



**THEME- DURGA PUJA**

## **The Sense Of Togetherness**

There was a time when people were not glued to their cellphone's, a time when much of the shopping was done with families. But some things haven't changed. Come Puja and we have the beats of the dhak, the conch blowing, music on loudspeakers and all those celebrations & festivity of the puja. Of hope, of togetherness, of triumph of truth, the puja....

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**IMPACT OF FESTIVAL**

## **Impact Of Festival On Consumer Spending Habits**

**Dr. Manit Mishra,**  
**Associate Professor,**  
**IMI Bhubaneswar.**

The festive season has arrived and the brands have decided to leverage it with “surgical strikes” on consumer wallets. To quote Jim Collins: “Greatness is not a function of circumstances. Greatness, it turns out, is largely a matter of conscious choice, and discipline.” The brands, retail as well as product, had made their choice in the run-up to festivities. The harbinger was the most unlikely and unpredictable ally a retailer can wish for: India Meteorological Department (IMD). With IMD predicting...

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## SIP EXPERIENCE

# SIP Experience

BABU BISHWAJEET SAHOO,  
STUDENT, PGDM 2015-2017

Another batch of IMI is about to go through a journey, a journey of seeking confidence and experiencing professionalism. Keeping this in my mind, I would start from the beginning. I remember about a year ago while sitting in my classroom, I had many concerns and questions about the training experience I was about to get. in general, I was nervous about whether my year in the classroom would not give enough ability to....

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## WOW

# Win Over World

There was an unusual calm in the air early morning yet again. The team WOW was in campus once again for yet another round of activities. The seniors were geared up for the challenge, trying to maximize the opportunity. With the dawn...

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Campus Connections

## The Trump Card

ANKIT YADAV  
STUDENT, PGDM 2015-2017

The political season in America is going on and it's getting hot day by day. Let it be Republican Party or Democratic Party, both are using every marketing strategy and leaving no stones unturned to grab the white house chair. What impresses everyone is the marketing strategy adopted by Donald Trump – you can love him, hate him, but for sure you will learn a lot from him. This Reality show star...

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Campus Connections

## OLA Boats Rescue Operation, Humanity Or Marketing?

ALOKESH MOHANTY,  
STUDENT, PGDM 2015-2017

Chennai was reeling in flood, facing one of its toughest times. Remorseless and intolerant, it was taking a toll on the spirit of Chennai. Life had come to a standstill and it was becoming difficult for people to move on. Roads drowned water at eight feet and hopes were pinned on boats. A certain Venkatesh Krishna chuckled in a humour. Little did he know that OLA would turn it around? Getting into action, OLA sourced....

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#### Campus Connections

## The pursuit of 'Un'-Happiness: Is the glamour industry minting money using our insecurities?

MINAKSHI RANA,  
STUDENT, PGDM 2015-2017

Glamour Industry: A Page 3 hot topic has always been the talk of the town. Whether be it over a cup of coffee or over a sip of wine, this is what has always got people going. Life at the other side of the fence has always been glamorous. Or has there been any...

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#### Business Thought Leadership

## Business Thought Leadership

Barada Prasanna Panigrahy,  
Regional Manager,  
NEN

*"It's not about ideas. It's about making  
ideas happen."* -Scott Belsky, co-founder  
of Behance

The students of IMI, Bhubaneswar were highly privileged to have had Mr. Barada Prasanna Panigrahi, Regional Manager, NEN (National Entrepreneurship Network) in campus who enlightened all by sharing the success journey of Wadhvani Foundation in helping many budding entrepreneurs...

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#### Business Thought Leadership

## Business Thought Leadership

Mr. Vijay Raghawan R J  
Regional Head, HR, Vodafone  
Bhubaneswar

“Vijay Raghawan R J,” he introduced himself with an affable smile. Every guest lecture set high expectations, but to find those expectations exceeded is distinctly gratifying. So was it when Mr. Raghawan started that evening addressing the PGDM batch of 2015-17 and 2016-18 of IMI Bhubaneswar. The lecture started on a peculiar note with Mr. Raghawan breaking the ice. He started with his journey from Bangalore and Chennai to being the HR head of Vodafone.....

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#### Campus Events



## Independence Day Celebration & Batch Tree Plantation

The tricolor fluttered proudly in the lush green IMI campus on the Independence Day. IMI family had gathered to celebrate the country's 70th Independence Day. The day is observed with great solidarity and is celebrated every year in all parts of the country with fervent zeal and patriotism. The enthusiasm was no different at IMI.

Everyone's eye blazed with pride and happiness with the tricolor flying high. All were soberly dressed for the occasion with a miniature flag pinned. Respected director Mr. Ramesh Behl, unfurled the flag to the melodious tunes of the national anthem and slogans. He shared his thoughts that we all should be proud of being a part of...

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**Campus Events**

## **Faculty Development Programme**

A 2 day Faculty Development Programme (FDP) on “Structural Equation Modelling (SEM) for Research”, was organized at International Management Institute (IMI), Bhubaneswar on 23-24 September 2016. The programme was inaugurated by Prof. Ramesh Behl, Director, IMI Bhubaneswar who emphasized upon the need to learn and responsibly apply advanced research techniques like SEM by research scholars and faculty alike. The FDP covered various advanced multivariate techniques such as...

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# International Conference on: India China and the New World Order: Economic, Social and Cultural Dimensions.



INTERNATIONAL MANAGEMENT INSTITUTE, Bhubaneswar, INDIA

In Collaboration with



SICHUAN ACADEMY OF SOCIAL SCIENCES (SASS), Chengdu, CHINA

Is organizing an International Conference on

**India, China and the New World Order: Economic,  
Social and Cultural Dimensions**

Theme: Sino-India Relationship: Economic, Social and Development Issues

**November 26-27, 2016**

**Venue:**

International Management Institute, Bhubaneswar, INDIA

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