Operation,
Reliance Retail, Bhubaneswar



N. S. Reddy
Regional Head of East,
TCI Express, Gurgaon



B. B. Giri
Regional Head of North,
TCI Express, Gurgaon



Prof. Kunal Patnaik
Asst. Professor (Marketing)

Professor Kunal Patnaik successfully participated in the Faculty Development Program on Foundation Course on Quantitative Research at Astha School of Management, Bhubaneswar on 7th March 2021.

IMIS Premier League-2021



IMIS PREMIER LEAGUE-11

New faculty member in IMIS Bhubaneswar



Dr. Shalini Patnaik
Asst. Professor (Finance)

Dear Reader,

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