

The IMIS NEWSLINE

Volume - 28

No - 1

Jan-Mar. 2022

Web: www.imis.ac.in

Facebook: [imisbbsr.bschool](https://www.facebook.com/imisbbsr.bschool)

For private circulation only

This issue...

Editor's Desk ...

Online Panel Discussion ...

Student Corner ...

Face to Face ...

Achievements ...

Online Webinar ...

In Campus ...

Rangoli Competition ...

From the Editor's Desk...

"The mind is not a vessel to be filled, but a fire to be kindled."

- Plutarch

We are gradually transitioning from a knowledge economy to a learning economy and globally, workplaces are becoming more conglomerated and democratic in nature. Four generations – baby boomers, generation X, millennials, and generation Z – are contributing simultaneously to organisations, each with its own unique skill sets. One of the cutting-edge intervention tools that has been gaining traction in the past decade is the process of reverse mentoring.

Reverse mentoring is an inverted type of mentoring, wherein junior employees are paired with senior, experienced staff. It is truly a social exchange tool between two generations – mobile computing, social media, cloud technology, etc.- and research, work-life diversity, work-life balance, latest professional trends, and glean a more global perspective on the concepts of openness and diversity. The younger lot will find in it a chance to hone their

leadership skills and garner insights on organisational structure – all of which ultimately leads to increased job satisfaction and employee engagement. Many forward-thinking organisations including ANZ, Telstra, Cisco, Proctor & Gamble and Time Warner have embraced this non-traditional concept and are reaping discernible benefits. Catching on to this global trend, many Indian corporations, including Bharti Airtel, are exploring the possibilities of this growing phenomenon of getting millennials to mentor seniors as millennials are more enterprising, more tech-savvy and more collaborative. In fact, the practice was always there but it was never really coined or formalised in our lexicon as reverse mentoring.

Having said that, traditional mentoring would still continue to exist. But what it would essentially become is a two-way street- otherwise called as reciprocal mentoring where both the parties can serve as a sounding board to each other's ideas.

Prof. (Dr.) Ashish Mohanty

SINCE
1995

UNION BUDGET 2022-ANALYSIS

Online Panel Discussion on **UNION BUDGET 2022-ANALYSIS**



Mr. Nageswar Patnaik
Sr. Journalist, Biz Odisha



Prof. (Dr.) S. Moharana
Former Professor,
Dept. of Commerce, Utkal University

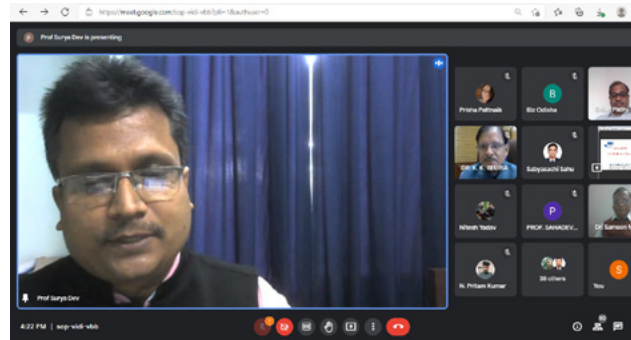
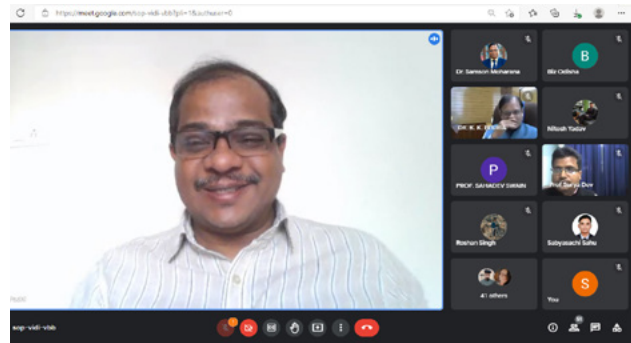
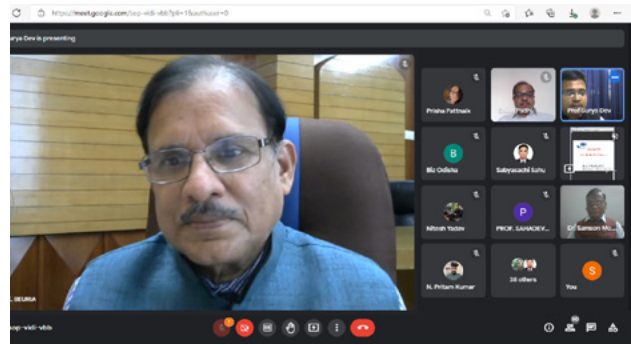
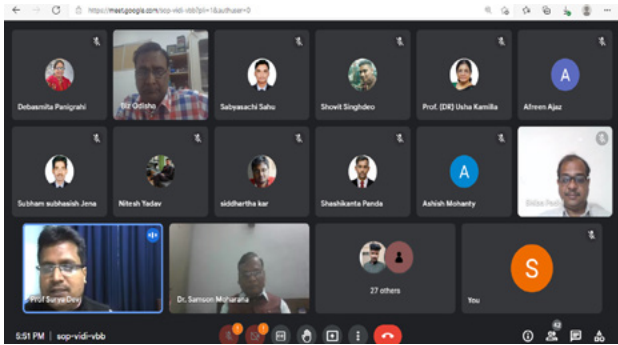


CMA S.P. Padhi
Practicing Cost Accountant



Prof. (Dr.) Surya Dev
Professor in Finance
Co-ordinator

ONLINE PANEL DISCUSSION ...



IDEALISM VS PRAGMATISM

If we go by analyzing leaders through the prism of their strategic thinking patterns, business leaders can be divided into two distinct groups. The majority of leaders are pragmatics, while the remainder are idealists. It is true that they might tread a fine line between the two, but ultimately, one will always dominate the other. A pragmatic leader looks at the processes behind the task, initiative, or goal they are working on. Their number one priority is to figure out how the team will accomplish the goal. In contrast, an idealistic leader will tend to be more concerned about the end result and less concerned about how they got there. Thus, they may appear to be looking through rose-colored glasses when, in fact, they simply “see” that there is a way to achieve that goal.

Idealistic pursuit often involves chasing after the ideals of the leader, which may be unrealistic or at odds with practical life. For an idealist in the business world, the end goal is paramount, and they strive for a higher vision of the end goal. It always seems worth it for them to take risks to reach their goals since they believe their goals are well worth the risks, because of their belief that their decisions have always been correct, they are willing to suffer for a better future. Idealists are motivated by long-term goals, so in the business world, they always create a long-term strategy for their big idea. This might lead them to exhibit rigidity and determination. Idealistic leaders can sometimes be hard to please or convince to make changes to their visions.

Whereas, if we look at pragmatism it is actually, acting realistically in light of the

circumstances, pursuing objectivity over aesthetics, concentrating on facts rather than emotions. The pragmatics or pragmatic leaders in business focus on what they have in their hands at the moment since pragmatism is about focusing on the practical. Pragmatists only consider the practical life aspects and live their lives according to the principles of practicality. Idealism is rejected when they believe it hinders their path.

Unless they are at their purest form, they aren't mutually exclusive. Pure pragmatism would say ideas don't matter and it is impossible to accomplish anything through pure idealism because it does not allow any compromises. This means both are indispensable for the development of a strong team. In other words, the best teams are comprised of both pragmatic and idealist employees, since pragmatic thinking and idealistic thinking are not the only characteristics of leaders.

In conclusion, we can say that a leader who is able to balance these different approaches will be well-balanced and ultimately successful. It is the duty of the balanced leader to understand the differences in thinking of his employees and work to make the employees blend cohesively. No one way is the right way, but together they can make a powerful force.

SHIVAM BAJPAYEE
(21DM028)

EDUCATION 4.0: AN EVOLUTION OF LEARNING IN THE 21ST CENTURY

We can say that Education 4.0 has been creating a buzz among educationists and learning professionals. Since the COVID-19 has made its presence felt around the globe, we have seen a major shift from the physical to virtual world, may be it for the employees or the students. The fourth industrial revolution came with the advancement of new technologies, which led to the emergence of AI, Robotics, Internet of Things, autonomous vehicles, 3D printing, etc. Not only does IR 4.0 affect the business, governance, and the people, but also affects education, thereby leading to the coining of the term Education 4.0. We can view education 4.0 in two ways to best understand it: first, by having clarity about fundamentally relooking at the demand and supply side of learning; second, how to utilize these disruptive technologies to further the collective learning and growth of organizations. There are certain shifts in the learning that we are looking forward to, such as:

- ◆ Firstly, the new vision of learning promotes learners to not only learn the skills and knowledge but also to gain information about the source of learning.
- ◆ Today, the learner is only required to ask. If it is learning that they need then there is remote learning, self-paced learning, flipped classrooms, and more. If it is coaching that they are looking for, then there are apps that help them anytime they need anything, anywhere they want. What is most important is to understand the huge role of interactivity and peer-to-peer learning that the teacher really needs to leverage.
- ◆ Just like music, movies, and fashion, learning is becoming increasingly personal. Learners want to be on their personalized learning paths.
- ◆ With the advent of technology, the one thing that has happened is that learners want to get involved. The advancement of technology enables effective learning of certain domains, thereby making room for acquiring skills that involve human knowledge and face-to-face interaction.
- ◆ Technology has given the learners pools of data and they are exposed to data interpretation.
- ◆ Finally, the biggest change that technology has brought is blurring the roles of learners and teachers. Learners will become more independent in their own learning, thus, forcing teachers to assume a new role of being a facilitator who will guide them at any point via their learning process.

In conclusion, the next decade will show us how challenging it will be to reinvent learning for this new kind of dynamic, powerful, and more creative world, which will give rise to unique paths that will enrich our roles and lives.

PRISHA PATTNAIK
(21DM008)



P. Santosh Kumar

Key Accounts Manager
Reckitt Benckiser India Pvt. Ltd.
Gurgaon

PGDRM (2008-10)

1) TELL US ABOUT YOURSELF

My name is P. Santosh Kumar and I work as Key Accounts Manager at Reckitt Benckiser India Pvt. Ltd. This company boasts some iconic brands like Dettol, Harpic, Lizol etc. I deal with some key Modern Trade accounts eb2b and Cash and Carry accounts like Walmart, Jio new commerce and Booker. I have been part of many companies in the past which mostly deals with FMCG. All my career, I have been part of sales and I grew brick by brick in this industry from the scratch. There are many distribution channels for a company to be present in the market and address the needs of the customer and I grew a fondness towards Ecom/MT.

I started with General trade/Traditional trade with Rural market in mind and gradually after 5/6 years of my career, I understood that Ecom/MT is going to be future and drive growths for companies. So, I channelized my career towards that path and now I am looking forward to new challenges and new peaks to achieve.

I absolutely love traveling and I am a foodie. The perk of this job also allows me to travel across the country and enjoy my little interests while I am at it. You get to learn so much from others and human touch is always gives you an edge in understanding and empathizing with others which is very important in my line of work. I would recommend all to travel to all corners of the globe because there is always something to learn, to discover and to experience which sitting on a chair and scrolling the screens cannot justify.

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

My wife, Lavanya is a housewife, and she loves being a homemaker. She helps me get through all of my ups and down and is constant support and companion to me and my son.

My son, Lenin Arvin is just 18 months old and keeps us on our toes. As a parent, we couldn't be any prouder of our son and witnessing him in his growing years gives us utmost happiness that a parent can have.

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

I began my career with Pidilite Industries Pvt Ltd and was in

charge of developing and educating the rural India about the company products. It allowed me to put my MBA knowledge that I gained during my IMIS days to good use and the management skills only helped me shine in career. I won several leadership awards in this and in the future companies too which I am really proud of.

4) YOUR VIEWS ON CAREER GROWTH IN YOUR PARTICULAR SECTOR

FMCG is a recession proof sector and sales is a never ending career option. Sky is the limit when it comes to opportunity and growth.

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

Our company recruits the best and the experienced candidates who add more value to a particular role they are selected for. We encourage everyone who have passion in various wings of expertise and skillset to add value to the company's growth and make a career with one of best FMCG company name on their CVs.

6) YOUR SUGGESTIONS FOR JUNIORS

Enjoy your life with your friends while in college. These days won't come back, no matter what. Travel more, no matter how much you do, strive to travel a mile more. Experiment, fail, get up and try once more until you reach the penultimate success. Don't compare yourself with anyone else, there is no yardstick for success or failure etched in this world.

7) FOR YOUR ALMA MATER

IMIS offered me my best days under the sun, and I will always cherish my days spent here. Those clubs, debates, classes, community is something I will always cherish. It was my first step towards my corporate career and I learnt a lot about the practical skills which can be applied in my day to day engagement and enhanced my career opportunities beyond expectations.

I will always have a sense of gratitude towards my Alma Matter and will always carry IMIS in my heart. I am always proud to mention that I have done my management for this institution.



Prof. (Dr.) Usha Kamilla
Director

Presented a paper titled “**Economic Measurement and Empirical Analysis of Health Inequality in Odisha-Application of Statistical & Econometric Methods**” in 8th Pan IIM World Management Conference at IIM Khozikode, 16-18 December 2021.

Presented a paper titled “**Measurement of Health Inequality in Odisha-A Statistical & Econometric Approach**” in 7th Biennial conference of Indian Academy of Management organised by IIM Rohtak, January 7-9, 2022.



Prof. (Dr.) Divya Gupta
Dean (Academics)



Prof. (Dr.) Divya Gupta has successfully completed Faculty Development Program on Advanced Econometrics & Data Analytics Using R-Software organised by JIMS, Kalkaji



Prof. (Dr.) Rabinarayan Patnaik participated in Online International Conference on Sustainable Business Practices-2022 (SBP22) organised by Galgotias College of Engineering and Technology, Greater Noida.



Prof. (Dr.) Ananya Roy Pratihari participated in the Online Training Programme on “Communication Skills” conducted by National Institute of Technical Teachers Training and Research, Chennai.



Prof. Dibakar Mohapatra successfully participated in the “Roadmap to Build Successful Relationship with Corporates” Workshop conducted by Skill Academy Campus Program.



Prof. (Dr.) Ananya Roy Pratihari successfully completed Online Faculty Development Programme in “Academic Writing” organised by MSME-Technology Development Centre (PPDC)

New Faculty Members at IMIS Bhubaneswar

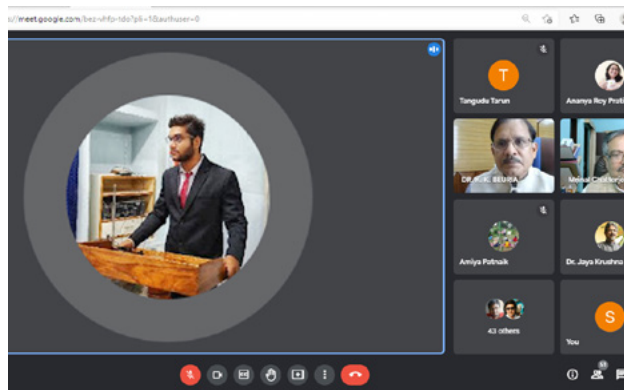
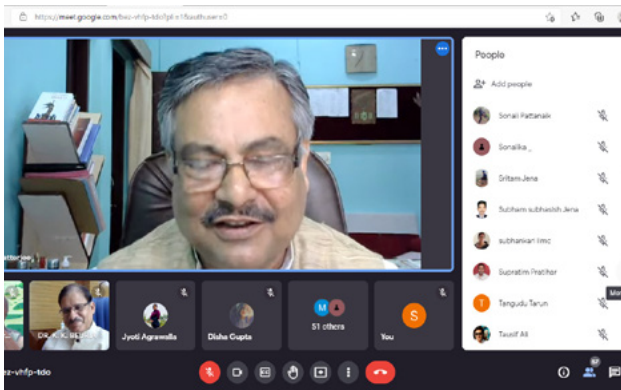
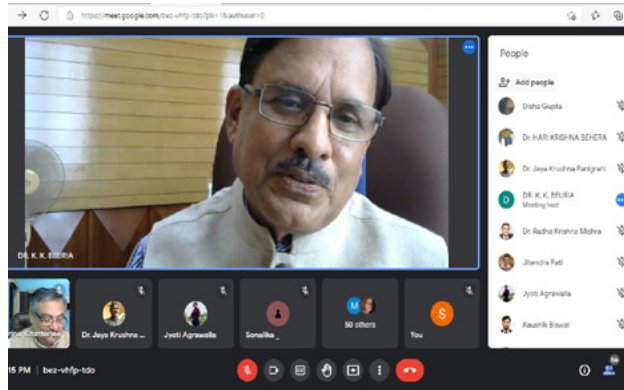
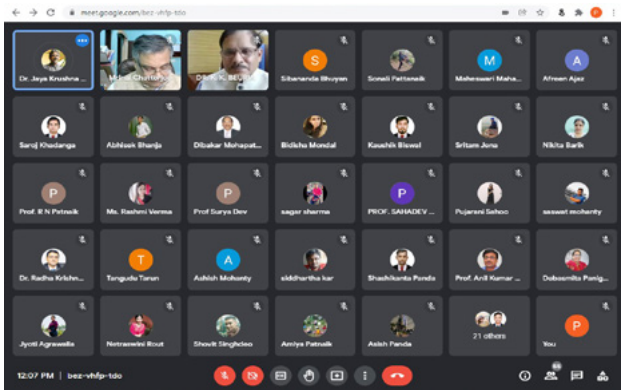


Dr. Sahadev Swain
Professor
(Finance)



Dr. Prakash Ch. Dash
Associate Professor
(Marketing)

WEBINAR ON GREEN BUSINESS



ONLINE WEBINAR...



New Year Day Celebration



Republic Day Celebration



Score-3 Team Building Activity



Management Kabaddi



Extempore Competition by The Expressus Club of IMIS



Admad Show Competition by Markues the Marketing Club of IMIS



RANGOLI COMPETITION



Rangoli Competition held on the eve of Holi

Dear Reader,

Please enrich **IMIS Newslines** with your constructive suggestions to **Prof. (Dr.) Ashish Mohanty**, Editor (Asso. Professor)
E-mail: ashish@imis.ac.in

Published by
The Director, on behalf of
Institute of Management
& Information Science,
Bhubaneswar

If undelivered, please return to

**Institute of Management
& Information Science**

Central Office: 93, Saheed Nagar, (East Side of IMFA Park), Bhubaneswar-751 007,
Ph. : +91-7077733040 /41 / 42

Campus: Swagat Vihar, Bankuala
Bhubaneswar-751 002, Odisha, India
Ph.: +91-8118095580 / 81 / 82
E-mail: imis@imis.ac.in

PRINTED MATERIAL

To