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YEARS OF
BUSINESS EDUCATION

From the Editor's Desk...

"Pursuing protectionism is just like locking oneself in a dark room: while wind and rain may be kept outside, so are light and air."

— Xi Jinping, President of the People's Republic of China

Rising anti-globalization and trade protectionism among major countries is fuelling tensions and threatening our aspirations for sustained economic growth. Critics of globalization have pointed fingers at unregulated political power wielded by large multinational corporations, exercised through trade agreements and deregulated financial markets. It is hardly justified that in the IMF, the OECD countries have 64% of the decision-making power, when they represent only 50% of the world's GDP or that China's share of the power amounts to only 6% when it now accounts for as much as 19% of the global economy.

President Donald Trump says he wants to stop the "unfair transfers of American technology and intellectual property to China" and protect jobs, and that tariffs on Chinese products will boost local businesses and support the national economy. The European Chamber of Commerce in China has said that the root cause of the US China trade war is "China's incomplete market opening". China can't ignore the fact that the

US buys far more from China than it sells to them, so China only has limited room to retaliate US tariffs through trade.

Brexit is a momentous event, and could be indicating at disintegration of the European Union. The reason is obvious. Jobs, living standards and welfare states were all better protected in the heyday of nation states than they have been in the age of globalization.

Indian techies have suffered a jolt as US has extended the suspension of premium processing of H-1B visas. Indian rupee has suffered due to trade wars and impending sanctions. Even India has not shied away from looking into its own interests and is now in a select band of countries moving towards a comprehensive data protection regime.

World Bank research reveals that the world's top 60 economies have adopted more than 7,000 protectionist trade measures since the financial crisis of 2008 and tariffs are now worth more than \$400 billion. So, is it time we rethink the merits of globalization as it exists today, or carefully construct the right trade model, which will be able to reap the benefits of global collaboration without hurting our national interests?

We, at IMIS, look at the world with hope that with the intervention of well meaning global powers, we continue to nurture the world into a better place to economically grow and live in.

FRESHERS' DAY @ IMIS, Bhubaneswar

EVENTS ...



ETHICS IN ORGANIZATIONS

We, Management Students know the term 'ethics' well, because in every subject, we are taught its ethical aspects too. We learn how to behave in an ethically right manner, how to influence people ethically, how we should be inspired from ethics, how ethics will develop an organization, etc. Not only in an organization, but also as an individual, we should have right ethics. So what is 'ethics'? Besides ethics, there is another term, 'morals'. So what is 'morals'? And what is 'ethics'? Are both the terms same? These are the questions which also confused me initially.

Philosophers consider 'ethics' and 'morals' to be same. But there is a thin line between morals and ethics. That is why we apply ethics in businesses and organizations, not our morals.

The word ETHICS is derived from the Greek word "Ethikos", which means character. The term MORALS is derived from the Greek word "Mos" which means customs.

Morals are the beliefs of an individual or a group, about what is right or wrong. They vary as per social and cultural factors, where as ethics are the guiding principles which help an individual or a group to decide what is good or bad in a specific situation. Ethics never vary with culture or religion. Ethics is said to be the science of morals. It is generally uniform for all individuals. Many organizations publish guidelines or codes of conduct that outline their professional ethics.

Many a times it is said, that we should behave ethically as a manager. Behaving ethically improves the work environment and motivates employees to do better. It also develops a sense of pride and improves company image in the eyes of the employees. Eventually it improves the public image of a company and helps in overall development. Even in advertisement of any product, companies try to ensure that the message and the depiction are ethically right.

The rules of ethics which are applied in organizations or businesses are called as Managerial Ethics. They define the relationship between customers, suppliers and stock holders on one side and the managers and subordinates on the other side.

There are three models of Managerial Ethics:

1. Immoral- those who are devoid of ethical principles and actively oppose what is ethical.
2. Moral-those who conform to high standards of ethical behaviour.
3. Amoral-
 - a. Intentional- those who don't consider ethical factors.
 - b. Unintentional- those who are casual or careless about ethical consideration in business.

In any organization, it is the responsibility of every employee to follow ethics. As an employee, honesty should be the first priority; one should never hide or manipulate information, should admit failures and never try to cover them up, always keep promises, honour one's commitments, respect other colleagues, and obey laws. And it is the company's responsibility to promote ethical values among employees through symbols, stories and slogans.

Nikita Mohanty
PGDM 2018-20

NEW GIRL IN THE CITY

Brought up in different places all over India, it was a new adventure for me to come to a city where people are different and culture is different but yet same. It is my home city, a city where I have been to only handful of times.

This exciting new town, my little hostel room or my bizarre independence? What has this city given me that make me love her so?

Actually the answer had been quite apparent, and it had been in front of my eyes just a few steps ahead of me, but I had not noticed it for the last 3 months; friends, a set of strangers, a new mate, a companion, just someone. I did not so want to know about their goals and ambitions but they sure knew how to enjoy their lives.

The first experience of staying alone in my hostel room was a horror for me but yet it was a brave experience. The first place I visited was Dhauligiri, a peaceful and serene place. It was after a month that I experienced a new wave of peace in a place, and driving through Puri highway was worthy.

This city is tough as it's beautiful, it is where anything and everything has changed but the river has been a constant, and I can keep staring at it for hours, and it's beautiful. People complain of traffic and noise but Bhubaneswar's monsoon is what you can die for, it's amazing.

When I had first come here I had my goals set. My forte was music and speaking only, but now I know that the joy of achieving these goals is meaningful only when shared with someone else.

Sometimes while running after our goals, being engrossed in one particular thing, we lose sight of many things that really matter. So appreciate them. Close your eyes for a second. You'll see that this city is even more beautiful than you ever imagined. Who knows, even you might get new friends like me. Never let your dreams pass by, spin them into reality. So live fully, enjoy the moment and appreciate the people who are there with you, cause you never know when these things will pass away.

Varneeta Dash
PGDM 2018-20



Independence Day Celebration at IMIS



Teachers' Day Celebration at IMIS



Dining Etiquette Training



Ganesh Puja Celebration at IMIS



Score Three - A Team Building Activity



Building Bridge : Management Game during Exordium



Faculty Development Program at IMIS



Mine Field - A Team Building Activity



Sarita Sharma

Sr. Key Account Manager (South India)
Vendekin Technologies Pvt Ltd
IMIS Alumnus (2007-2009)

1) TELL US ABOUT YOURSELF

I'm from Jamshedpur, Jharkhand. I have completed Advance Management Program from IIM Shillong (Passed 2012), Post Graduate Diploma from IMIS (Passed 2009) and I am a Botany Hons. Graduate from Ranchi University.

I love investing in learning new skills and attending knowledge seminars. I enjoy reading self-development and entrepreneurship related books. I have started my career with Planet M and later worked with companies Like Bharti Airtel as Territory Manager, Dun & Bradstreet as Strategic Account Manager, Vodafone India as National Account Manager, Francrop as General Manager and presently taking ahead a startup Vendekin Technologies as Sr. KAM.(South India). I'm taking Saturday classes at Balaji Institute of Telecom and Management Pune on Fixed line business for enterprise sale. And I am an active stock investor.

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

My husband is working with Tata Motor Finance as VP (South and Rest of Maharashtra) and we are settled in Pune. My Father retired this year from NTPC, My mother is a house wife and younger brother is employed at SBI.

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

1. Awarded Bistupur Planet M best store for East in 2009 where I was Store Manager
2. Awarded best Channel Manager for closing big deal of 12000 Vehicle tracking Sim cards to NBFC

3. Awarded as 'Best National Account manager' for FY 15-16

4. Awarded 'Certificate of Excellence' for outstanding performance in M-Pesa for Q1 FY 2016-17

5. Awarded with 'Certificate of Excellence' for outstanding contribution for FY 2015-16.

4) YOUR VIEWS ON CAREER GROWTH IN YOUR PARTICULAR SECTOR

Keep learning or be aware about new technologies entering your market. Get comprehensive knowledge about product/solution you are selling. Be prepared before going for client meeting (know about their company, what they do, how your solution will help realize their goals or alleviate their problems. Learn to listen more. Never be afraid of failures and people making fun of you.

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

As per vacancy and requirement for new manpower.

6) YOUR SUGGESTIONS FOR JUNIORS

Be an entrepreneur.

"If you don't build your dream someone will hire you to help build theirs."

— Tony Gaskins

7) FOR YOUR ALMA MATER

To me, IMIS denotes culture of excellence, empowerment, and enrichment. The college has molded my personality and clarified my vision of the future. The entire faculty and other members of this institution encouraged me to explore my talent and potential by providing an exceptional integrated learning environment.



Research Paper Publications:

1. IN UGC APPROVED JOURNAL - "Talent Management in Hotel Industry: A Case Study of Trident Hotel, Bhubaneswar", Presidency Journal of Management Thought & Research, Vol.8, Issue 2, July 2018.
2. IN SCOPUS INDEXED JOURNAL - "The Impact of Communication & Group Dynamics on Teamwork Effectiveness: A Case of Service Sector Organisations," Academy of Strategic Management Journal, Vol.17, Issue 4, August 2018.

International Seminar Attended :

1. INTERNATIONAL CONVENTION/SEMINAR/CONFERENCE ATTENDED:
AIMS Eastern Region Convention 2018 and International Seminar on "Accreditation, Quality Assurance & Future of Business Education" in collaboration with AIMS and ACBSP held on 27th & 28th August 2018 at Bhavan's Centre for Communication & Management, Bhubaneswar.



Mr. Osho Krishan
Research Analyst
KARVY

"Students have good grasping power as well as have the interest also to learn new things. They even came up with variety of queries indicating good intelligence levels."



Mr. Sanjoy Dey
Manager
National Stock Exchange

"Extremely interactive & knowledgeable students. Pertinent & meaningful questions asked & keep thorough knowledge of financial market."



Mr. Debabrata Dash
CHRO, TS Alloys, TATA Steel,
Bhubaneswar

"Found a group of dedicated & committed faculty members & students. They are all energetic. The students showed willingness to learn contemporary tools, systems & practices. I wish all the very best to students for a bright future."



Mr. Arun Misra
Vice President & Chairman (SEZ)
TATA Steel (Gopalpur Project)



Mr. Jeetendra Kumar Nayak
Hub Operation Manager, Odisha,
Mahindra Logistics, Bhubaneswar



Mr. Abhik Ganguly
State Head, HDFC
Bhubaneswar



Prof. (Dr.) Prabin K. Panigrahi,
Professor, IIM, INDORE



Mr. Shakti Lekha
CMO, Bajaj Electricals, Mumbai



Mr. Sashi Ranjan Dash
State Head, Deloittee



Mr. Rohit Modawal
Head, India & South Asia, Securiton AG,
Alarm and Security Systems, New Delhi
(Alumnus)



Mr. Dev. R. Diwakar
Area Manager
ITC Limited, Odisha
(Alumnus)



Mr. Rohan Bhowmick
Sr. Sales Manager, OYO Rooms
Bhubaneswar
(Alumnus)



Mr. Santosh Mishra
State Head, Odisha, Hindware
(Alumnus)



Mr. Ignasius Rozario
AGM-Marketing & Activation
Wow Momo, Kolkata
(Alumnus)



Mr. Ronak Sharma
Sales Officer, Perfetti Van Melle
West Bangal
(Alumnus)

Workshop on Design Thinking in Marketing



Prof. Sandip Anand, PhD
Professor of Marketing
Asso. Dean-Doctoral Program
XIMB & XUB



Er. B.S. Pani
Founder
Span Resources Management
Services



Dr. Kamalesh Mishra
Founder
Abba Kaba Overseas Pvt. Ltd.



Mr. Om Kar
Marketing Head
OMFED



Dear Reader,

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