RP - Sanjiv Goenka Group
Growing Legacies

IMI BHUBANESWAR

ASSOCIATION OF AMBAS ACCREDITED

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Vrittika

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IMI Bhubaneswar

Embarks on a New Identity Journey

International Management Institute, Bhubaneswar, has rebranded itself as IMI Bhubaneswar, a major step in establishing a strong institutional identity. The vision and mission remain the same, but this new identity is a testament to its commitment towards excellence, innovation, and industry alignment. The action reflects IMI Bhubaneswar's ongoing thrust towards holistic student development, increased corporate interaction, and international acknowledgment. By this rebranding, the institute reiterates its focus on offering improved learning experiences, nurturing leadership, and transforming students into industry-ready professionals capable of contributing constructively to the business environment as well as society.

The Director's Vision

Prof. (DR.) Pratap Chandra Biswal
Director IMI Bhubaneshwar

Our approach to management has always focused on how people see and recognize our institute—whether they are students, recruiters, parents, or members of the community. Our vision is to position IMI Bhubaneswar as an institution known for a distinctive area of excellence—similar to globally recognized schools that are celebrated for specific strengths in fields such as finance or public policy. We want IMI Bhubaneswar to stand out for expertise that is relevant, future-focused, and meaningful—whether in ESG, analytics, AI, or sustainable business practices. We believe modern leadership must integrate business performance with responsibility toward people and the planet. We are committed to nurturing students who make thoughtful, sustainable decisions and lead with purpose. Over the next 2–3 years, our aspiration is for IMI Bhubaneswar to be widely recognized for championing sustainable business practices and for shaping leaders who contribute positively to society and the world.

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Faculty Achievements

IMI Bhubaneswar Plants the Seeds of Sustainable Leadership

On the occasion of International Mangrove Day, Director of IMI Bhubaneswar, Prof. Dr. P.C. Biswal, led with a sustainable leadership message of great impact. As a panelist at the Design Thinking Workshop held on July 26th, he emphasized the significant role that management schools have in molding leaders who not only innovate but also have a positive impact on the world. Prof. Biswal pointed out that technologies and market mechanisms such as carbon trading could be very useful in community conservation.

Prof. Biswal's presentation was very much in line with the commitment of IMI to nurture business leaders who are socially responsible and instrumental in bringing about positive change in society.

From Classroom to Headlines: The Leadership of Dr. Pattnaik

We are delighted to share that Dr. Debidutta Pattnaik, Assistant Professor and Area Chair -Finance and Economics at IMI Bhubaneswar, received the Best Management Scholar Award on the 36th Foundation Day of the Association of Indian Management Schools (AIMS), for his contributions throughout his research journey at the India Habitat center, New Delhi. Dr. Pattnaik has contributed to reputable newspapers including Odisha Today, Around Odisha and Dumani Mail, on thought-provoking topics such as "Is Gen AI the Global Disruptor We Didn't See Coming", as well as on topics ranging from leadership, geopolitics, economics and finance. He also takes his insights from it to other domains whenever they could add value to the student's learning.This recognition highlights Dr. Pattnaik's remarkable academic excellence and impactful research contributions

Reimagining Classrooms in the Age of AI

In light of our latest accomplishments, we are proud to share that Prof. Aritra Pan's article "AI in Business Education: A classroom experiment with broader Lessons" has been featured in The Economic Times Education. The article is a reflection on Prof. Pan's study on how one can blend AI tools into classroom learning. It emphasizes how this collaboration can help foster creative and critical thinking amongst students which is crucial for excelling in the ever-changing technological landscape. He further highlights the ethical factors and the need for human judgment for successfully implementing this vision. Professor Aritra Pan's wisdom sets the stage for the brighter future of the education industry.

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Student Achievements

IMI Bhubaneswar's Legacy of Leadership Continues at HDFC Life

IMI Bhubaneswar has once again showcased its competency in nurturing its talented future leaders. Divyansh Singh, PGDM Batch 2022-24, has been honoured as the Management Trainee of the year at HDFC Life. This achievement is a testament to the unwavering commitment that the institution and its faculty have shown in guiding him to achieve this milestone. Moreover, his own willingness and determination for work contributed a lot to making the difference. This recognition presented by the MD and CEO in the presence of senior leadership reflects his dedication, ethics and the values he embodied during his journey at IMI Bhubaneswar. It's a moment of great pride for the institution to see its alumni reaching heights.

Words That Inspire: IMI Bhubaneswar Students Lead with Logic and Passion

IMI was ablaze on July 26th with the acrid fervor that only a genuine debate can arouse. The Debate Competition appeared to be a competition between sharp minds and cool-headed voices, each putting forth ideas that truly got you to pause and consider them. This was no typical incident.

As students skillfully constructed arguments, there was an exciting mix of confidence and nervousness in the room. Abhijit's practical and subtly effective approach to sustainability earned him the Best Climate Pitch Award. By the end, it was clear that the objective was not to score points but to enhance the capacity to speak with conviction and purpose.

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Leadership Talks

Values at the Core: RP–Sanjiv Goenka Group on Enduring Leadership

The forward-thinking leader recognized as one of India's Top 100 HR Leaders by Forbes India and ET Now, Mr. Subhir Verma, Executive Director and CHRO at the RP-Sanjiv Goenka Group, visited the campus to guide the young and innovative minds of IMI Bhubaneswar. In today's fast-paced world, where everyone is advised to become opportunistic and self-serving to excel in their life, he inspired students to look beyond the numbers and success. The speech highlights the significance of having great vision, meaningful relationships and leaving a lasting impression. At the end of the session, Mr. Verma wished everyone success in their future endeavours.

The Power of Inclusion: A Tata Chemicals Perspective

The Leadership Talk on July 17th at IMI Bhubaneswar with Ms. Zenobia D'Souza, Head of L&D, Talent Management, Process Improvement, and HR Business Partner at Tata Chemicals, was really an engaging and inspiring one. She discussed the necessity of diversity and inclusion at work and how a positive organizational culture makes people learn, grow, and feel safe to share their ideas. She motivated the students to become leaders full of empathy, flexibility, and inclusivity. The program concluded with a vote of thanks for sharing her valuable insights and experiences.

Blending Strategy and Technology with Infosys Ingenious

Infosys Ingenious session, the role of a management graduate in a technology based organization. Infosys Ingenious was arranged with and at IMI Bhubaneswar to enlighten the students on the role of management graduate in technology.

Talk Highlight

Mr. Subhir Verma – RP–Sanjiv Goenka Group
A session that reminded everyone that leadership isn't about power it's about purpose and people.

Ms. Zenobia D'Souza – Tata Chemicals
A warm and insightful take on why empathy and inclusion make every workplace stronger.

Infosys Ingenious Panel – Infosys
A dynamic exchange where strategy met technology and students saw the future unfold.

Mr. Abinash Sutar – Accenture
A relatable conversation on how learning, adaptability, and curiosity define real success.

Mr. Rituraj – Federal Bank
A grounded talk that turned leadership theory into lessons for real-world impact.

Mr. Pabitra Kumar Das – PD Consulting
An inspiring session on thinking strategically, leading with heart, and staying future-ready.

Mr. Kaushik Mukherjee – PCBL
A thoughtful reflection on how purpose and innovation can drive responsible leadership.

Mr. Rabi Agrawal – Talent Oye
A lively masterclass that proved success begins with attitude, empathy, and openness to learn.

Mr. Abinash Das – IMI Bhubaneswar Alumnus
A heartfelt session on career growth, self-belief, and the art of staying interview-ready.

World Physiotherapy Day – CareEasy Collaboration
A refreshing celebration of wellness and movement that reminded everyone to care for themselves.

The discussion offered students valuable insights to how management graduates can excel in technology-driven organizations through merging strategic and digital flexibility. The Campus Ambassador Program was introduced and after going through a detailed selection process Hriday Miglani was chosen as the Campus Ambassador of IMI Bhubaneswar.

The Shift Within: Accenture on Cultivating Dynamic Leaders Success

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IMI Bhubaneswar extends heartfelt gratitude to the Accenture group for disseminating their wisdom and remaining active in the IMI community. Mr. Abinash Sutar, the SAP S/4HANA Finance Delivery Head at Accenture, shared a talk that was not only inspiring but also very much relatable about the transition from college life to the professional world. He explained how SAP and SAP HANA are revolutionizing the business world, thus making the tech skills the most valuable ones for a new graduate. His advice was to empower students to be willing to learn new things and remain adaptable. His words make students shelter, encouraging them to perceive every obstacle as their personal and professional success at the next level. Mr. Sutar, through linking academics with real industry scenarios, made students get equipped and have the right mindset to embark on their career journey

From Insight to Impact: Federal Bank on Practical Leadership

On 21st July, Mr. Rituraj, Regional Head of Federal Bank, Odisha, conducted an insightful session on leadership and its real-world application. With his vast industry experience over the years, he helped the students to understand the practical application of leadership in an organization which will definitely help the students when they will go for their summer internships and when they will finally join a company. His great communication skills and knowledge engaged the students throughout the session.

IMI Bhubaneswar extends its sincere gratitude to Mr. Rituraj for sharing his valuable time, wisdom and inspiring thoughts that enriched the learning experience of all the participants.

The Spirit of Strategy: PD Consulting's Vision for Emerging Leaders

IMI Bhubaneswar had invited Mr. Pabitra Kumar Das, Founder & CEO of PD consulting, to the leadership talk held in the month of August. His deep understanding and strong knowledge in business truly inspired the young managers and leaders at IMI. During the session, Mr. Das reflected on his journey at PD Consulting. The discussions emphasized understanding the business environment.

He also shared valuable insights on the importance of people-centric leadership in today's culture. Moreover, he encourages the young professionals to have strategic thinking and innovation for making an impact in their careers. His valuable session kept the students engaged and motivated to achieve heights to nurture their future.

The Power of Purpose: PCBL's Vision for Responsible Leadership

The Leadership Talk in August held at IMI Bhubaneswar with Mr. Kaushik Mukherjee from PCBL was truly an inspiring and thoughtful learning experience about leadership, innovation, and sustainability. Mr. Mukherjee was recounting that a good leader would introduce fresh ideas, accept responsibility, and work toward a better future. Mr. Mukherjee urged the students to come up with new ideas, protect the earth, and be purposeful leaders. The event was brought to a close by thanking Mr. Mukherjee, with genuine emotion, for imparting his insightful ideas and giving real-life instances.

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Evolve to Excel: Talent Oye on Adaptability and Empathy

On August 22, Mr. Rabi Agrawal, Founder, Talent Oye, led an energetic masterclass for the PGDM 2025-27 batch, figuring out what does success looks like after MBA. He pointed out that the move from college to the corporate world is actually a mental transition rather than just a change of job with a different title. His talk was straightforward and strong at the same time: continue learning, be flexible, and above all, have empathy. The essential point from the program was very evident -your skills can be a means to getting a job, but it will be your attitude that keeps you going and finally, will be the factor that elevates your career further.

TalentOye

Turning Nerves into Wins :The Interview Playbook from IMI Bhubaneswar's Alumnus

IMI Bhubaneswar hosted an inspiring alumni talk with Mr. Abinash Das, batch of 2019-2021. He has over 9 years of professional experience in telecommunication and finance and is a self-employed entrepreneur in the construction sector. During his engaging talk on "How to Prepare for Interviews he shared about his journey on campus as a Class representative, as well as his experiences in his carrier journey before and after the program and guided all the students on how to prepare for jobs as well as carrier journey by continuous interaction and engaging throughout the conversation and made sure that everyone learned something from the whole conversation.

Reviving Strength, Restoring Balance: IMI Bhubaneswar Marks World Physiotherapy Day

IMI Bhubaneswar has done collective work with CareEasy, a reputed organization in physiotherapy and sports recovery, and celebrated World PhExpert physiotherapists conducted interactive demonstrations, showcasing effective exercises and techniques for injury prevention. Students and faculty actively participated and gained practical knowledge of managing and treating common injuries. The initiative reflected IMI Bhubaneswar's commitment to promoting holistic health, fitness and wellness, empowering participants to adopt healthy lifestyle practices for long-term physical resilience and overall well-being. Physiotherapy Day with a special session on "Physiotherapy for Wellness". This event highlights the importance of physical well-being besides academic excellence.

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Research
The Knowledge Footprint

Dr. Amit Shrivastava
Assistant Professor - Marketing Strategy & General Management
IMI Bhubaneswar

Dr. Amit Srivastava's latest research explores a modern paradox: if OTT viewing hours and downloads are falling, why is online engagement across other platforms still rising in a world overflowing with options? Instead of framing this as a consumption issue, the study reframes it as a motivation issue a change in how audiences assign meaning and value to media.

Exploring variables such as content variety, pricing logic, algorithmic reminders, and escapism, the study maps what truly sustains engagement. Using a survey conducted across India through a method called snowball sampling, Dr. Srivastava explored why some people lose interest in OTT platforms while others continue to stay loyal and engaged. The discovery? The foundation of digital stickiness is streaming quality and emotional escapism; viewers look for rhythm, identity, and temporary solace in addition to content.

His research's next chapter will turn its lens toward a growing tension in modern marketing where innovation races ahead of responsibility, and credibility becomes the first casualty.It focuses on the rapid rise of direct-to-consumer (D2C) brands in food and cosmetics, industries where products now reach consumers faster than regulations can respond, exposing the fragile balance between speed, trust, and safety.

Dr. Pratyush Banerjee
Associate Professor - Area of HRM, OB & Communication
IMI Bhubaneswar

Dr. Pratyush Banerjee from IMI Bhubaneswar took a closer look at how artificial intelligence is quietly changing the way people work and think. His work, "Can AI Anxiety Trigger Quiet Quitting? Evidence from HR Professionals," published in the Evidence-Based HRM Journal In 2025, explored what happens when machines start moving faster than human comfort can keep up.

He and his colleague spoke with 400 HRs from different companies and they noticed a pattern that beneath the veil of AI there is a concrete of worry.

Many people feel unsure about their place in a world run by smart systems, and that silent fear slowly dulls their drive.Yet, the research also found another side to the story. Those who learn to work with AI - treating it as a partner instead of a rival - become more creative, confident, and ready for change. Next Dr. Banerjee plans to work with his collegues from Germany to understand how people from both countries India and Germany are adapting to this AI enabled cultural shift.

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Dr. Ranjit Roy Ghatak
Professor - Operations Management & Quantitative Techniques IMI Bhubaneswar

"An Investigation into the Major Barriers to the Adoption of Electric Vehicles in Last-Mile Deliveries for Sustainable Transport", is a research that examines how electric vehicles can improve sustainability in the logistics, specifically in the case of last-mile delivery operations of big retailers such as Amazon. The study identifies some of the major challenges like low battery capacity, poor charging infrastructure, and heavy load on the grid from vehicle charging at same time.

Carried out as a global study, it allowed insights from 157 supply chain experts and investors in 5 continents.

Using a structured methodology the research identified 21 major barriers using literature review, followed by exploratory factor analysis and the Analytical Hierarchy Process (AHP) to prioritize them. The findings have an eye towards helping policymakers and organizations to work on overcoming these barriers and help better adoption of EVs in commercial logistics and ensure sustainable transportation systems everywhere in the world.

Dr. Sourabh Sharma
Professor - Information Management & Analytics IMI Bhubaneswar

It is an honour for IMI Bhubaneswar to be involved in an international research effort under the leadership of Dr Sourabh Sharma (IMI Bhubaneswar) and Dr Andrée Marie López-Fernández (Universidad Panamericana, Mexico City). The research, "Smiles and Scores: Unlocking the Academic Potential of AI, Happiness, and Performance Across Educational Levels – A Cross-National Study," examines the interconnection among Artificial Intelligence (AI), student's happiness, and academic performance. Carried out on 322 Indian and 315 Mexican students with Partial Least Squares Structural Equation Modelling (PLS-SEM) in SmartPLS 4.0, the study finds that

AI has a positive influence on academic achievement. In contrast, happiness complements and independently adds to learning performance. The study also pinpoints cultural and contextual variations between educational levels. The collaboration reflects

IMI Bhubaneswar's dedication to international research that includes technology, psychology, and education—providing insight into creating happier and more effective learners in today's knowledge age.

Research

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Student Life

Bloom Gala: Where New Beginnings Blossom

The Freshers Party on the theme 'Bloom Gala' for the batch 2025-27 was held on July 25, 2025. The campus came alive with Director Prof. Dr. P. C. Biswal's speech, which sparked a wave of excitement ,energy and joy among the students.The stage was a platform for talent. Graceful Indo-western dance, powerful group performances and the electrifying beatboxing had the audience at edge. Soulful shayari and melodic singing added emotional touch.

Anchored by Saumya, Samyak and Vikram the much-awaited Mr. and Miss fresher contest saw Priyankar Dash and Soniya Yadav emerge as the winners. The night ended with a joyous cake cutting ceremony and DJ party.

Markbuzz 3.0

Student Life Highlights

Bloom Gala – Freshers' Party
An evening of music, laughter, and new beginnings that lit up the campus.

MarkBuzz 3.0 – Marketing Club
Where creativity met competition — students decoded brands and built campaigns.

Raksha Bandhan Celebration
Threads of love and gratitude tied the IMI family closer than ever.

Independence Day
The Tricolour rose high, voices united, and the day closed with performances, awards, and a symbolic plantation drive.

Janmashtami
Joy took over the campus as Dahi Handi, music, and devotion lit up the day.

Menstrual Hygiene Drive
Breaking silence with empathy — students championed dignity and awareness.

Kalesh 2.0 – Sports Committee
A thrilling clash of sections where passion and teamwork stole the spotlight.

Ganesh Chaturthi
Faith met festivity as chants and smiles echoed across campus.

Mock Stock 3.0 – Finance Club
A fast-moving market game that sparked instinct, strategy, and excitement.

Cleanliness Drive
A hands-on reminder that change begins with what we choose to clean up.

Teacher's Day
A day of gratitude for those who turn knowledge into inspiration.

Plantation Drive – "Ek Ped Maa Ke Naam"
A quiet, meaningful moment of planting saplings—and planting hope.

On 4th July 2025 Marketing club organized Markbuzz 3.0 for the P.G.D.M batch 2025-27, in which 120 students participated in groups consisting of 2 members each. There were 3 rounds of elimination: Logo-based recognition of brands, audio-based detection of ad campaigns, and an ultimate round of ad creation through posters. 11 teams went to the finals and the winner was decided at last.

Raksha Bandhan Celebration

IMI Bhubaneswar had a lively and heartfelt Raksha Bandhan celebration, that welcomed everyone in the campus, fostering a spirit of unity and togetherness. Besides students who were tying rakhis to each other, security guards, mess workers and helpers were also included in the celebration as students tied rakhis to them with warmth and gratitude. The occasion was a lovely metaphor for a bond different from blood, the bond of unity, respect and gratitude which the

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IMI family is made up of. It was, above all, a warm and sincere signal to the personnel and the students that affection, empathy, and care must not be limited in any way.

Independence Day

Independence Day was celebrated at IMI Bhubaneswar with joy, vibrant enthusiasm and a strong sense of patriotism. The day began with the flag hoisting ceremony and an inspiring speech given by the Director, Prof. Dr. P. C. Biswal, whereby he reminded everyone about the sacrifices that made us free. The Dean, Prof. Supriti Mishra, awarded meritorious students. Then, the collective organization of students and faculty gave exhilarating and rip-roaring performances.

The happiness multiplied with the announcement of the winners of the reel-making contest. The event ended with the vote of thanks by Mrs. Nazia Parveen and the plantation drive, as a symbol of growth, hope, and sustainability.

Janmasthami Celebration

Janmasthami brought the feel of Vrindavan to the campus of IMI Bhubaneswar. The celebrations started a day prior to Janmashtami through various interesting competitions such as Reel Making, Face Painting, Matka Painting etc. The excitement continued the next morning in Janmashtami in the form of the much-awaited Dahi Handi and rain dance. The day rounded off with a soulful evening puja, cultural performances, fun games and prize distribution.The active participation of both seniors and juniors made the event even more memorable.

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Menstrual Hygiene Drive

The Prayas Committee at IMI turned a plan on paper into a purpose in action. Their Pad Distribution drive wasn't charity, it was a direct challenge to the hush around menstrual health. What began as community work evolved into a lesson of courage and empathy. Students stepped out of their comfort zones and spoke from their soul regarding dignity, access, and awareness with true sincerity. In the context of that small room, discursive policy talk became moments of shared humanity.

Kalesh 2.0

Kalesh 2.0, this year was bigger, better and bolder than ever. The event was organised by the Sports Committee, where six sections competed across five sports to win the final championship and showcase their prowess in sports. As the games progressed, Jr. Section B showcased electrifying zest by winning Football and Cricket, while Sr. Section C used sharp strategies to take Kho-Kho and Basketball, and Jr. Section A bought the trophy in the Relay Race. The excitement carried into the night of 24th August when the auditorium of IMI Bhubaneswar buzzed with ceiling-breaking energy as trophies were distributed to the winners.

Ganesh Chaturthi

The celebration of Ganesh Chaturthi infused the IMI Bhubaneswar campus with joyous vibes and devotion. The students enthusiastically and heartily welcomed Lord Ganesha by performing the aarti collectively and were dressed in their ethnic attires. The place was resonating with the chants of the mantras, laughter, and the spirit of festivity. After the aarti, sweet prasad was distributed among all, thus the festival became even more beautiful and thankful. The festival not only signified the coming of Bappa but also helped the IMI family to bond more deeply and be reminded of the power that comes with faith and unity.

Mock Stock 3.0

On 6th September, Mock Stock 3.0 was organized by the Finance Club. It was a real-world stock market simulation, consisting of two rounds in which students participated in groups of three. Students solved finance-related questions, analyzed market trends and traded multiple stocks. At the end, the team with the largest portfolio won the competition. The event provided valuable insights into stock market dynamics, helping students enhance their analytical skills and promoting financial literacy among future investors.

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Cleanliness Drive

On 5th September, the Prayas committee organized a Cleanliness Drive around the campus to promote social responsibility and sustainability. Committee members, along with students and faculty, participated in cleaning the vicinity of the college. Armed with brooms, gloves and garbage bags, they worked collectively to remove litter and collect plastic waste. After three hours of sweat and hardwork, this drive concluded with the message emphasizing the importance of keeping the environment clean.

Teacher's Day

On 5th September, students of IMI Bhubaneswar celebrated Teacher's Day.

The event took place in the campus cafeteria, where teachers, non-teaching faculty members, as well as the Director, Dr. P.C. Biswal, gathered to mark the occasion.

Students warmly welcomed all the teachers with flowers and handmade cards. They also expressed their gratitude and admiration for the constant support and guidance.

Plantation Drive

Ek Ped Maa Ke Naam was a forestry drive organized by IMI on the eve of our Prime Minister's birthday in September 2025. This noble initiative transformed the celebration into a virtuous act.

Students and teachers came together to plant saplings around the campus, making it a heartfelt tribute to both nature and motherhood. Each tree planted was a promise to care for the environment just as we care for our mothers.

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Beyond Campus Spreading Insights

IMI Bhubaneswar's Prof. Manit Mishra Inspires Innovation at FDP 2025

It is of a great pleasure to congratulate Prof. Manit Mishra to be invited as a distinguished speaker during the Ministry Of Education (Innovation Cell) and AICTE sponsored Faculty Development Programme (FDP) on "Innovation and Entrepreneurship" on 21st – 25th July, 2025 organised by SOA University. The speaker covered various sections of innovation and entrepreneurship and delivered an informative session on " Market penetration strategies for new products" . The session has helped many professionals from public, private sector and academia all over the country, significantly adding value to the programme. His talk engaged the audience and inspired them for innovative thinking in their work. Moreover, IMI Bhubaneswar praised Prof. Mishra for his excellence, leadership and determination to shape the entrepreneurial education.

IMI Bhubaneswar Hosts a Gathering of Brilliant Minds at the AIMS Odisha Meet

On September 9th 2025, IMI Bhubaneswar hosted the AIMS Odisha chapter meet which hauled for brilliant minds who don't wait for the future but build it. The agenda set forth soon transformed into bold ideas and alliances due to a shared conviction. Every exchange carried the intent to build a space where educators and learners don't just keep pace with change but set it in motion. IMI Bhubaneswar expresses its appreciation to everyone who transformed discussion into understanding and vision into action.

AIMS
ASSOCIATION OF INDIAN MANAGEMENT SCHOOLS
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AIMS TEST FOR MANAGEMENT ADMISSIONS

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New Course & Academic Innovations

Embracing Innovation: New-Age Courses for a Dynamic Future

Our institution is steadily reshaping management education at a time when business, technology, and human insight are becoming increasingly interconnected. As a progressive and emerging B-school, we are proud to introduce a new set of specialized courses designed to meet the evolving needs of global industries and prepare students to become expressive, well-rounded leaders. These new offerings span Analytics, Marketing, Finance, HR, and Operations, each carefully crafted to blend academic rigor with real-world exposure.

In the domain of Information and Management Analytics, courses like Data Visualization and Dashboard using Power BI and Tableau provide students with hands-on skills to interpret complex data and convert it into actionable insights. The addition of IT Project Management further reflects the growing importance of agile practices and digital governance in modern enterprises.

Finance and Economics evolve with courses such as Risk Analytics and AI & FinTech, which place students at the intersection of financial strategy and technological transformation. These courses help them understand how automation, artificial intelligence and data-driven models are reshaping global financial systems.
Marketing and Strategy are braced through Rural Marketing (1-week rural immersion) and Pricing Policy and Management. While the rural immersion exposes students to grassroots markets and consumer behavior, the pricing course refines their ability to make analytical and strategic decisions in competitive environments.

Within OB & HR, the focus shifts to human-centric leadership and organizational resilience. Courses such as Employee Engagement and Well-being, Management Lessons from the Bhagavad Gita, and Managing Change in a Disruptive World encourage students to develop empathy, ethical awareness, and the ability to lead teams effectively.

Operations and quantitative techniques are reinforced through Logistics Management and Procurement and Strategic Sourcing, both centered on building efficient, sustainable, and innovative supply chains are essential pillars of global business operations.

These courses stand out not only for their academic relevance but for the intent behind them: to develop leaders who can think critically, act responsibly, and adapt with confidence. Designed with inputs from faculty and industry experts, they ensure that learning remains meaningful, practical and deeply connected to real-world challenges. Together, these additions highlight our commitment to evolving with the time and shaping professionals ready to make a positive and lasting impact.

New Course Highlights

- **Data Visualization and Dashboard**
- **IT Project Management**
- **Risk Analytics**
- **AI & FinTech**
- **Rural Marketing (1-week rural immersion)**
- **Pricing Policy and Management**
- **Employee Engagement and Well-being**
- **Management Lessons from the Bhagavad Gita**
- **Managing Change in a Disruptive World**
- **Logistics Management**
- **Procurement and Strategic Sourcing**

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Alumni Roots and Routes

Bridging Worlds: Alumni Redefining the Leap from Campus to Corporate

Alumni Panel Discussion - The Alumni Relations Committee of IMI Bhubaneswar successfully hosted an Alumni Panel Discussion in collaboration with Insignia at IMI Bhubaneswar.

Ms. Pratyusha Mishra

We were honoured to welcome our esteemed alumni: Ms. Pratyusha Mishra (Batch 2021–23, Employee Relations Manager, ICICI Bank)and Ms. Ayesha Dash (Batch 2022–24, Associate Lead, Talent Acquisition, Infosys)

Ms. Ayesha Dash

whose guidance and perspectives enriched the session and inspired future HR professionals. The discussion provided valuable lessons and experiences for the batch, bridging classroom learning with real-world insights who are getting ready to move into corporate world to make an impact and prove themselves.

The Final Test: IMI Bhubaneswar Arms Its Students for the Placement Battleground

We were honoured to welcome our esteemed alumni: Mr. Yash Warddhan Parida (Batch 2020–22, Project Consultant, Qleap Innovation Pvt. Ltd.)

Mr. Yash Warddhan Parida

As the placement season approaches, a mock interview workshop was conducted by IMI Bhubaneswar for their graduating class on the 10th of September. It constituted the absolute essentials: one's personal story and the ability to keep one's composure under pressure.

Mr. Parida revealed his professional journey and provided a very straightforward, practical and precise response by pointing out the most common mistakes that candidates make. By completing a series of timed exercises on technical and behavioral questions, students polish their self-introductions and understand the power of a well-time pause during the conversation. The workshop helped the students to calm down their nerves and boost their confidence, as well as directing a clear plan in hand for landing a good job.

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Articles by Faculty & Students

Faculty Articles

"A holistic review of customer experience research: topic modelling using BERTopic"

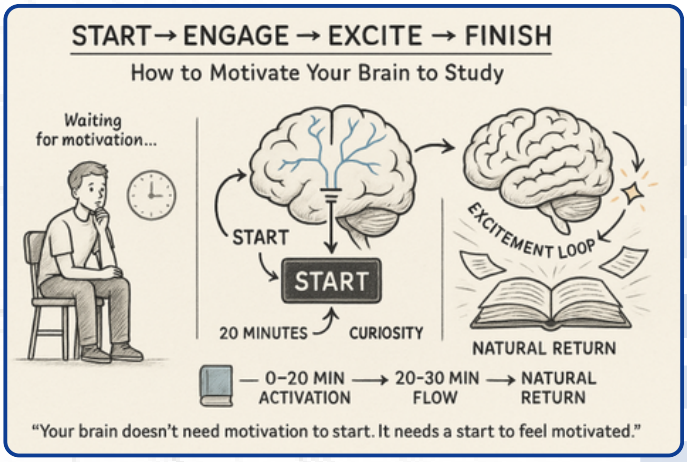
Dr. Manit Mishra

This study presents a comprehensive synthesis of two decades of customer experience research (2003–2022) to offer an integrated understanding of the field and chart directions for future inquiry. Employing a systematic literature review (SLR) guided by the SPAR-4-SLR protocol, 277 relevant articles were analyzed through scientometric techniques of bibliographic coupling and betweenness centrality. This was followed by an analysis of the full paper text content of these 277 research articles by leveraging unsupervised text analytics method of topic modelling using BERTopic algorithm. The analysis revealed the following five key topics in extant customer experience research: service experience, store brand marketing, online and mall shopping, fun and luxury marketing, brand equity and loyalty, artificial intelligence (AI) and machine learning (ML), augmented and virtual reality (AR/VR). The most representative studies for each topic were also identified using BERTopic. The study also extracted six distinct research clusters using bibliographic coupling. The landmark publications within the customer experience domain were identified using the betweenness centrality measure. The leading outlets shaping CX scholarship were determined based on descriptive statistics. The study used Python, BERTopic, VOSViewer, and Gephi software/algorithms.

By introducing BERTopic as an advanced tool for extracting latent insights, this study contributes both methodologically and substantively to marketing research, offering a holistic mapping of the customer experience knowledge domain.

Train Your Brain to Learn: Start, Engage, Excite, and Finish

Dr. Debidutta Pattnaik



We often assume that we need to feel motivated before we begin studying or working. However, psychological research suggests the reverse. Our brain tends to generate motivation only after we make a start. This principle is grounded in two classic cognitive phenomena known as the Zeigarnik effect and the Ovsiankina effect.

Bluma Zeigarnik, a Russian psychologist, discovered in 1927 that people remember unfinished or interrupted tasks better than completed ones.

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Her experiments showed that once we start a task, it remains active in our memory until it is resolved. A year later, Maria Ovsiankina extended this work and found that people have a natural tendency to return to interrupted tasks. In contemporary language, once we begin something, our brain opens a loop that it naturally wants to close. This open-loop mechanism sustains our attention and builds a subtle internal pressure to complete what we started.

These century-old findings remain highly relevant for today's students, particularly those who struggle to find the inner desire to study. Instead of waiting for motivation to appear, students can rely on the simple act of beginning. Starting even a short 20-minute study session activates the brain's curiosity and reward circuits, making the process feel engaging rather than forced.

Moreover, leaving a study task at an exciting or unresolved point creates mild cognitive tension - the same psychological pull identified by Zeigarnik and Ovsiankina nearly a hundred years ago. This tension draws the brain back to the incomplete work, turning a reluctant start into a self-sustaining cycle of motivation.

In essence, we do not need motivation to start; we need to start to become motivated. The simple act of beginning is not just a behavioural trick, it is a scientifically supported way to train the brain to sustain focus and complete what it begins.

Student Articles

Algorithms in Thinking Process

G.Harshavardhan

Here I would like to discuss the human psychology of thinking in the Algorithms world, when interacting with algorithms/digital products, with the help of Networks Leads to drastic change in the long run. Like AI, social media, which pleases our own self-narration along with similar networks (can be imaginary/real), leads to change at large in an unknown way.

In human society at the fundamental Level of stories and narratives leading to mare Inequality and differences lead to "race theories", which cannot be solved or maybe even understood without support or guidelines from the establishment present which focus on symptoms or extreme sides of the spectrum.

Here the main issue would be the AI or apps self-reinforcing the belief in oneself over time; though we can stop the extreme cases, by some guidelines in the long run, there may emerge the differences, very large differences between the people-to-people or person-to-society, which may not be a very positive outcome.

As each day is not the same, to reduce the load on the algorithms, it should start to respond based on past or its own bias based on its experience of earlier chats, which may increase in monotonous thinking, and can be make believable so that user does not think much or long to form an option on his own and adding other factors like connecting with similar people, which it may integrate people into and learn to make simple for itself, as these are also products and both human conscious and effect of algorithms are in uncharted territory, which we do not have complete control or understanding of, so then including them in daily lives without much overview due to its increase in advancement and development.

The one factor which we can consider would be inequality between adoption, like the people who adopt and grow faster than other job holders who need the guidance, which not all companies are interested in going through.

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So when including the informal and other factors, the gaps are only increasing, which can become too large to overcome and lead to segmentation of society or the ingroups, which are too solid to break or overcome with all the distractions and expected outcomes from AI or any other source without many other foundations to develop, and be like too hard to overcome.

My opinion would be the following based on our social factors and interacting with people having holistic perspective and taking action to try and maintain both mental and physical health and focus on what can be done rather than worry which does not change much and focus on self-development.

On the border level having AI governance can be very useful to mitigate any risks or moderation based on requirements or development as for this case it may be difficult as it reaches just almost every sector so the main question would be “how to moderate?” where companies try to get their own share of the market.

Organizations should also be agile to give the best story possible to both inside and outside, organisations by involving the marketing with HR to or whole new story representation of the company related issues handling management about how the company is represented. Most companies will have their own governance of using the algorithms for better efficiency of work and people related which has been stated will be supported based on requirements.

At the core, The issue would be people on “ How and what to use it for ” as there are many applications and reasons for using and questions should be in the format such that it should not judgemental about one particular thing and also consider the local or specific limitations so user had to be responsible for the usage based on requirements and should have the necessary information on the product itself so that the decision or conversation can be effective.

How Thoughts Turn into Ads: Coincidence or Targeted Advertising

Prachi Anand

Today's concept of digital marketing has evolved from versatile ad copies to a modern advertising system relying on sophisticated data tracking. You may have experienced this several times, where an ad for a product started appearing on your phone and social media feed whenever you casually brought it up or just considered purchasing it. It's not eavesdropping on private conversations, but more about behavioral analysis, predictive algorithms, and targeted advertising that allow us to forecast consumer interests with amazing precision.

Behavioral analysis websites, apps, and social media sites are constantly collecting data about user behavior via clear and subtle signals. Direct indicators of consumer interest include online searches and items being added to shopping carts, which are examples of explicit signals. In contrast, implicit signals encompass underlying changes such as the amount of time spent on a specific webpage, the kind of material that was engaged with, or even scrolling patterns. When we are curious about how they are showing the same product on our social media page they are actually just studying our explicit ,and implicit signals, and implicit signals that we give subconsciously. Targeted advertising is a multistep strategy that ensures users only view advertisements that align with their interests; it's another method that allows for this level of accuracy. Data collection is the initial step. A vast array of data points is created whenever someone uses the internet to use applications, browse websites, make purchases, or participate in social media. Time spent on each page, location data, clicks, page views, and search queries are all included in these criteria.

Further, this raw data is transmitted to advanced systems called Customer Data Platforms (CDPs) and Data Management Platforms (DMPs). These platforms integrate information from various sources, including websites, mobile apps, and loyalty programs, to create in-depth digital profiles of users. These profiles contain information such as age group, spending patterns, and interests. After that, advertisers do audience segmentation in which they categorize the

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users with similar characteristics, such as health conscious, Tech enthusiasts, Travellers, or those who love to cook. Somehow, segmentation makes ads feel more exclusive and personalised for the user.

Real-time bidding (RTB), an automated auction system that chooses which ad a user views at any given moment, is the next stage. Advertisers bid for the opportunity to display their ad to that particular user based on their profile. The advertisement of the successful bidder is then immediately shown. After that, user interactions are continuously tracked in order to generate forecasts. Furthermore, the predictive element of advertising depends on artificial intelligence. By examining millions of behavioral patterns, contemporary algorithms are able to forecast a user's next move.

The accuracy increases by using cross-device tracking. Basically, as individuals use more than one device, like a phone, tablet, or laptop, the advertising system tries to accumulate them into a single user system. That's the reason why sometimes the same ads repeat over multiple devices.

Devices may seem to understand our deepest thoughts, but in reality, they are only interpreting behavioral cues from past online activity. The truth is that every online action, a search, a like, a purchase, or even a pause feeds into an invisible network of data-driven systems that predict what we might want next.

When Morals Meet the Bottom Line

Anurag Mohan

In a startling commentary on our technological trajectory, Nobel Laureate Geoffrey Hinton warned that artificial intelligence (AI) could make “a few people much richer and most people poorer.” [Financial Times] His insight strikes at the heart of a growing concern: while AI promises tremendous productivity and innovation, the benefits may accrue overwhelmingly to those who already hold power, capital, and influence, leaving behind the most economically vulnerable, including below-poverty-line (BPL) populations.

At its core, the argument is straightforward. Many companies deploy AI not simply to augment labor, but to replace it, especially in routine or even semi-skilled tasks.

According to McKinsey Global Institute (2024), up to 30% of current work hours in USA could be automated by 2030, affecting nearly 400-800 million full-time jobs worldwide. Hinton’s warning was blunt: “What’s actually going to happen is rich people are going to use AI to replace workers… It will make a few people much richer and most people poorer.” [Business Insider] When automation displaces labor, wages fall and job security weakens, which threatens those with fewer skills, fewer resources, and fewer fallback options.

For BPL populations, particularly in developing economies, the risks are magnified. The International Monetary Fund (IMF, 2024) estimates that AI-driven productivity gains could add nearly 0.3 percentage points annually to global GDP growth, but the top 10% of countries are expected to capture over 75% of these benefits. Research by the International Monetary Fund (IMF) shows that AI may deepen both within-country and across-country inequality. In emerging markets and low-income countries, weaker infrastructure, lower digital literacy and limited access to capital mean fewer opportunities to harness AI’s upside. Instead, they face greater exposure to displacement or stagnation. [World Bank Blogs] In practice, this means that poorer workers and economies could be caught in a squeeze: fewer jobs, less upward mobility, and growing distances between rich and poor.

Meanwhile, the shareholder and investor perspective often centers on wealth creation rather than equitable distribution of gains. Firms motivated primarily by returns may accelerate AI adoption to automate and reduce costs, which can drive profits for owners but lead to dislocations for workers. Hinton points out that this is not AI’s fault; that is the capitalist system. The structural incentives and the concentration of vers to steer AI in a more inclusive direction.

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Ownership in major tech platforms mean that those already ahead may leap further forward while others fall behind.

But the story isn't doomed. An OECD policy brief (2024) found that less than 40% of emerging economies have developed formal AI strategies or labor-transition policies. The IMF and other global agencies propose policy levers to steer AI in a more inclusive direction. Key measures include strengthening social safety nets, investing in digital infrastructure and skills training, promoting regulatory frameworks that encourage fair labor transitions, and ensuring that countries outside the tech frontier aren't left stranded. For BPL population, especially, interventions like reskilling, job-creation schemes and access to affordable digital tools could serve as lifelines.

In sum, the coming wave of AI offers both promise. For shareholders, the draw is clear: new efficiencies, new markets, new profits. But for BPL individuals, the stakes are existential: job displacement, stagnant wages, and a widening economic chasm. Hinton's stark framing, "a few will be richer and poorer", isn't hyperbole: it is a caution signal. If societies and policymakers don't act, the AI revolution risks turning into a deepening of inequality rather than a broadening of opportunity.

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