

IMI KOLKATA

# TALKBACK



OCTOBER 2021  
VOLUME 1 • ISSUE 2

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# FROM THE DIRECTOR'S DESK



PROFESSOR MOHUA BANERJEE  
DIRECTOR  
IMI KOLKATA



I am overjoyed to present to you our newsletter, IMI Kolkata Talkback, an initiative taken by the Social Media, Branding and Website Committee members and in extension IMI Kolkata itself.

Over the last year and a half, the journey has been a challenging but overwhelming one. Like most B-Schools, IMI Kolkata shifted to blended learning. IMI Kolkata transitioned from face-to-face classroom learning to an online format of education, for providing students with a seamless learning experience. Evaluation patterns have also been modified to become increasingly assignment-based, as concept-based learning has taken precedence. I can proudly say that the IMI Kolkata family has done a commendable job in providing the best education to our students/scholars and in paving their way into the corporate world.

In keeping with our mission to produce socially sensitive, globally aware, value driven individuals, our team has been working hard to enhance leadership as well as empathy, two qualities, highly needed in today's world. The faculty members are extremely research oriented, thus creating an atmosphere of knowledge dissemination. Our connect with the industry has also helped students in their virtual MBA journey, giving them not only first-hand knowledge and tips about the industry, but also providing them with a chance to interact with industry pioneers.



# FROM THE EDITOR'S DESK



I am happy to state that Issue 2 of IMI Kolkata Talkback has come up with updates on the students' academic and extra-curricular activities, club, and committees, and institutional activities of IMI Kolkata. Our institute has been consistently encouraging our students and stakeholders to engage in creative activities through online and blended learning platforms, considering the ordeal that all education institutions face in pandemic times. With active support from our Director and Deans, we have organized key events and summits like TEDx talks and CXO Symposium, Analytics Summits. We have tried our best to report the events of the last three months (July-September 2021) in this issue. For presenting this issue, the efforts of the editorial team and the Branding and Media committee members at large are worthy of appreciation. I congratulate the student team (SMART) for their consistent and meticulous efforts in successfully compiling the various articles, events, and updates. Finally, I extend my sincere thanks to IMIK students and staff members for their consistent support in publishing this Newsletter on time.



**DR. GOBINDA ROY**  
ASSISTANT PROFESSOR (MARKETING)  
CHAIRPERSON-  
SOCIAL MEDIA, BRANDING & WEBSITE COMMITTEE

# THE GUEST COLUMNIST

## *SOCIAL STOCK EXCHANGE: A NEW PARADIGM BY PROFESSOR PARAMITA MUKHERJEE*



Professor Paramita Mukherjee  
Professor (Economics)

“Social stock exchange” – sounds strange, isn't it? It might be new in India, but has been in existence in other parts of the world since two decades. It was mentioned in the India budget 2019-20 and now SEBI has approved the framework for SSE, which is meant for fund raising by Social Enterprises, Non-Profit Organizations, and for-profit social enterprises, having social intent and impact as their primary goal. Entities listed on SSE will be supposed to disclose their social impact report annually covering aspects such as “strategic intent and planning, approach, impact score card”. Investors will be getting tax benefits and investment by companies will be considered as part of their Corporate Social Responsibility (CSR) initiatives.

Though in the nascent stage till date, SSEs have been operating in countries such as UK, Canada since 2013 and also Singapore, Brazil, Jamaica, South Africa among others. However, SSEs differ in terms of scope and operations across countries. For instance, while Singapore SSE is a public trading platform that connects social enterprise with mission-aligned investment, Canada SSE is not an actual trading platform; it is a private investment platform that connects impact ventures, funds and investors and is open only for institutional investors. On the other hand, the UK SSE, instead of facilitating share trading, serves as a directory of companies that have passed a ‘social impact test’ and thus provides a database of companies having social businesses.

In a survey on SSEs in several countries by International Centre for Not-For-Profit Law (ICNL) and Samhita Social Ventures it was observed that while developed countries with mature impact investing ecosystems tend to favour for-profit organisations or revenue earning non-profits, developing countries have a more encouraging approach to non-profits. Also, though existing SSEs allow both retail and institutional investors and donors, opportunities for retail investors are limited owing to regulatory restrictions, lack of suitable products and the high servicing cost.

Given the mixed evidence, it is to be seen how the SSE evolves in India and whether we can make a difference by such an exchange in the social development of the country.

# SYMPHONY OF ACCOLADES

## STUDENT EXCHANGE PROGRAMME

IMI Kolkata is a firm believer of diversity. It offers its students the opportunity to study at prestigious institutions throughout the world through its International Student Exchange Programme. As a result, they are exposed to a diverse range of cultural environments which help them broaden their horizons. Further, it provides them with a pacific view of myriad disciplines and promulgates self-development.

IMI Kolkata is delighted to announce that Harsh Goyal and Ritika Kumari Sharma from PGDM 2020 - 2022 is studying at Université Gustave Eiffel, Paris, France, under EU Funded Erasmus + Grant, as a part of the Student Exchange Programme for AY 2021 - 22.



**HARSH GOYAL**



**RITIKA SHARMA**

# SYMPHONY OF ACCOLADES

## STUDENTS' ACHIEVEMENTS



**RITORIDDHA DASGUPTA**

- Article Publication/Winner: Best Article of the Month: "Digital Gold Trading: A modern mode of investment in India", organized by ARBITRAGE Aug.21, IIM Rohtak.  
September 21, 2021



**SOUMADIP SEN**

- Winner: Certificate of Appreciation for best article titled: Warehouse 4.0: An amalgamation of warehousing and Industry 4.0, organized by Kaizen, Supply Chain and Operations Management Club, IIM Rohtak.  
July 21, 2021
- Winner: Certificate of Achievement for securing 1st Position titled: **Benefits of Big Data in Different fields** organized by Blackcoffer Insights 31, Blackcoffer.  
July 21, 2021



**SOUROJYOTI GHOSH**

- Winner: Certificate of Appreciation for best article titled: Warehouse 4.0: An amalgamation of warehousing and Industry 4.0, organized by Kaizen, Supply Chain and Operations Management Club, IIM Rohtak.  
July 21, 2021
- Winner: Certificate of Achievement for securing 1st Position titled: **Benefits of Big Data in Different fields** organized by Blackcoffer Insights 31, Blackcoffer.  
July 21, 2021

# ACADEMIA ASPIRATIONS

Let's hear from the students of PGDM Batch of 2021-23 who share a fragment of their expectations from the MBA curriculum.

“  
My learning experience will enhance over the edging years of integrating technology with core specializations.  
”

**PARUL SINGH**  
PGDM 21-23



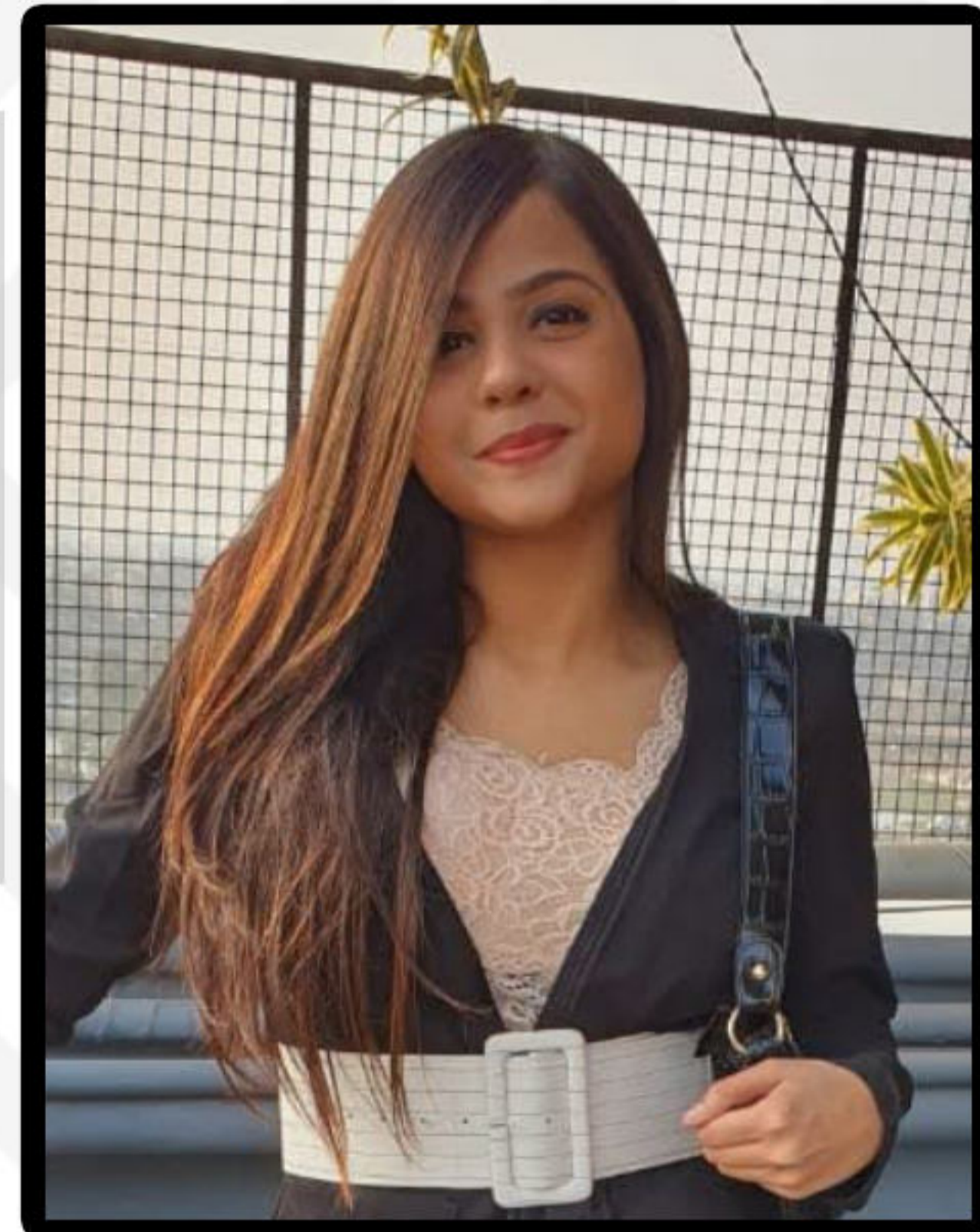
“  
I look forward to these two years to master new skills and to adapt myself to the ever-changing industry.  
”

**ARKA GUHA**  
PGDM 21-23



“  
These 2 years are the most important time of our life to explore and work on our interest passionately.  
”

**PRITI SINGH**  
PGDM 21-23



“  
MBA is all about learning new skills and growing as individuals.  
”

**RAJDEEP ROY**  
PGDM 21-23



“  
My expectations from the MBA journey is to build flexible management abilities to enhance my profiles.  
”

**ANNUSKA SHARMA**  
PGDM 21-23



“  
I want to explore things and learn something new with each passing day.  
”

**SNEHA PODDAR**  
PGDM 21-23



# STUDENT BODIES OF IMI KOLKATA

## ACTIVITIES OF CLUBS AND COMMITTEES OF THE INSTITUTION

### PLACECOMM (THE PLACEMENT AND CORPORATE RELATIONS COMMITTEE)



**JULY 06, 2021**

Mr. Saptarshi Bhattacharya, Head HR Shared Services, Bajaj Allianz General Insurance delivered a lecture on being resilient, not having preconceived notions and being ready to face contingencies in the corporate world.

**JULY 11, 2021**

Mr. Anindya Chatterjee, Sr. Machine Learning Engineer, Siemens Technology and Services Private Limited addressed the participants on the topic "Analytics Becoming the Art of Business".

**JULY 13, 2021**

Ms. Saheli Kar, Vice President, Anand Rathi Wealth Management addressed the participants on the topic "Developing Interview Skill and Emotional Intelligence at Workplace".

**JULY 20, 2021**

Ms. Ajanta Chatterjee, Vice President - HR, JSW Group shared her valuable insights on "Rights Skills Required for Facing the Corporate World".



**JULY 23, 2021**

Mr. Aaryan Krishna, Key Account Manager, Dr. Oetker India Pvt. Ltd. addressed the participants on the topic of "E-Commerce and FMCG".

**JULY 23, 2021**

Mr. Vipin Gandhi, India Innovation and Advisory Lead, SAP shared his valuable insights with the participants of the panel on the topic of "The Digital Future."

**JULY 27, 2021**

Mr. Shubham Dasgupta, COO, Credit One Payment Solutions touched upon the fintech environment and sectors encompassing it, followed by the various skill sets required to excel in fintech in current times.

**JULY 31, 2021**

Mr. Debdutta Mohanty, Director, Intelligent Automation, Capgemini delivered an insightful guest lecture on the theme of "Impact of Automation on Business".

**AUGUST 01, 2021**

Mr. Himanshu Rai, Talent Acquisition, Morphle Labs, delivered an insightful lecture on the various tips and tricks to shine in the corporate world.

**AUGUST 07, 2021**

Mr. Dhaval Thanki, VP - Asia Pacific, ME & Africa, LogiNext Inc. delivered a guest lecture on the theme of "The Digital Transformation".

**SEPTEMBER 11, 2021**

Mr. Sudipta Chakraborty, Assistant Manager - Benchmarking, KPMG Global Services delivered a guest lecture on the topic "The various aspects of Marketing Research and Benchmarking".

# STUDENT BODIES OF IMI KOLKATA

## ACTIVITIES OF CLUBS AND COMMITTEES OF THE INSTITUTION

SEPTEMBER 13, 2021

Mr. Joyneel Mukherjee, Executive Director - Group Corporate Communications, RP-Sanjiv Goenka Group addressed both the PGDM Batches of '22 and '23 on "shift of media throughout the passage of time has impacted revenue".

SEPTEMBER 14, 2021

Mr. John Mathew Sebastian, Head of Talent Acquisition & Employee Experience, V-Guard Industries Ltd. delivered a lecture on the key skill-sets required to succeed in a corporate career journey.

### ADCOMM (THE STUDENTS ADMISSION COMMITTEE)



#### HERALD 1.0

An event where the junior batch could apply their creativity into the field of management and get an idea of what MBA holds for them.

#### LIGHTS, CAMERA, ACTION

Fun filled session conducted for the admitted candidates into the PGDM programme, wherein students were tested on their drama and team building skills.



### ALCOMM (THE ALUMNI RELATIONS COMMITTEE)



JULY 13, 2021

Mr. Anuj Bhandari, Deputy Manager, ICICI Prudential AMC, alumnus from PGDM Batch 2017-2019 advised the participants to make the most of every opportunity that comes in their way and work themselves out of their comfort zones because that will not only help them pave a way towards their professional life.

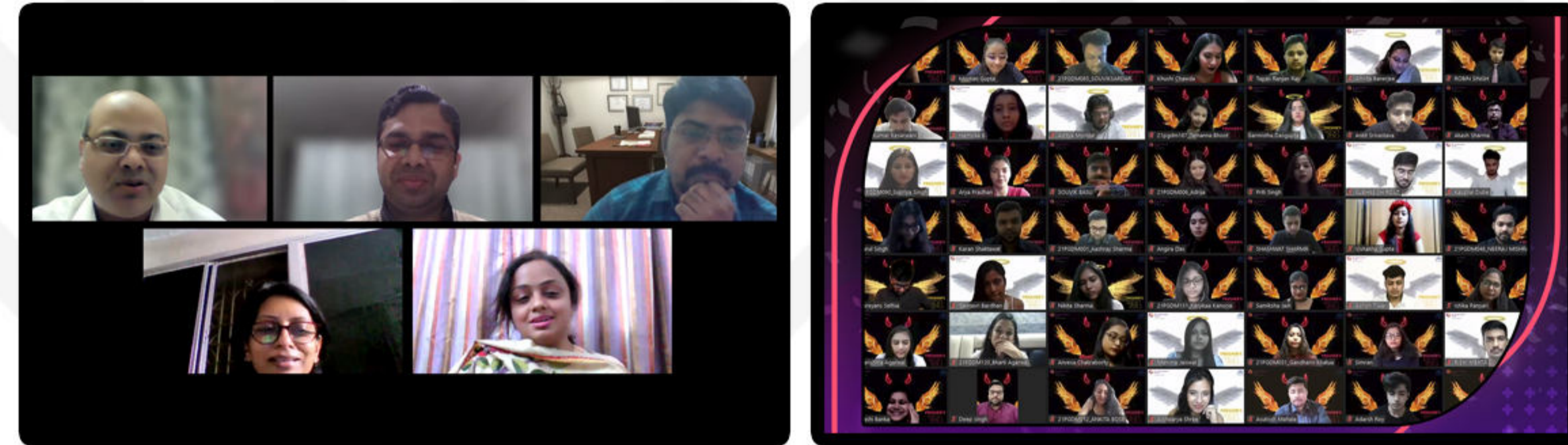
JULY 20, 2021

Mr. Subhanu Bhattacharya, Deputy Manager, Moglix, alumnus from PGDM Batch 2017-2019 gave insights on multiple topics ranging from certifications to importance of holding positions of responsibility during MBA.

# STUDENT BODIES OF IMI KOLKATA

## ACTIVITIES OF CLUBS AND COMMITTEES OF THE INSTITUTION

### CUL-COM (THE CULTURAL COMMITTEE)



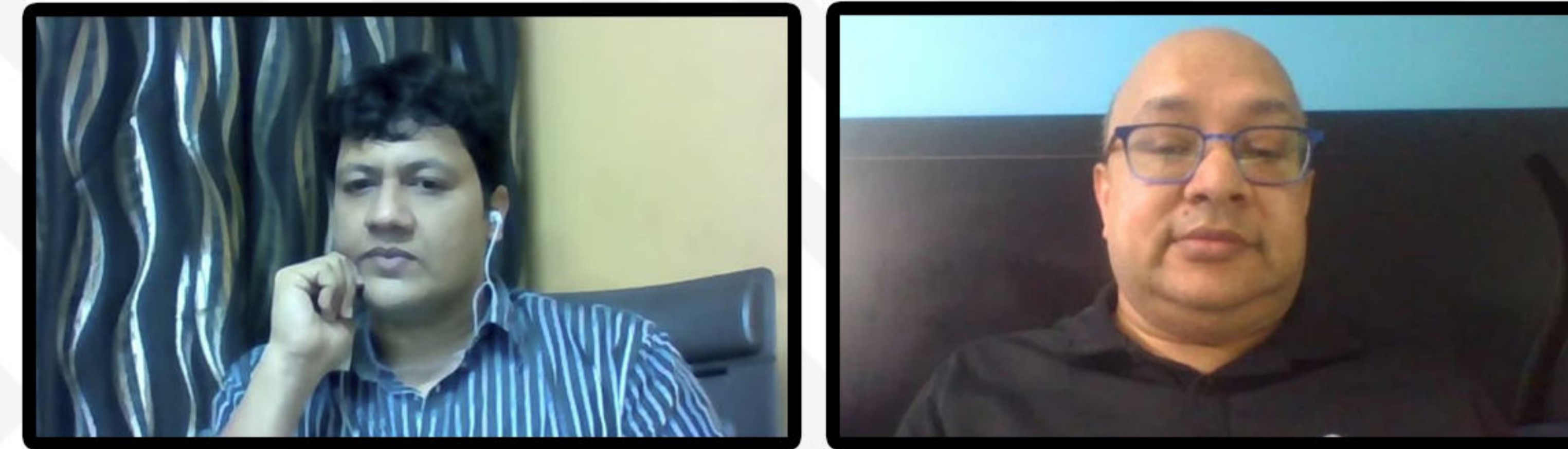
#### TEACHERS' DAY CELEBRATION (SEPTEMBER 05, 2021)

An eventful evening full of poems and performances was organized to honor the ones who have been a source of inspiration and to thank them for their unconditional support throughout.

#### FRESHER'S PARTY (SEPTEMBER 12, 2021)

The PGDM batch of 2021-23 was officially welcomed with their Freshers Party on the evening of 12th of September. With the theme "Demons & Angels", games, music and the bonds getting stronger, the memories of the event would be cherished for a lifetime.

### IIC (INSTITUTION'S INNOVATION COUNCIL)



#### JULY 31, 2021

A session on 'Designing Customer Centric Service Delivery System' was delivered by Dr. Swapnarag Swain, Assistant Professor (Marketing).

#### AUGUST 20, 2021

A stimulating session on 'We fail to notice' was delivered by Mr. Kaushik Datta, Mercedes - Benz USA, IT.

#### AUGUST 31, 2021

IIC and the Entrepreneurship Club jointly organized an event Promoting Entrepreneurial Mindset in Students. The speakers were Professor Rachana Chattopadhyay, Dean (Academics), IMI K, Professor Tirthankar Nag, Dean (Research & International Relations), IMI K, Dr. Rohit Singh, Chairperson - FPM & Chairperson - Placement and Corporate Relations, IMI K & Dr. Rajashri Chatterjee, Chairperson, National Innovation & Startup Policy Formulation & Implementation.

### SPORTSCOMM (THE SPORTS COMMITTEE)



#### EMERGING ATHLETES (SEPTEMBER 19, 2021)

An event was organized that tested the participants' knowledge in sports in addition to their physical as well as mental abilities.

### MARKREATORS (THE MARKETING CLUB)



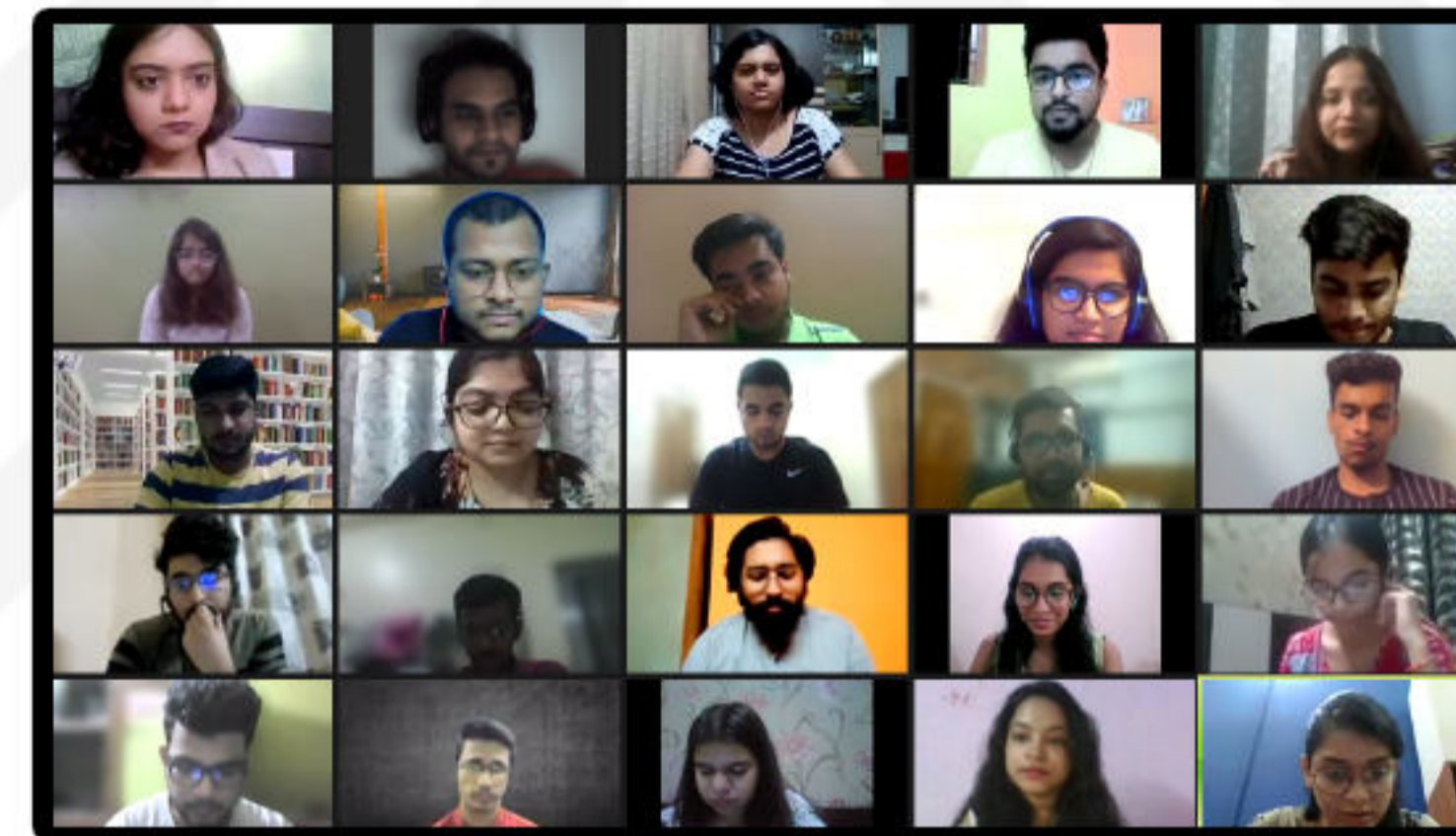
#### AD PROELIUM (AUGUST 14, 2021)

Ad Proelium - Battle of Brands was organized which was modelled upon brand rivalry where they aimed to induce in the minds of the participants, the healthy competition that brands have among themselves. The participants were evaluated on their marketing knowledge and creativity.

# STUDENT BODIES OF IMI KOLKATA

## ACTIVITIES OF CLUBS AND COMMITTEES OF THE INSTITUTION

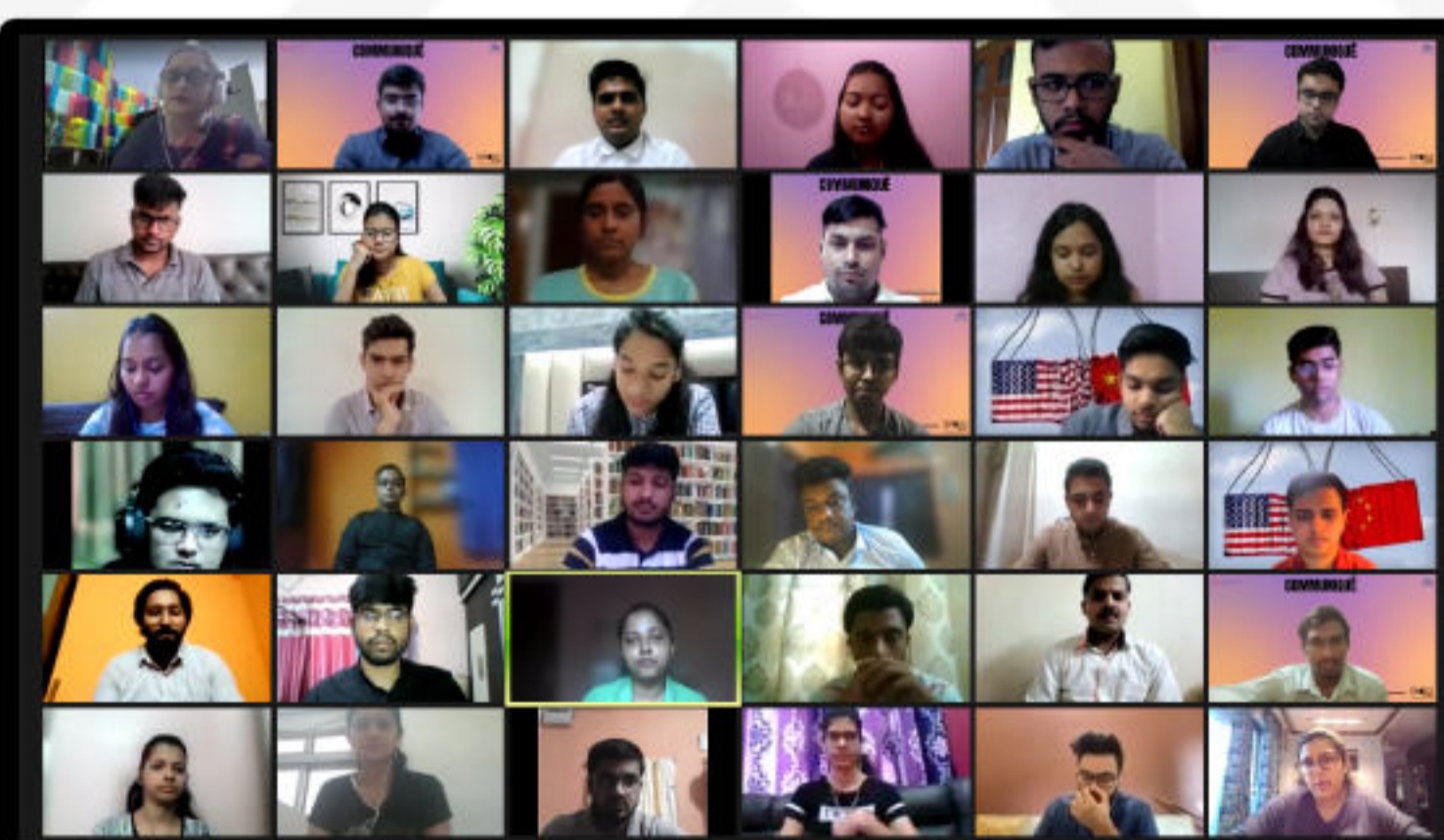
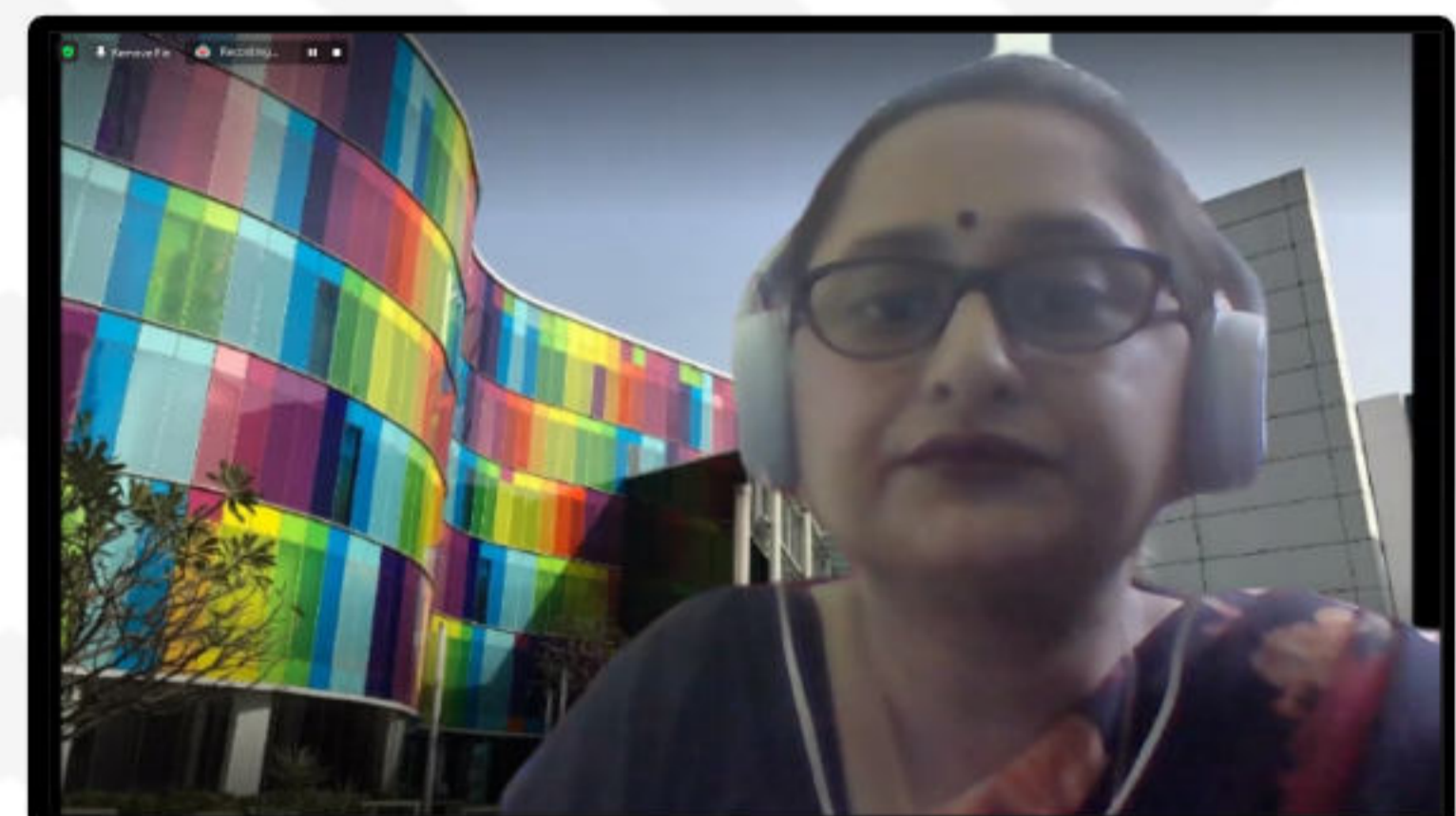
### ATOM (THE OPERATIONS CLUB)



#### OPS-TACKLE2.0 (SEPTEMBER 11, 2021)

An event to enhance the cognitive abilities along with development of other skills such as, decision making, problem solving and time management amongst participants.

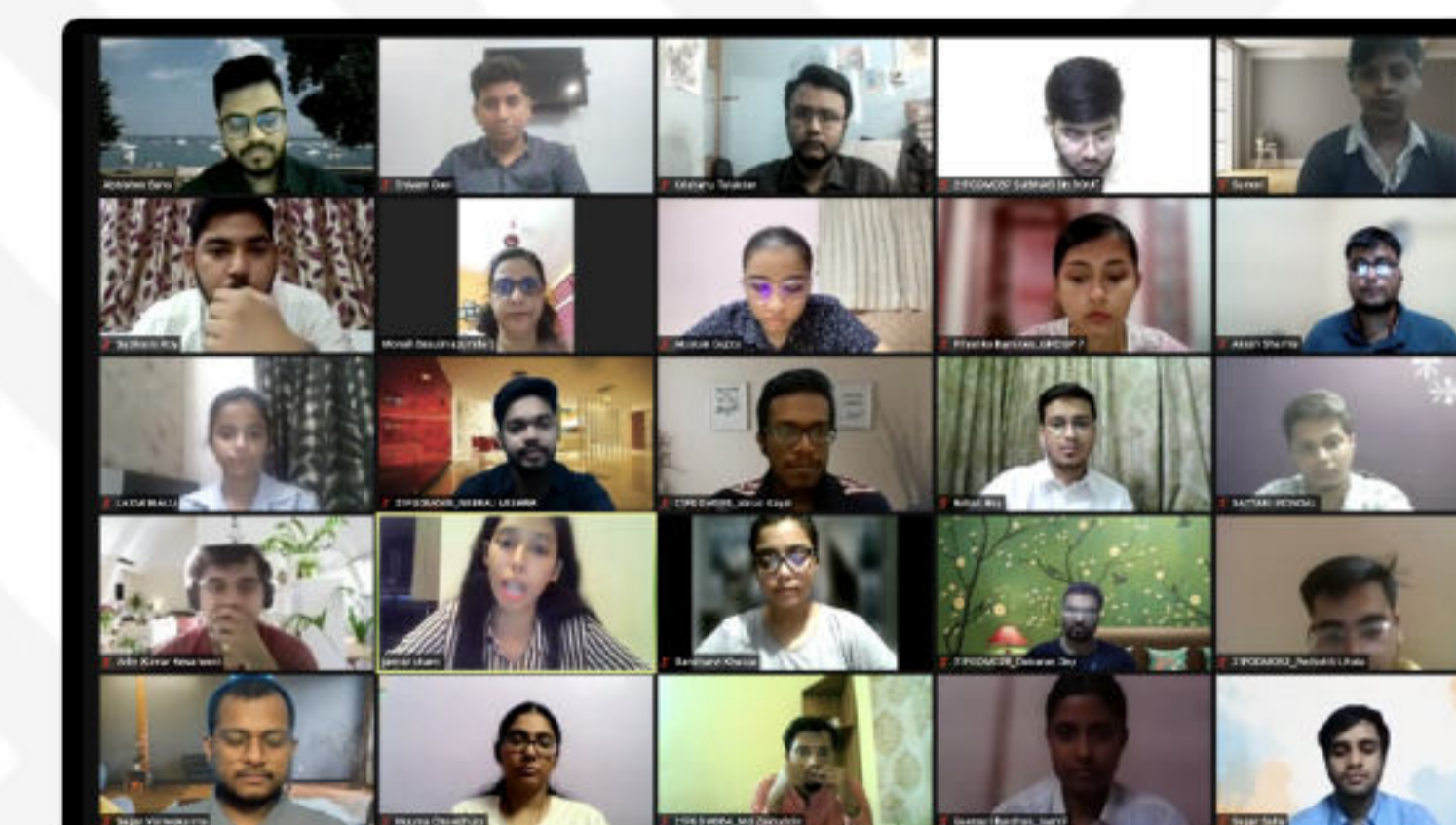
### BIZZAFRS (THE BUSINESS CLUB)



#### COMMUNIQUE (AUGUST 20, 2021)

An event to enhance the communication skills, quick decision making and creative thinking of the participants. Dr. Sahana Roy Chowdhury, Associate Professor, Economics, IMI Kolkata judged the event.

### E-CELL (THE ENTREPRENEURSHIP CLUB)



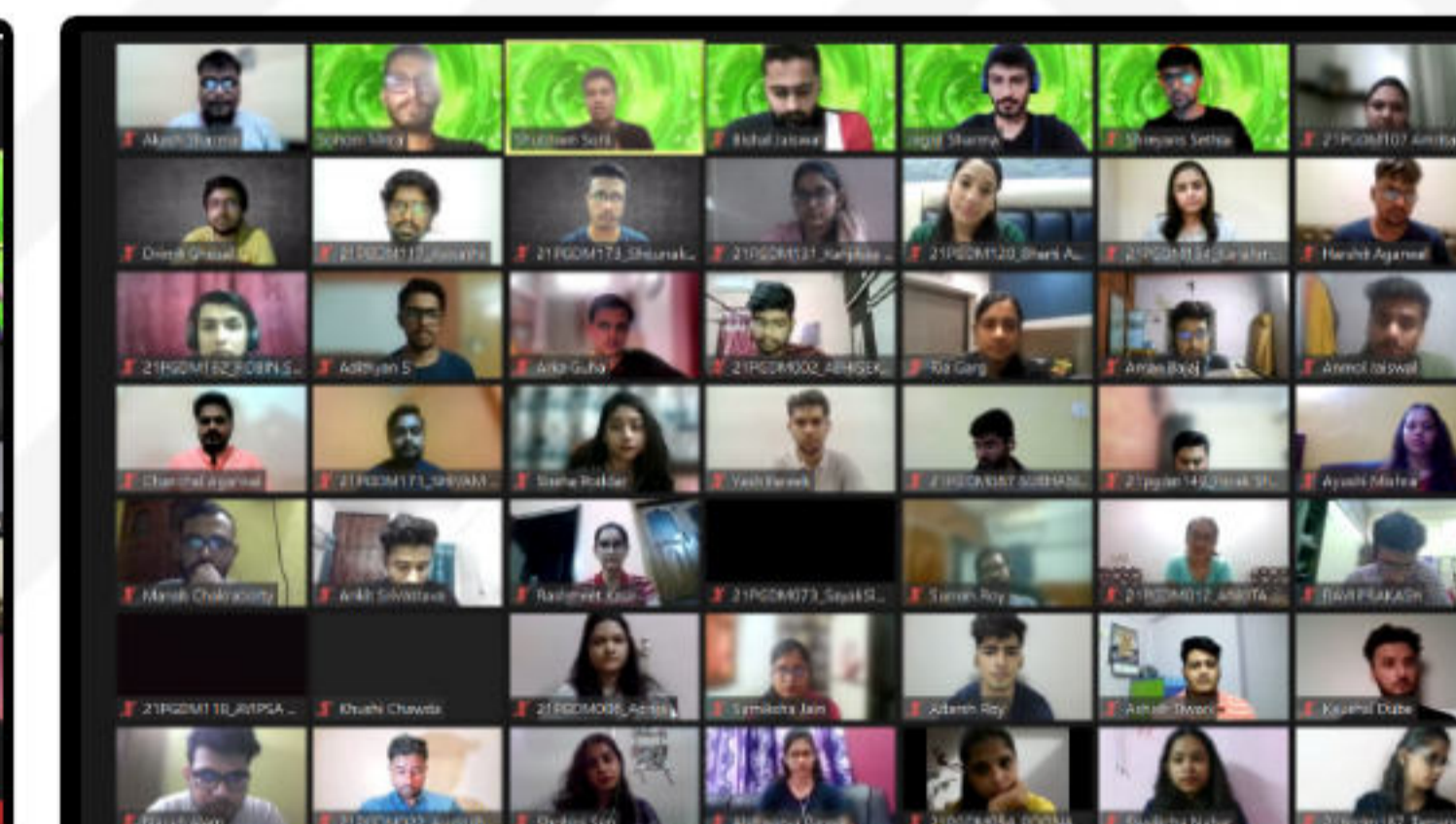
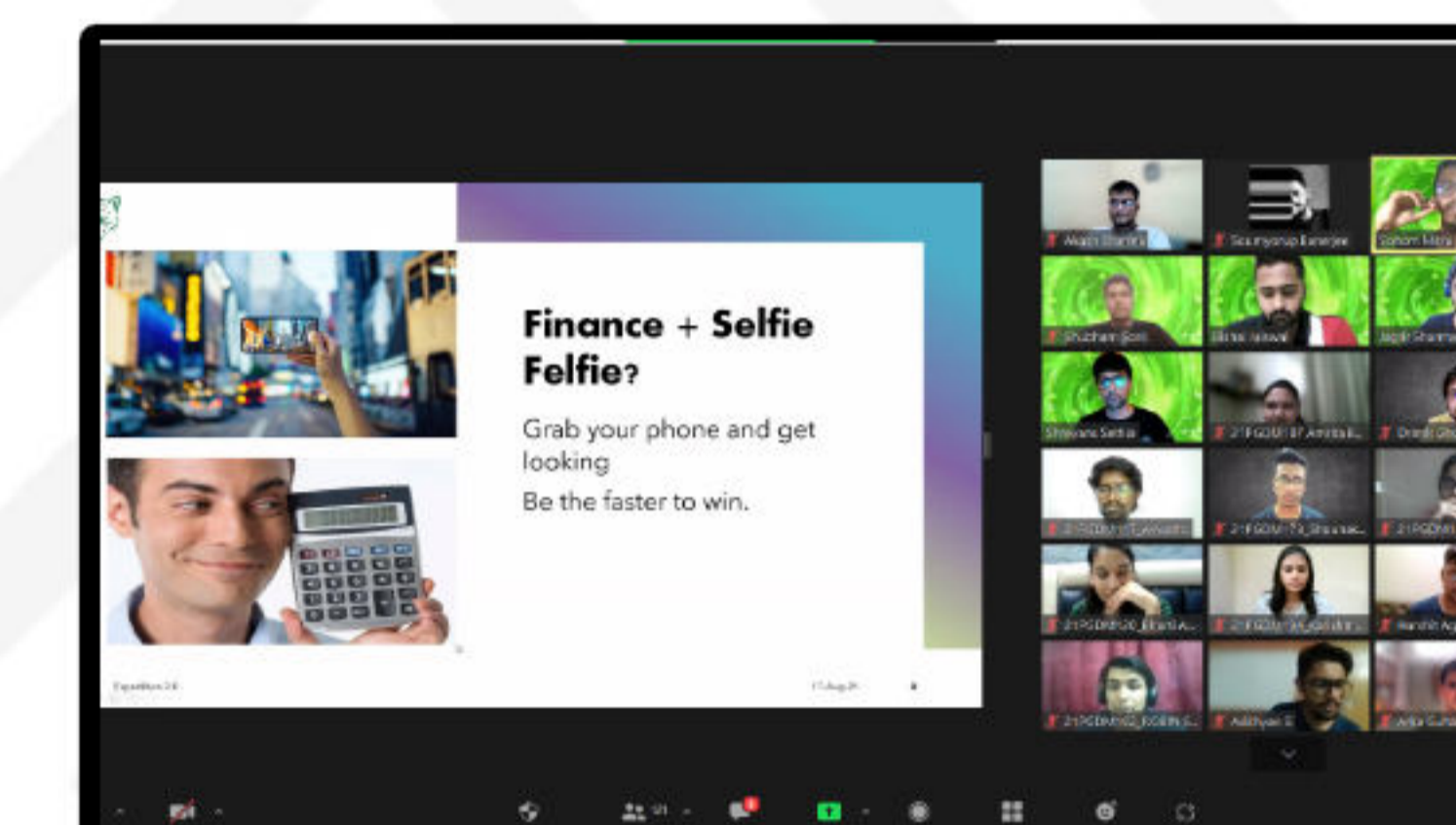
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#### NAVOTHAAN 3.0 (SEPTEMBER 17, 2021)

An event to help the participants understand different industrial dilemma and come up with solutions as per their understanding.

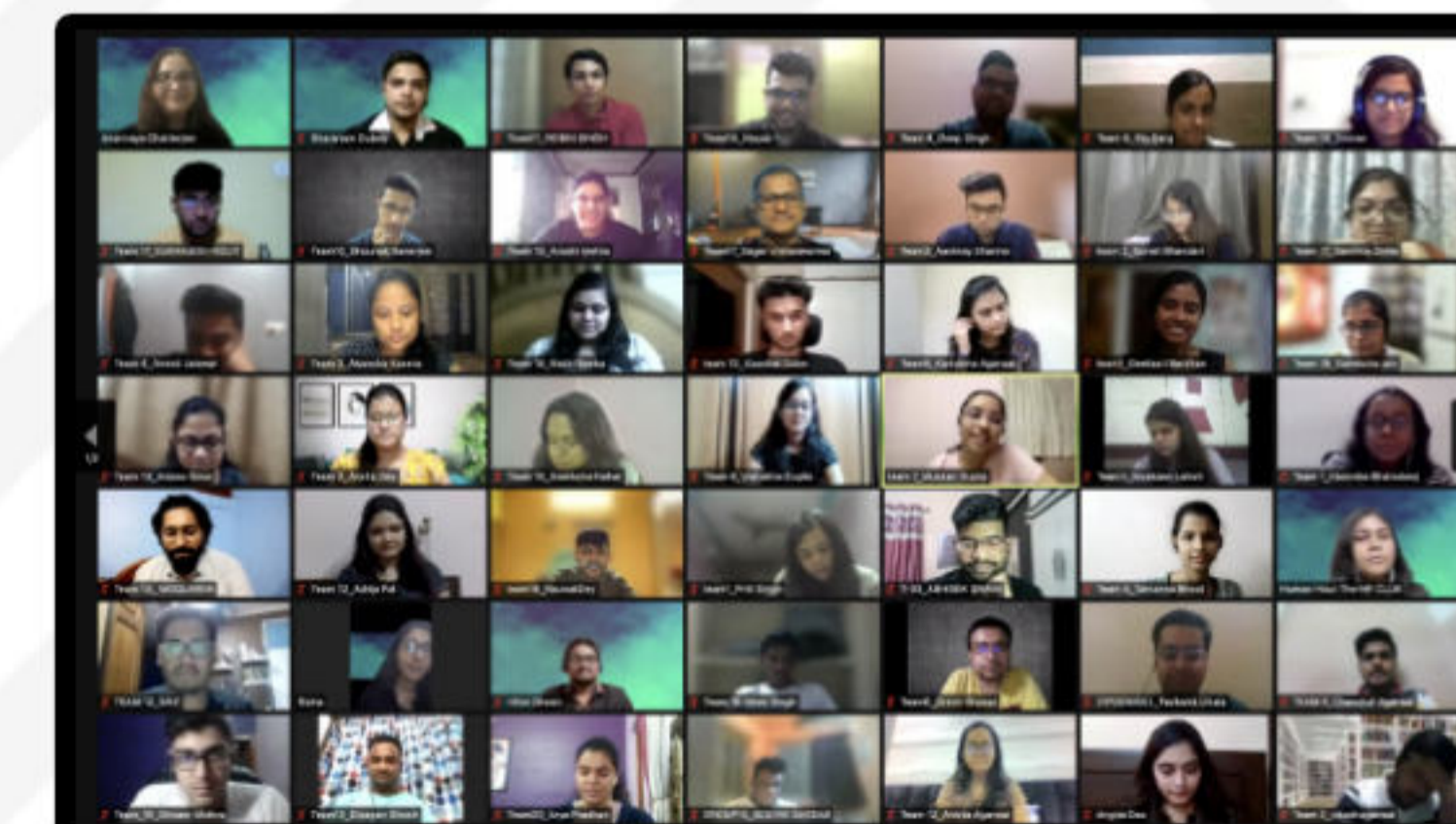
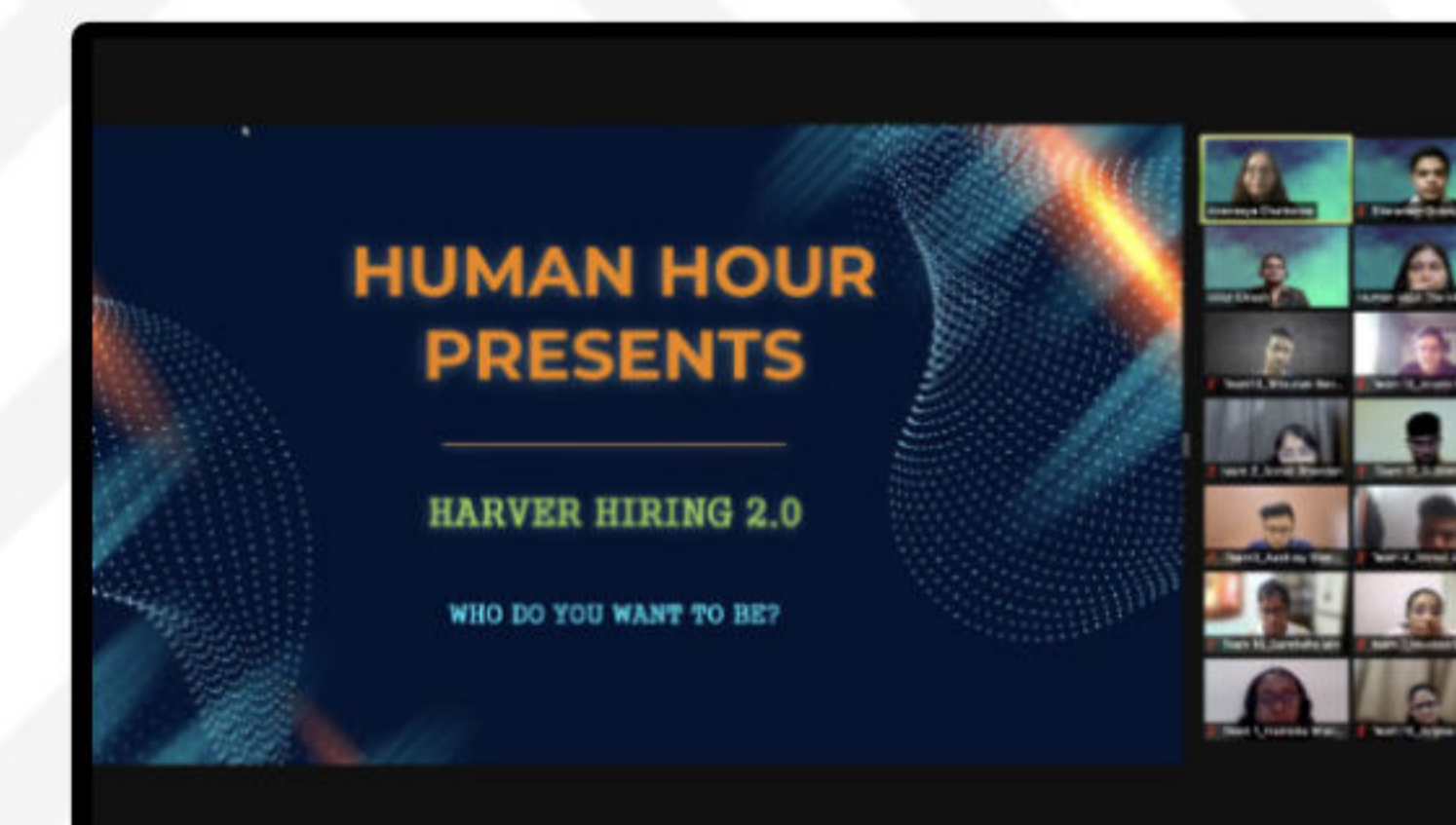
### FINASTRA (THE FINANCE CLUB)



#### EXPEDITION 2.0 (AUGUST 17, 2021)

An event which tested the financial knowledge, coordination skills and time management of participants.

### HUMAN HOUR (THE HUMAN RESOURCE CLUB)



#### HARVER HIRING 2.0 (AUGUST 26, 2021)

The event witnessed enthusiastic participation from the newcomers of PGDM Batch 21-23 as it tested their holistic mindset on HR.

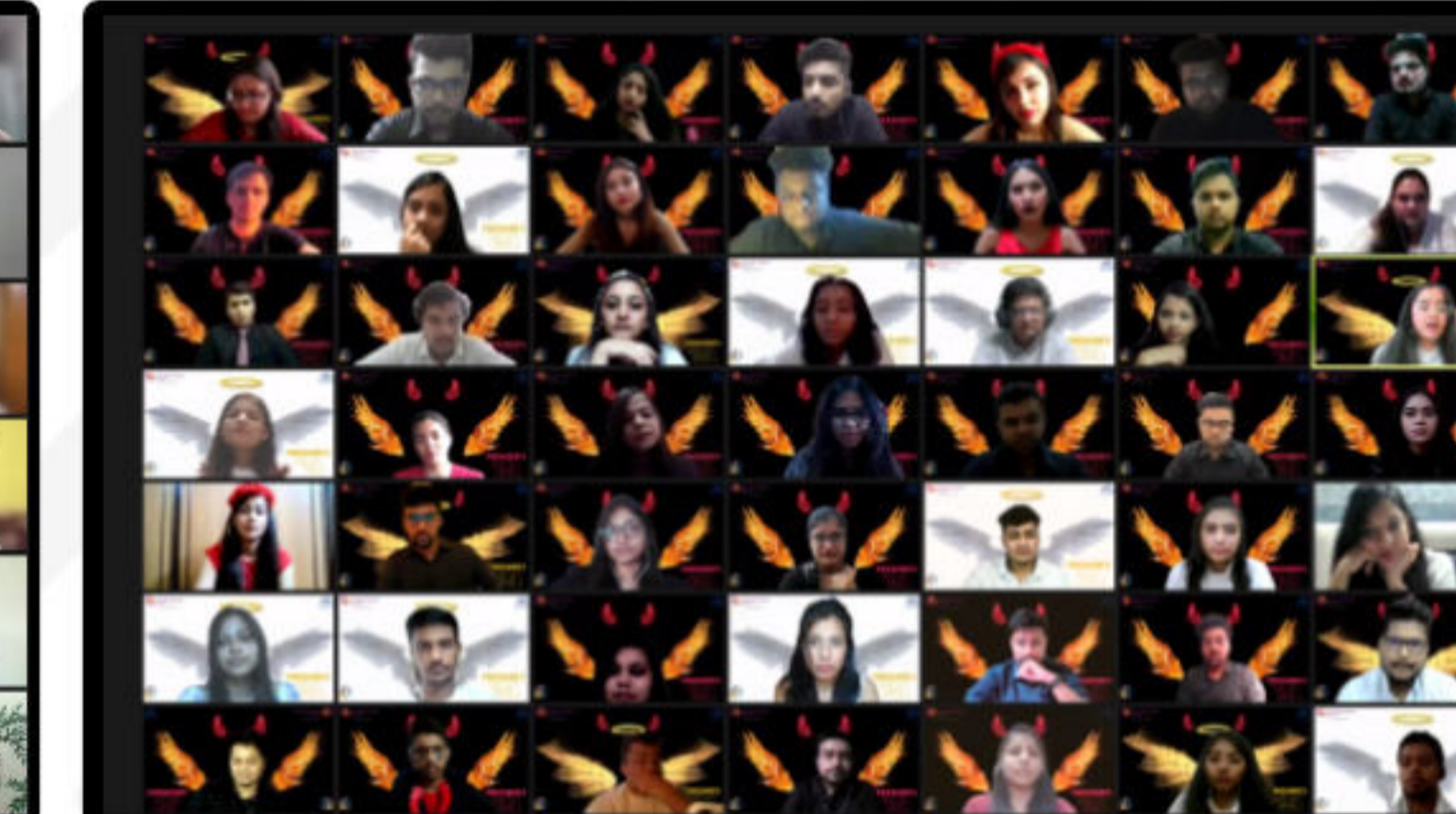
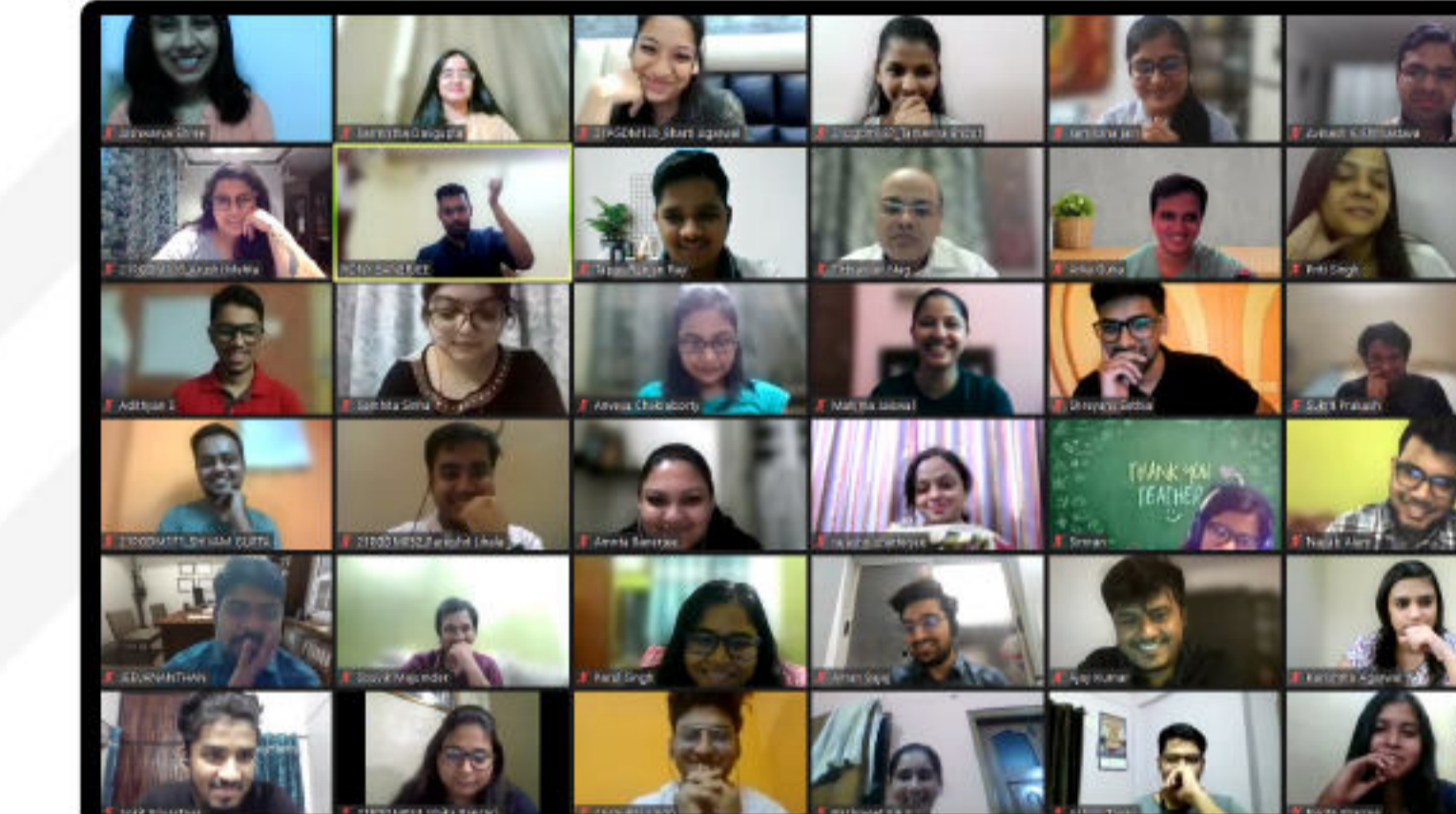
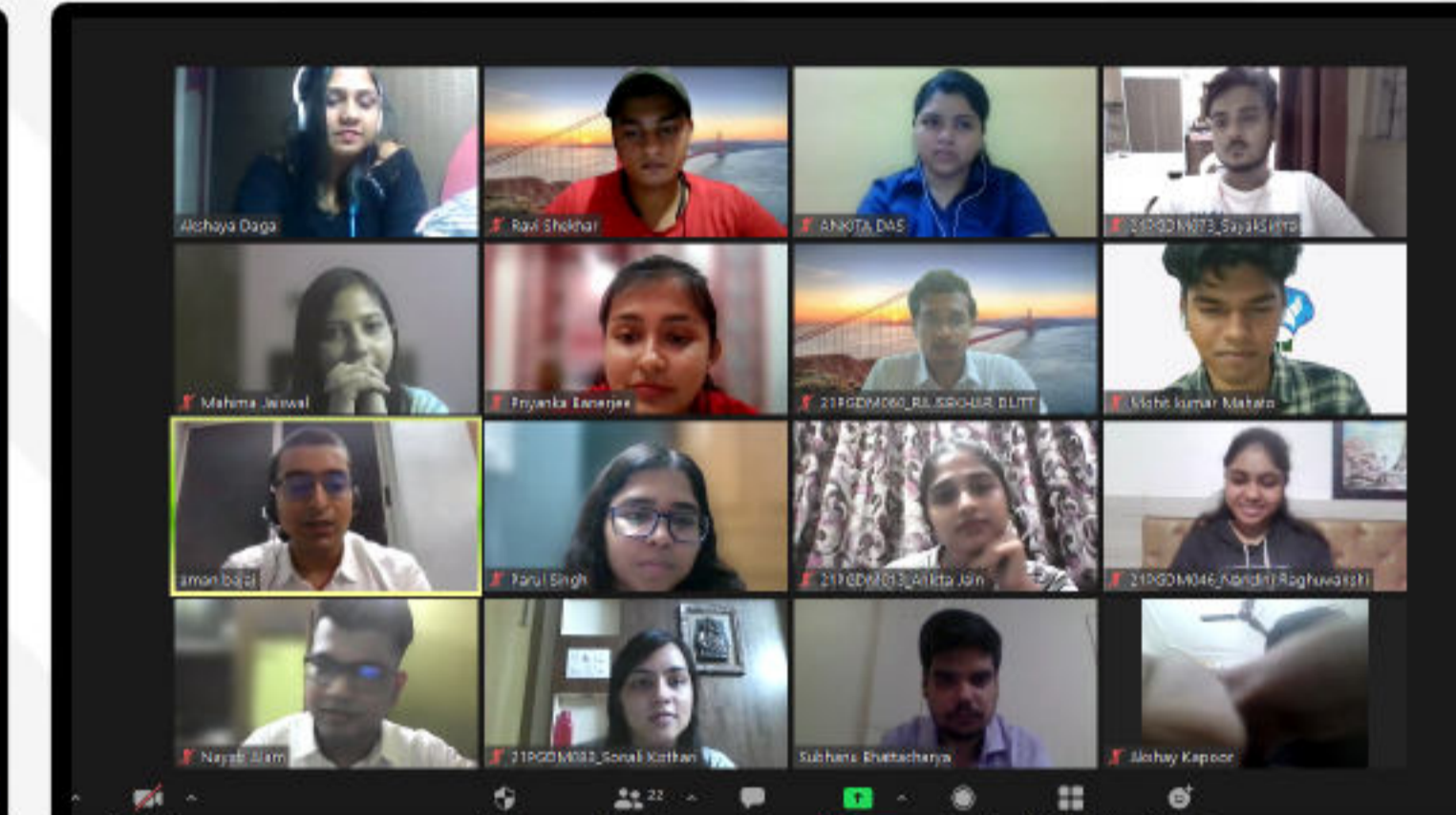
# STUDENT BODIES OF IMI KOLKATA

## ACTIVITIES OF CLUBS AND COMMITTEES OF THE INSTITUTION

### I-CONSTRUCT (THE STRATEGY AND CONSULTING CLUB)

### WALLRUSH (THE CREATIVE AND CONTENT CLUB)

### SAC (STUDENT ACTIVITY COUNCIL)



#### **MINDZOID 2.0 (AUGUST 24, 2021)**

#### **BEL-ESPIRIT 2.0 (SEPTEMBER 23, 2021)**

#### **TEACHERS' DAY CELEBRATION (SEPTEMBER 05, 2021)**

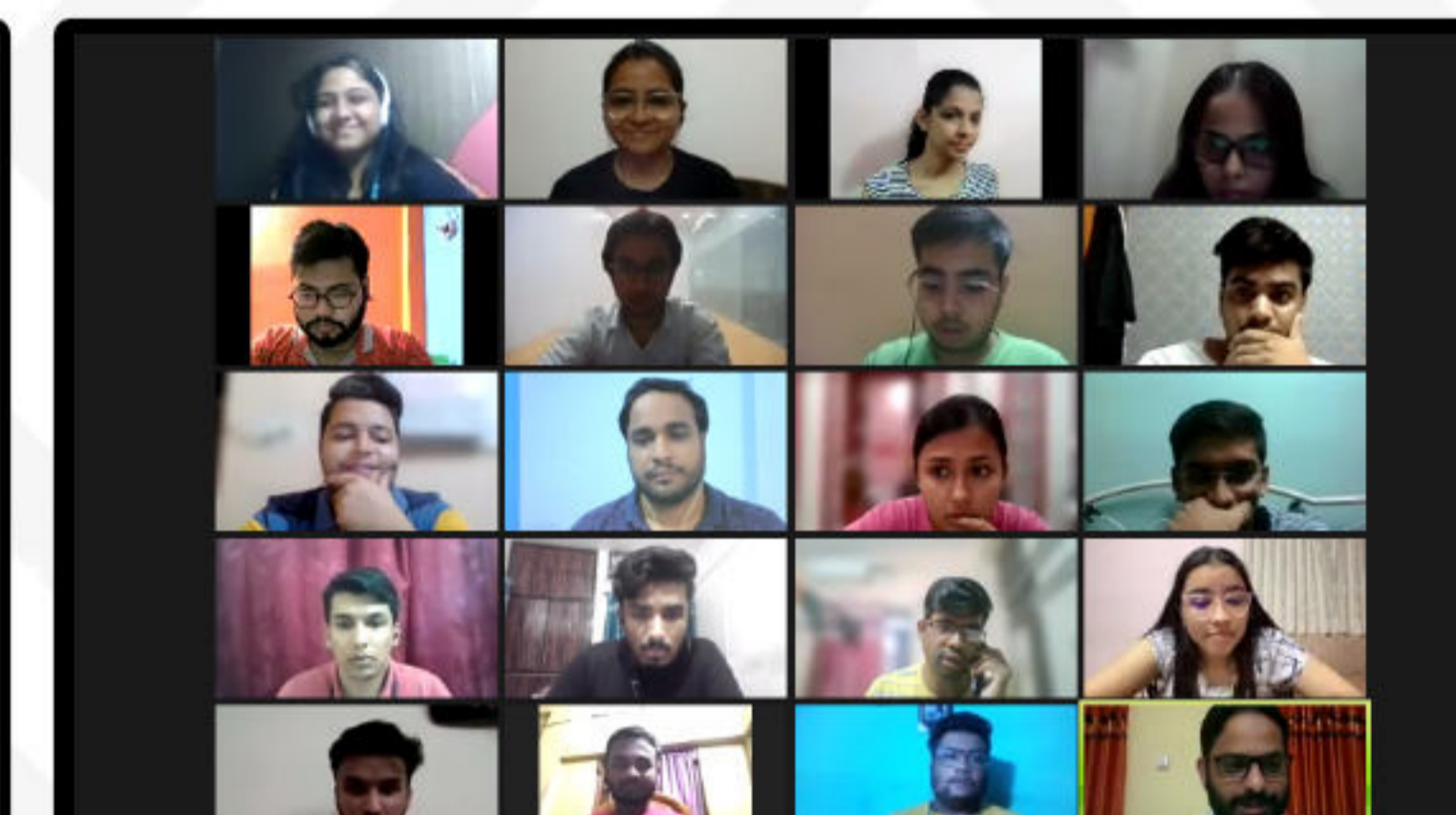
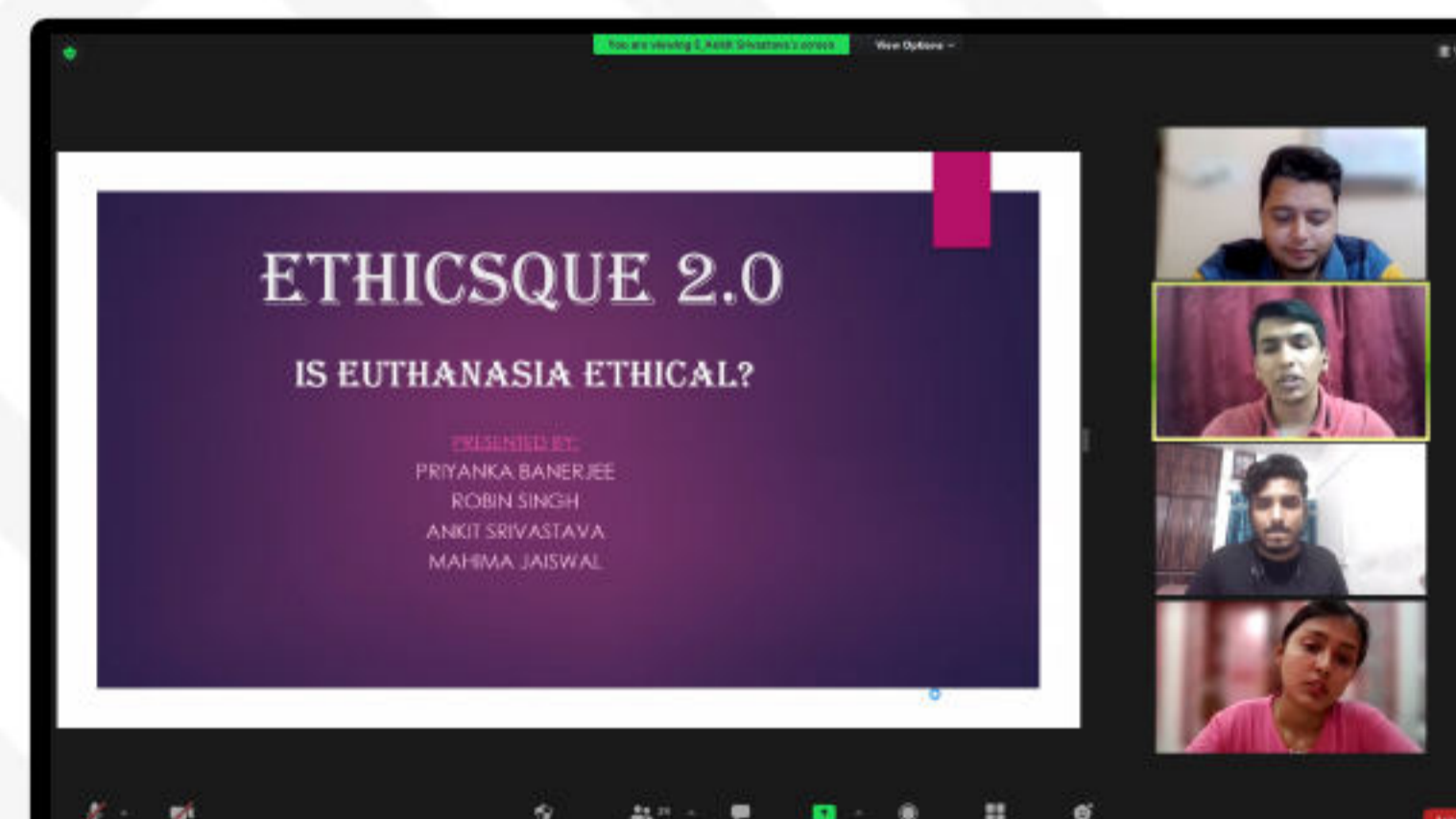
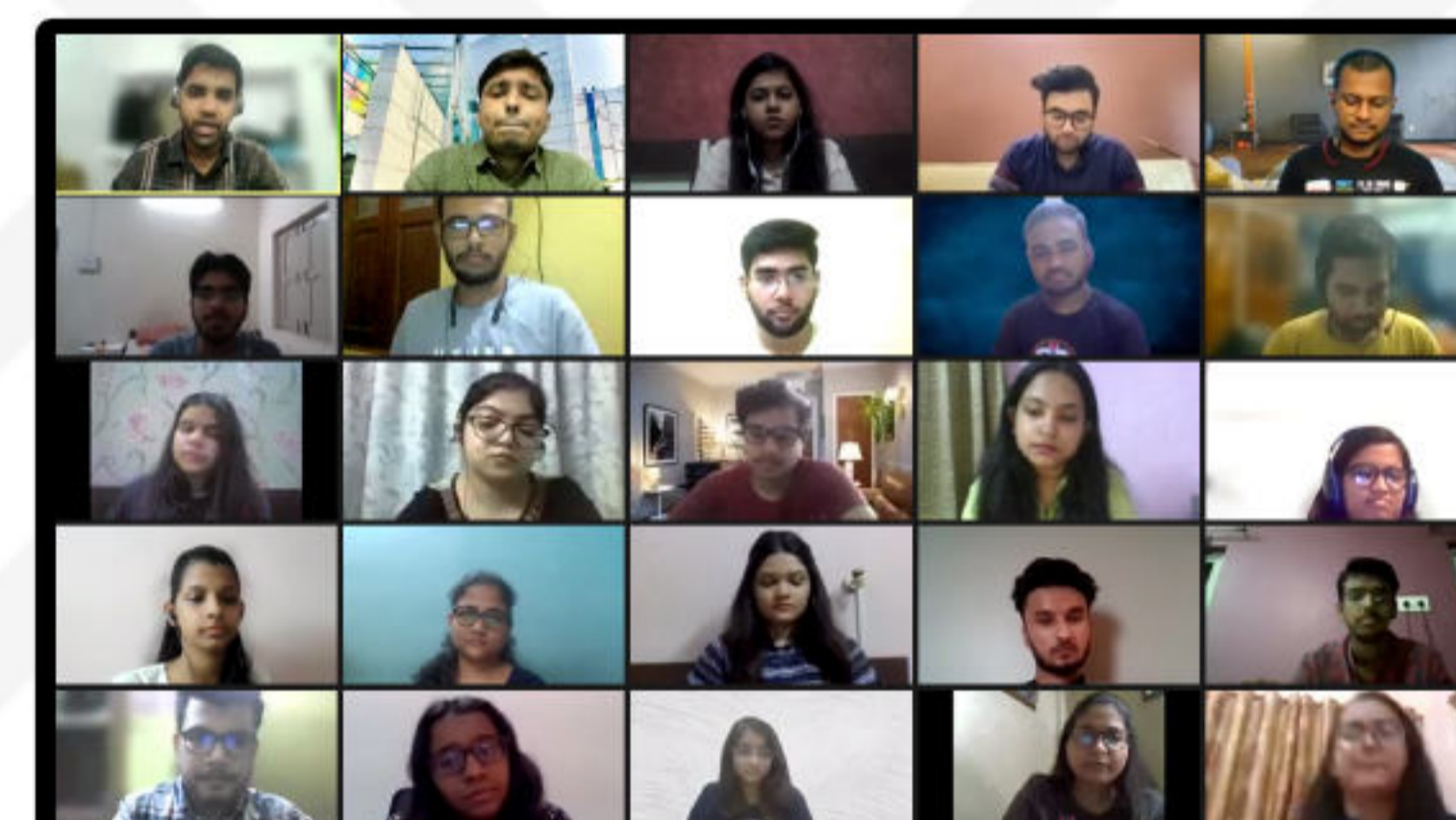
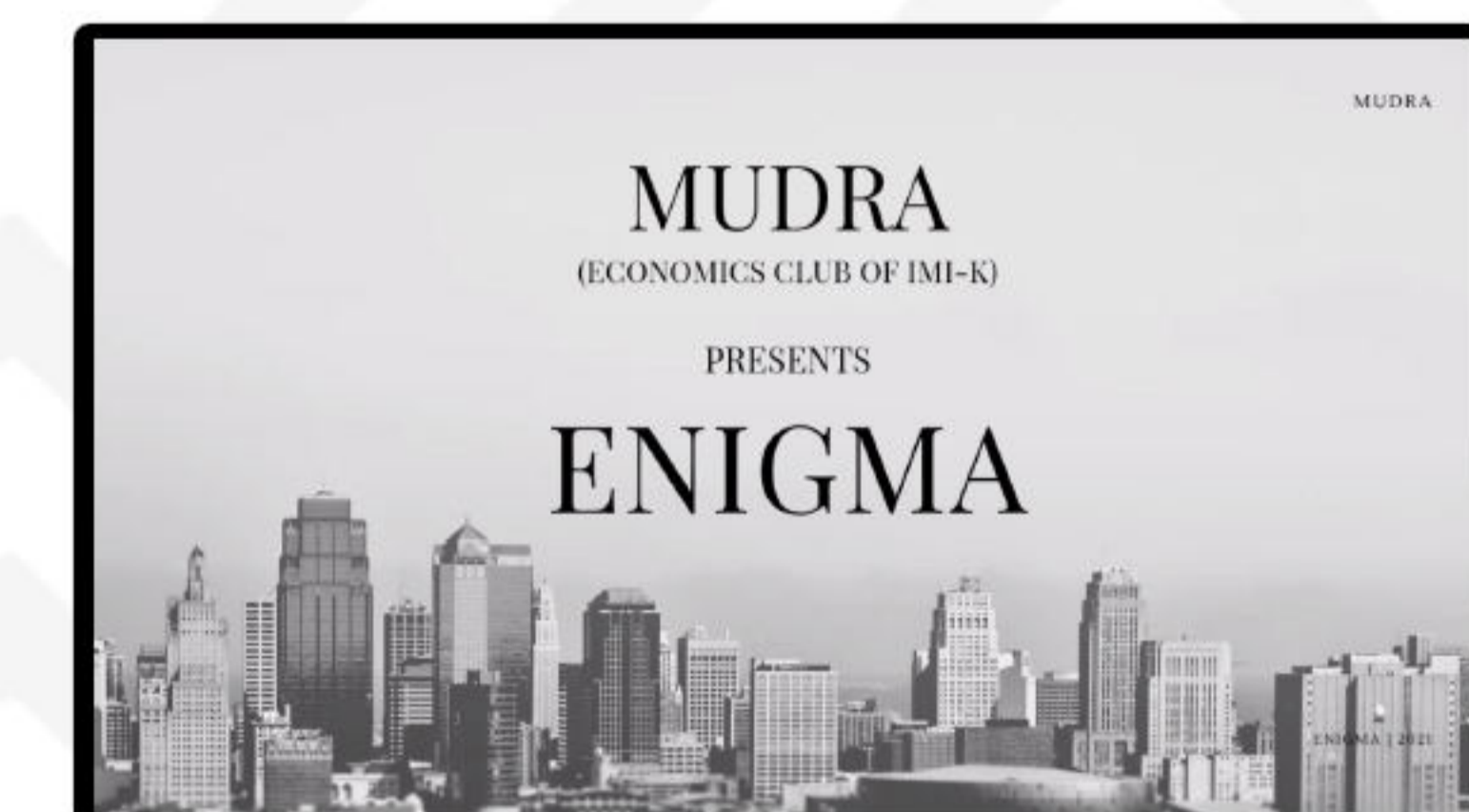
An event to enhance the team building skills and brainstorming skills of the participants.

An event with the aim to enhance public speaking and communication skills of the participants.

An eventful evening full of poems and performances was organized to honor the ones who have been a source of inspiration and to thank them for their unconditional support throughout.

### MUDRA (THE ECONOMICS CLUB)

### INTEGRITY CELL



#### **ENIGMA (SEPTEMBER 07, 2021)**

#### **ETHICSQUE 2.0 (SEPTEMBER 21, 2021)**

#### **FRESHER'S PARTY (SEPTEMBER 12, 2021)**

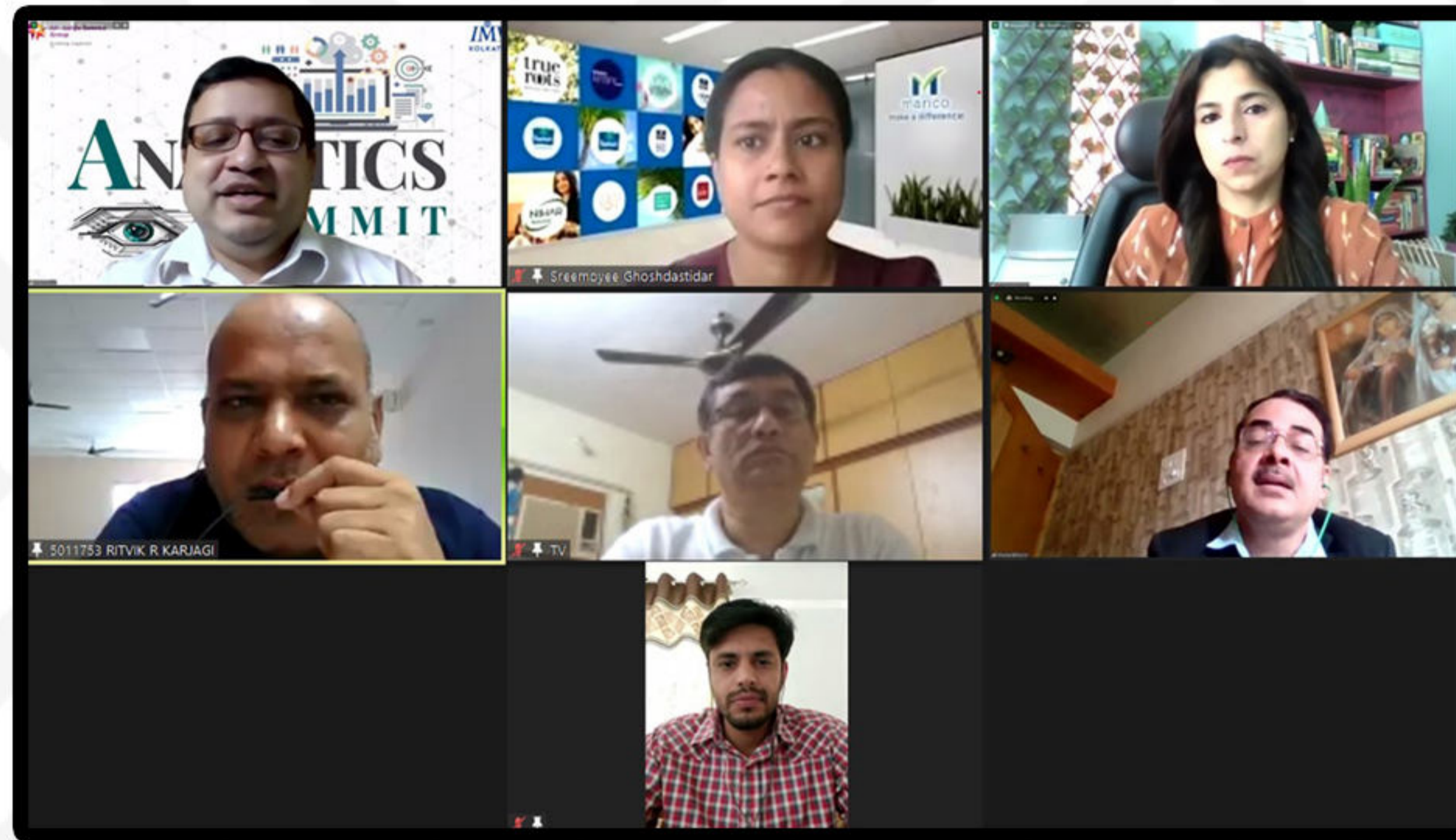
An event that tested the participant's knowledge via a holistic approach of economics. The judges panel comprised of Professor Paramita Mukherjee, Economics, IMI Kolkata and Mr. Harsh Bansal, Alumni, Batch of 2019-21, IMI Kolkata.

An evening of ethical dilemmas where participants were given ethical dilemmas upon which the society has been debating for ages and they were expected to interpret and reinterpret topics and come with their point of view.

The PGDM batch of 2021-23 was officially welcomed with their Freshers Party on the evening of 12th of September. With the theme "Demons & Angels", games, music and the bonds getting stronger, the memories of the event would be cherished for a lifetime.

# IMI KOLKATA SUMMITS & SYMPOSIUMS

## ANALYTICS SUMMIT 1.0



IMI Kolkata organized **Analytics Summit** on the July 24, 2021 which revolved around the theme, “**Future Vision: Unfurling the Leaves of IT Industry**” comprising an eminent board of panelists- **Dr. Ankita Singh**, Senior VP & Global Head, HR, Admin, Travel & IT, CIGNEX Datamatics, **Ms. Sreemoyee Ghosh Dastidar**, Head of IT, Business Applications, Marico Ltd., **Mr. Tushar Vagal**, CIO and Digital Head, Larsen & Toubro Realty, **Mr. Ajinkya Jadhav**, Director of Business Development, Zenlayer, **Dr. Rajashekhar Karjagi**, Head, Analytics Solutions and POCs, Wipro Limited, **Mr. Bhaskar Jha**, Dy General Manager - ERP Modernization, HPCL. The discussion focussed upon the growing relevance of application of AI, ML, Data Analytics and innovation of new models in the current times. It was moderated by **Dr. Boudhayan Ganguly**, Associate Professor, MIS and Analytics, IMI Kolkata, who led the panel discussion.

## CXO SYMPOSIUM 3.0



The morning of August 21, 2021 brought with it the **CXO Symposium 3.0**, hosted by IMI Kolkata to discuss “**Entrepreneurship and Business Growth: Thriving in Turbulent Times**”. The conclave saw an active discussion between **Mr. Santanu Chattopadhyay**, MD MRCP MBA, Chief Operating Officer, Roche, **Mr. Samir Sabnis**, Managing Director, ACOEM India, **Mr. Satish Lakkaraju**, Chief Commercial Officer, Agility Logistics Pvt. Ltd., **Mr. Hitesh Varma**, Chief Operating Officer, Morpho Hotels and Resorts India Pvt. Ltd., **Ms. Aanchal Saini**, Chief Executive Officer, Flyrobe, **Mr. Avinash Ratta**, CEO and Managing Director, Grainvelocity. The discussion focussed upon entrepreneurship and the personal satisfaction that it brings to oneself, despite the huge risk involved. The conclave was moderated by **Dr. Sachin Modgil**, Chairperson, Alumni Relations, Assistant Professor, IMI Kolkata.

## ANALYTICS SUMMIT 2.0



IMI Kolkata organized **Analytics Summit 2.0** on September 25, 2021 which revolved around the topic “**Marketing Analytics for Consumerism**”. IMI Kolkata was honoured by the presence of our eminent board of panelists- **Mr. Harshit Sarna**, Analytics Advisor, Accenture, **Mr. Ashish Shah**, Managing Director, Gold Star Jewellery, **Ms. Rachita Gupta Abhrol**, Head of Marketing: Cloud, Data & Analytics, AI, Cybersecurity, Blockchain, Tech Mahindra, and **Mr. Ajitabh Dutta**, CEO, Simplicity Communications. The discussion highlighted the importance of analytics and technology in the current world, for sustainable business models that retain customer satisfaction. It was moderated by **Dr. Sachin Modgil**, Chairperson, Alumni Relations, Assistant Professor, IMI Kolkata who led the panel discussion.

# INDEPENDENCE DAY

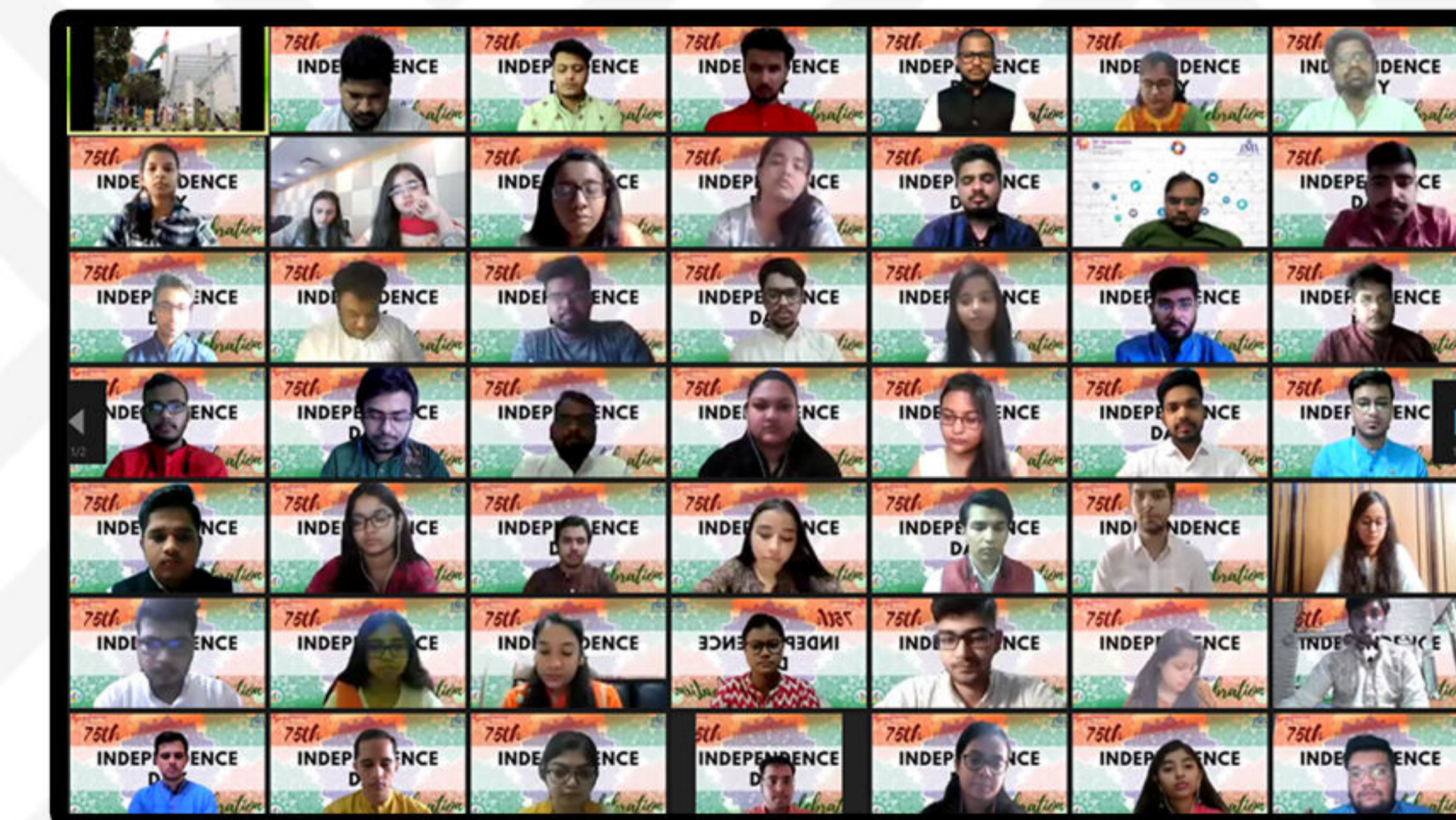


IMI Kolkata celebrated 74 years of India's Independence on the morning of 15th August, 2021 to highlight the patriotic fervor, indomitable spirit, national diversity and unity of our country as our nation moves forward towards a bright and prosperous future. Due to the current pandemic caused by COVID-19, the event took place in a blended mode and was telecasted live through the institute's social media platforms. Social distancing was maintained throughout during the discourse of the event inside the campus premises in the presence of our reputed faculty members.

The event began with the National Flag of India being hoisted by our honorable Director, Professor Mohua Banerjee, IMI Kolkata coupled with the National Anthem being performed by everyone present in the virtual podium as well as physically in the campus. The flag hoisting was followed by an impressive parade highlighting the cultural diversity of India in which the college staff had participated followed by a short cultural program presented by the students. Professor Rachana Chattopadhyay, Dean (Academics), Organizational Behavior and Human Resource, IMI Kolkata, addressed the students about the different facets of our glorious freedom struggle and expressed her sentiments and aspiration for the country.

Another limelight of the celebration was the launch of the First Edition of the Official newsletter of IMI Kolkata, 'IMI Kolkata Talkback', an initiative taken by the Social Media, Branding and Website Committee. It aims to connect the dynamics of the ecosystem in IMI Kolkata, bringing together all the multi-disciplinary skills and variety of talent of the students, alumni staff members, faculty and all other stakeholders of the IMI Kolkata family into one place.

The launch was followed by another incredible round of student performances which energized the audience with patriotic enthusiasm followed by a vote of thanks offered by Dr. Avinash Kumar Srivastava, Assistant Professor (Quantitative Techniques and Operations Research), Chairperson- Student Relations, IMI Kolkata who brought the event to its end.



# TEDxIMIKOLKATALIVE

## THE CASE FOR OPTIMISM



IMI Kolkata hosted **TEDxIMIKolkataLive** on the 17th of September, 2021, an independently organised event that was aimed at bringing together enriching minds to share their valuable knowledge in their respective domains. The entire day witnessed the presence of enthusiastic speakers sparking conversation across multidisciplinary topics catering to a blend of corporate and academic community. Our eminent board of future leaders and innovators included **Ms. Nitisha Sethia**, Founder & Editor, Outdoor Sports Company, **Mr. Dibyajyoti Sarma**, Mentor to New Poets for Publishing, **Ms. Ashwika Kapur**, Wildlife and Natural History Filmmaker, **Dr. Kunal Sakar**, Leading Cardiac Surgeon of India and **Mr. Manoj Kumar Tiwary**, Indian Cricketer and Politician. The event began with a welcome note addressed by Ms. Ankit Majumdar, Executive, MDP and FDP, who greeted the audience into a world of daring discussions bringing together icons and inspirations, all under one roof, 'A Case for Optimism'.

Ms. Ashwika Kapur led the foundation of the programme by laying forward her thoughts on 'Conservation in the Anthropocene: A Case of Optimism'. "A journey of a thousand miles begins with a single step", quoted our panelist as she highlighted how the concept of optimism plays a significant role in the future of nature and this planet. Ms. Kapur's enlightening speech was followed by that of Mr. Dibyajyoti Sarma, who made some eye-opening judgments on the difficulties and struggles faced by modern poets from publishing houses yet how they still continue to search for a ray of light, a case for optimism. The extremely motivating speech of Mr. Sarma was followed by Ms. Nitisha Sethia who shared her experiences on giving up her dream job at McKinsey and surviving her career as a sports and travel enthusiast in Bombay, discovering a new lifestyle that involved just a tent and a sleeping bag. From mountain biking to surfing to paragliding off a cliff, Ms. Sethia summarizes her lessons in optimism in five broad categories. "Optimism is subjective.

Further, Mr. Manoj Kumar Tiwary addressed the room on the hardships he has faced throughout his cricket career yet how it never made him lose faith in success. With a mixture of wanton positivity and endearing obliviousness, he declared that the Indian cricket team had always been a pillar of support in his life in addition to his family. Our last speaker of the day was Dr. Kunal Sakar who gave his insights on the importance of the healthcare industry and the pivotal role of optimism during such challenging times of crisis.

The session was academically, practically and intellectually enriching for all the participants in the room. TedxIMIKolkataLive gave the audience an ability to foresee the dark times of the pandemic. The participants turned their perceptions inside out, rethought artistic expression and contemplated the divides of society, with an eye towards ending pessimism. In the end, the collection of wisdom seemed to encapsulate the incredible breadth of this event.



# IMI KOLKATA FACULTY SPOTLIGHT

## FACULTY RESEARCH PUBLICATIONS

- Ahmad, A., Swain, S., Singh, P. K., Yadav, R., & Prakash, G. (2021). Linking brand personality to brand equity: measuring the role of consumer-brand relationship. *Journal of Indian Business Research*.
- Biswas, B., Mukhopadhyay, A., Bhattacharjee, S., Kumar, A., & Delen, D. (2021). A text-mining based cyber-risk assessment and mitigation framework for critical analysis of online hacker forums. *Decision Support Systems*, 113651.
- Lim, W. M., Gupta, G., Biswas, B., & Gupta, R. (2021). Collaborative consumption continuance: a mixed-methods analysis of the service quality-loyalty relationship in ride-sharing services. *Electronic Markets*, 1-22.
- Modgil, S., Singh, R. K., & Hannibal, C. (2021). Artificial intelligence for supply chain resilience: learning from Covid-19. *The International Journal of Logistics Management*.
- Mukherjee, P., Roy Chowdhury, S., & Bhattacharya, P. (2021). Does financial liberalization lead to financial development? Evidence from emerging economies. *The Journal of International Trade & Economic Development*, 1-25.
- Roy, G., & Sharma, S. (2021). Measuring the role of factors on website effectiveness using vector autoregressive model. *Journal of Retailing and Consumer Services*, 62, 102656.
- Sengupta, P., Biswas, B., Kumar, A., Shankar, R., & Gupta, S. (2021). Examining the predictors of successful Airbnb bookings with Hurdle models: Evidence from Europe, Australia, USA and Asia-Pacific cities. *Journal of Business Research*, 137, 538-554.
- Sharma, P., Shrivastava, A. K., Rohatgi, S., & Mishra, B. B. (2021). Impact of macroeconomic variables on sustainability indices using ARDL model. *Journal of Sustainable Finance & Investment*, 1-17.
- Srivastava, P. R., Sengupta, K., Kumar, A., Biswas, B., & Ishizaka, A. (2021). Post-epidemic factors influencing customer's booking intent for a hotel or leisure spot: an empirical study. *Journal of Enterprise Information Management*.
- Shrivastava, A. K., & Sharma, R. (2021). Developing a hybrid software reliability growth model. *International Journal of Quality & Reliability Management*.
- Shrivastava, A. K., Sharma, P., & Banik, A. (2021). Merchandise and Service Trade Deviations During COVID-19: A Performance Comparison Between India and China. *FII Business Review*, 23197145211020738.

# IMI KOLKATA FDP AND MDP

## FACULTY DEVELOPMENT PROGRAMMES

Faculty Development Programmes are intended to improve faculty teaching and other abilities, as well as to familiarize them with current teaching materials and techniques. They give them the chance to learn about the most recent technical advancements in relevant sectors.

- **Title: Sustainable Change Management**

By: **Dr. Soni Agrawal**, Associate Professor (Organizational Behaviour & Human Resources), Dean (MDP & EDP), IMI Kolkata, **Dr. Rachana Chattopadhyay**, Professor (Organizational Behaviour and Human Resource Management), Dean (Academics), IMI Kolkata, **Professor Tirthankar Nag**, Professor (Strategy, Innovation & Entrepreneurship) and Dean (Research & International Relations), IMI Kolkata, **Dr. Roma Puri**, Associate Professor (Organizational Behaviour & Human Resources ) and Area Chair, IMI Kolkata, **Mr. Saunak Saha**, Associate Partner E & Y Sustainability and Climate Change

Date: September 06, 2021 - September 10, 2021

[Approved and sponsored by AICTE]

# ACADEMIA'S RECIPE

JOURNALS OF IMI KOLKATA

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Paramita Mukherjee and Sahana Roy Chowdhury
- COVID-19: Impact on Indian SMEs and their Trade Integration  
Arpita Mukherjee and Eshana Mukherjee
- COVID-19 and the Changing Profile of ASEAN-India Economic Relations  
Prabir De and Durairaj Kumarasamy

### Interview

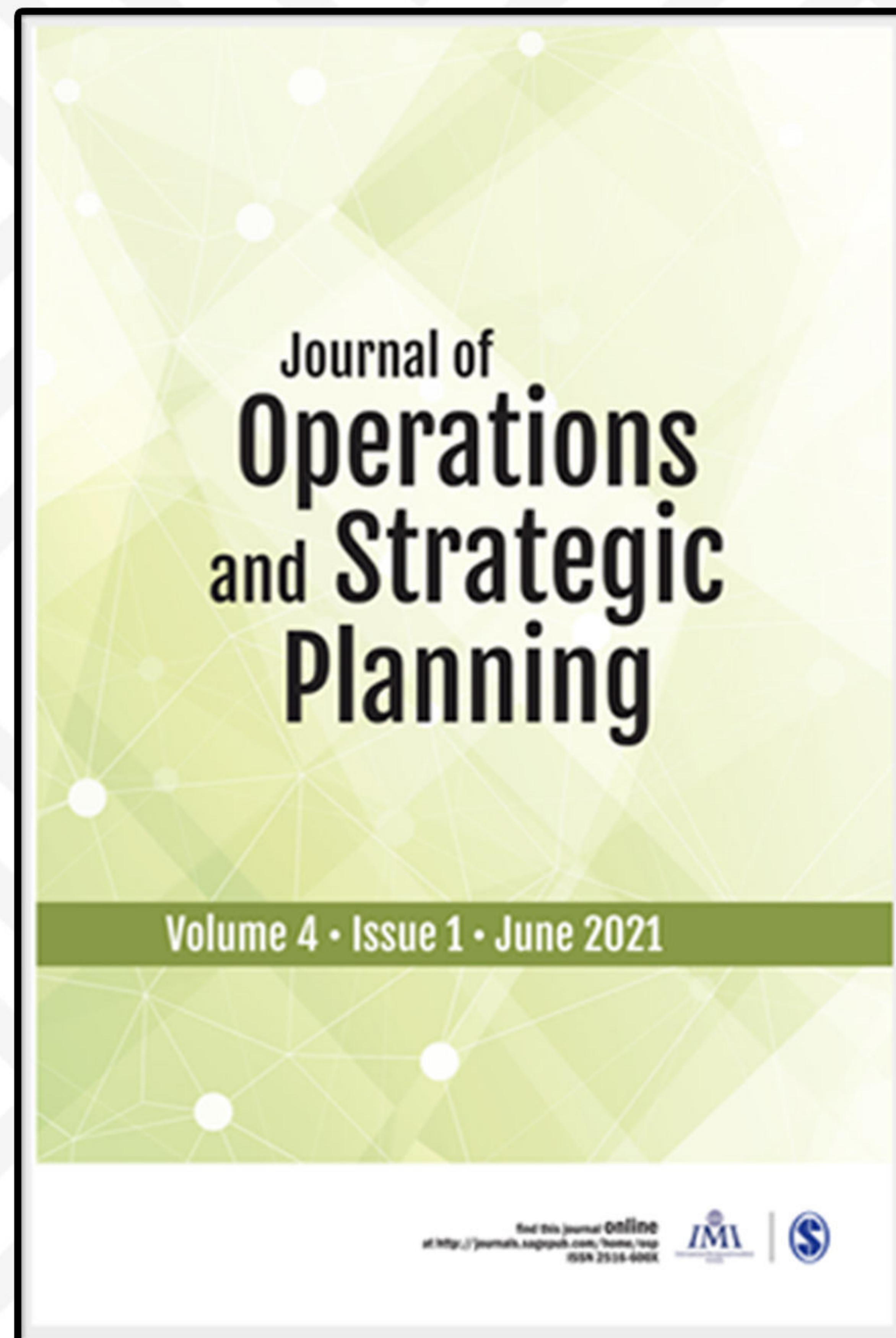
- Hedge Fund: Can Alternative Investment Take Over the Popular Investments?  
Jay Tiwari

# ACADEMIA'S RECIPE

JOURNALS OF IMI KOLKATA

## JOURNAL OF OPERATIONS AND STRATEGIC PLANNING

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- The System Quality and Customer Satisfaction with Website Quality as Mediator in Online Purchasing: A Developing Country Perspectives  
Anil Kumar and Suman Lata
- Information-driven Supply Chain During a Catastrophic Event: COVID-19 Pandemic  
Mahdi Safa, Nomita Sharma and Pamela Zelbst
- Understanding Customer Priorities for Selection of Call Taxi Service Provider  
Adimuthu Ramasamy, Kamalakanta Muduli, Aezeden Mohamed, Jitendra Narayan Biswal and John Pumwa
- Building an 'Industrial Engineering Mindset' among Indian Healthcare Executives: Toward Management of Healthcare Facilities at an Industrial Scale post the COVID-19 Pandemic  
Som Sekhar Bhattacharyya and Rajesh Chandwani
- Indian Agri-Commodities Markets: A Review of Transition Toward Futures  
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### Case Study

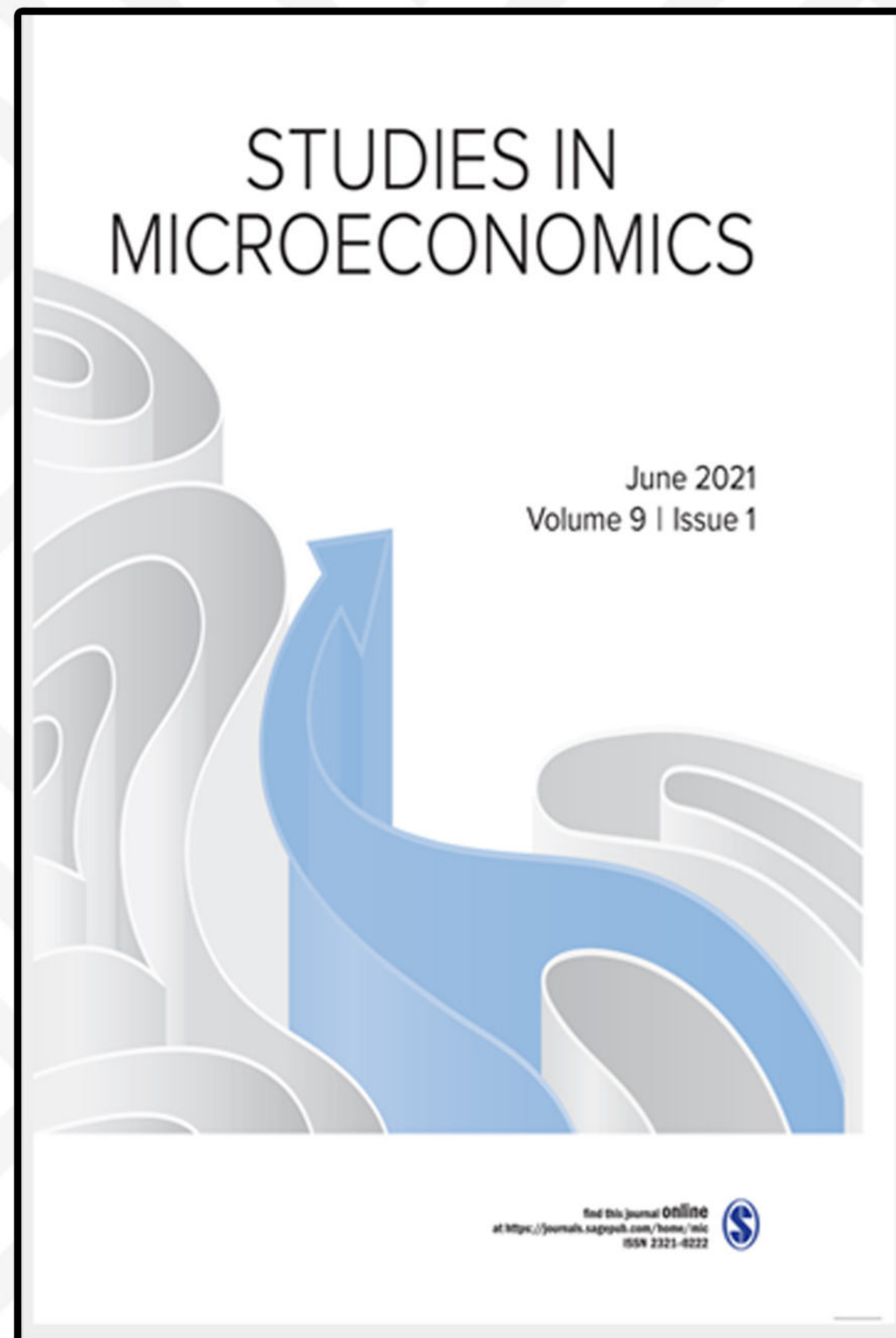
- Challenges of Small- and Medium-Sized Enterprises (SMEs) in Business Growth: A Case of Footwear Industry  
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- **Equilibrium Price Dispersion with Search Regret Disutility**  
Evangelos Rouskas
- **Multiself Bargaining**  
Rudy Henkel

### Applied or Empirical Researchs

- **Investigating Commercial Incentives for Innovation: An Application in Traditional Medicine**  
Debdatta Saha and T. M. Vasuprada
- **Equity and Sustainability: An Exposition**  
Rabi Bhattacharya and Mukul Majumdar
- **Pattern and Trends of Financing in the Indian Manufacturing Sector**  
Pramod Sinha and Seshanwita Das

### Book Review

- **Martin J. Osborne and Ariel Rubinstein, Models in Microeconomic Theory**  
Reviewed by Rajiv Sethi

# PRE-PLACEMENT OFFERS

IMI Kolkata is proud to witness its students receive a pre-placement offer as a result of their consistent hard work and devotion over their summer internship. These PPO opportunities demonstrate students' sincerity and dedication, as well as their extensive learning experience gained while working for their respective companies.



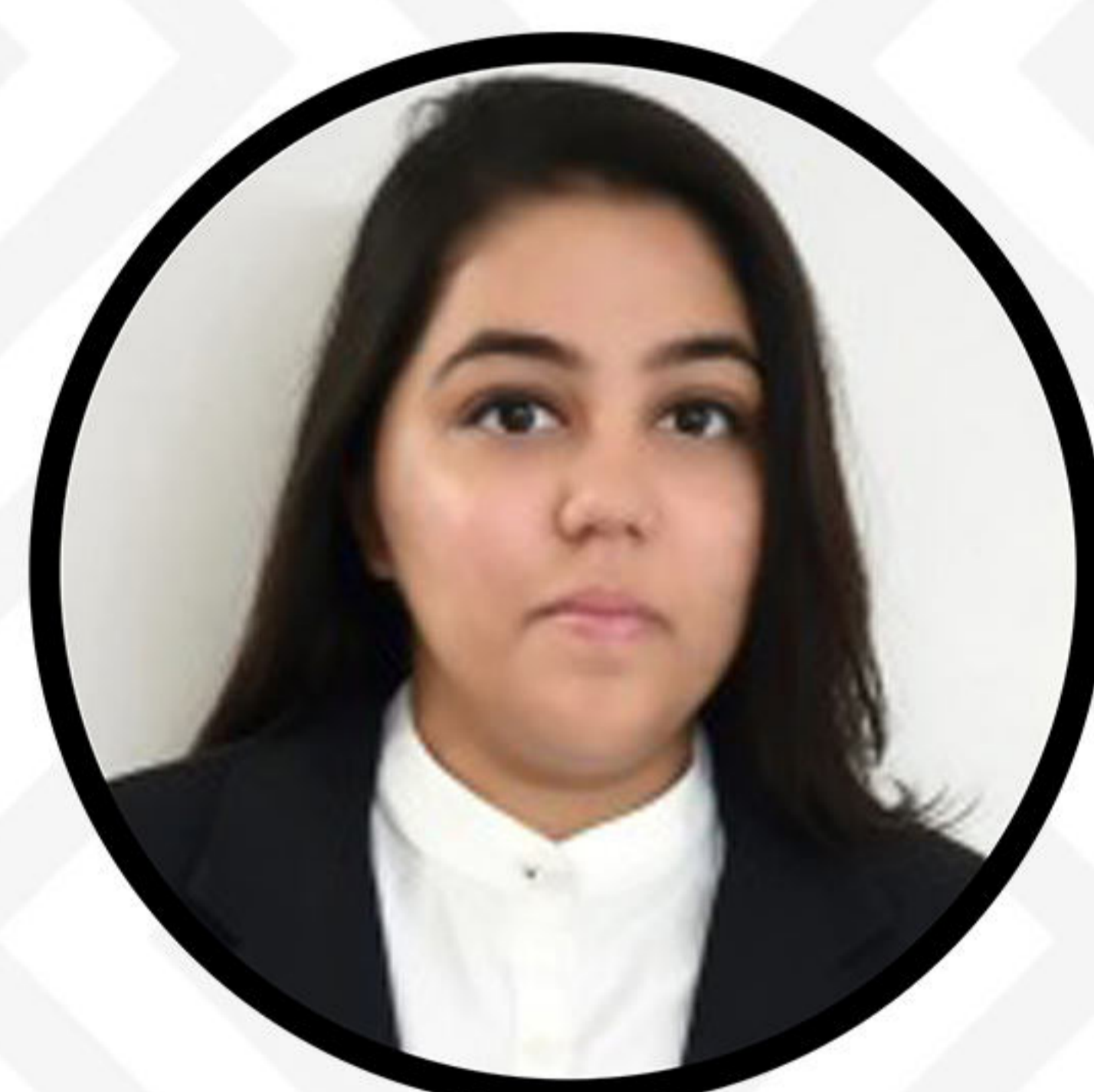
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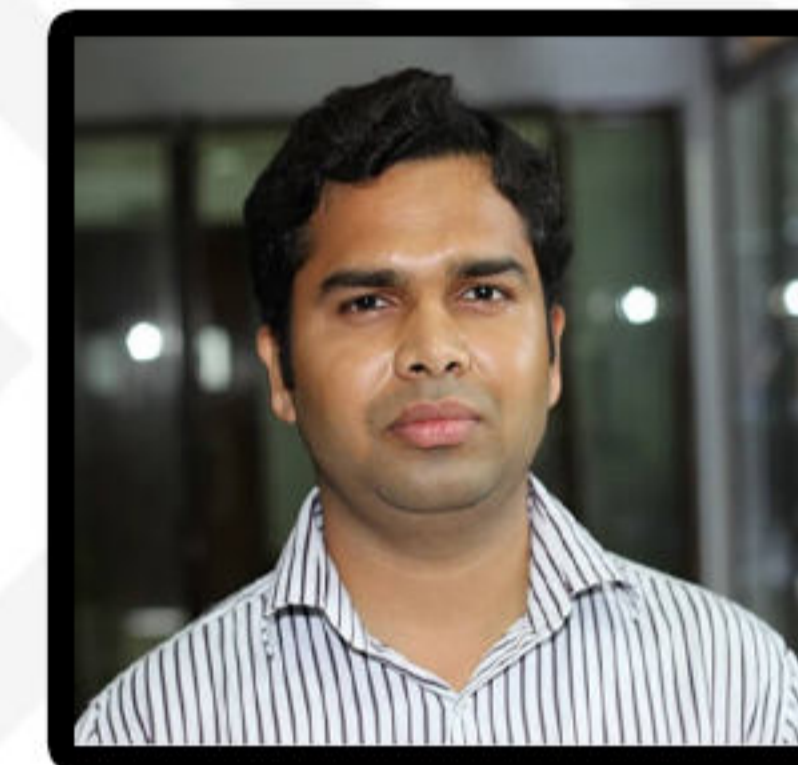
# BEHIND THE SCENES

The faculty members constantly strive to generate and disseminate knowledge to peers, students, and external audiences. However, apart from being pioneers in their respective field, faculties constantly follow their passion and instill among their students the value of never giving up on one's dream.



**DR. ROMA PURI (ASSOCIATE PROFESSOR - ORGANIZATIONAL BEHAVIOUR & HUMAN RESOURCES ,CHAIRPERSON - ACCREDITATION & APPROVAL)**

Dr. Roma Puri has a keen interest in homoeopathy and the related areas of medicine such as biochemic, electro-homoeopathy and Bach flower remedies. In hindsight, it seems the interest in medicine was in her blood. Her curiosity in homoeopathy began at a very early age when she saw her grandfather read books on the subject. Later, her father took a keen interest in healing and began practising medicine religiously. The conversations at home always hovered around diseases and modes of healing. Later, she studied homoeopathic formally to get a better understanding of diagnosing ailments and identifying suitable remedies. Her full-time profession as a teacher does not permit her to devote much time to healing so she keeps her interest alive by sometimes helping her father in preparing medicines for his patients.



**DR. AVINASH K SHRIVASTAVA (ASSISTANT PROFESSOR - MANAGEMENT INFORMATION SYSTEMS AND ANALYTICS, CHAIRPERSON-STUDENT RELATIONS, RESIDENTIAL AFFAIR AND ANTI-RAGGING COMMITTEE)**

Dr. Avinash Shrivastava, Chairperson Student Relations, Assistant Professor, Quantitative Techniques & Operations Research, IMI Kolkata, is music enthusiast since his early childhood days owing to the musical lineage from his ancestors. But, it wasn't until his college days when he took the stage. In his own words, maths and music have been his love ever since the time he can remember and they give him solace. He loves to sing and listens to a plethora of musical genres which include both vocal and instrumental music. Delhi University has been one of the most treasured part of his life where he could explore and express his love for music through his band "MUZOC". Apart from music, he has a knack for sports and has not only played cricket and badminton but has also represented his college for the same. When asked, he describes himself as a calm person and firmly believes that calmness gives the ability to withstand any storm.



# IMI KOLKATA CURRICULAR

## ART AND ARTISTS OF IMI KOLKATA



Asmita Mondal

### EQUIVOCAL

There's a sullen numbness I feel. I wonder and wonder what to feel next? Am I staggering on a constant pitch that leads nowhere or am I simply lost? Lost within the turbulence of continuous indulgence or mindlessness and fury. Or is it just I'm improvising, something not so relevant. They tell me to rethink, to remodel what I feel, subject to change, mild in wilderness, I'm constantly disapproving the panorama. And the other day, they laughed at me, ignorant to what I feel. Is it that necessary to sound absolute, to carry the stigma spread, or just go by communal comfort, agreeing to the harmony?

As I sit by myself, realigning with a narrow stretch of thought, I am forced to reimagine, to reframe the normal. Expectations go by demand, as and when they want you to be precise. To hold the chain up the hill and guide a striking trail, as I am more to it, less that the striving mind.

As I sit by myself, clinging to the words I recall, "nothing is special, none subsides, as with passage of time, you are a mere figment restrained in a surreal duality. As I reflect upon my inner call, I find being subjected to autonomy, a place behind the willow tree, somewhere in the woods, I lurk in disguise, familiar with a fictional reality. And someday beneath the pine table, reading aloud, reconstructing thoughts in solitude. And then there are days, I'm vibrant as the sun, struggling with metrics as expressive and benign. For I am more than myself, walking the extra mile, whirling beyond my limits.



Parul Singh

### PROMISES

Still holding on to the promises we had made,  
Losing you still makes me afraid.  
As I see this relation fade,  
It pierces my heart like a blade.  
The future we had dreamt...  
Can't we make one last attempt?

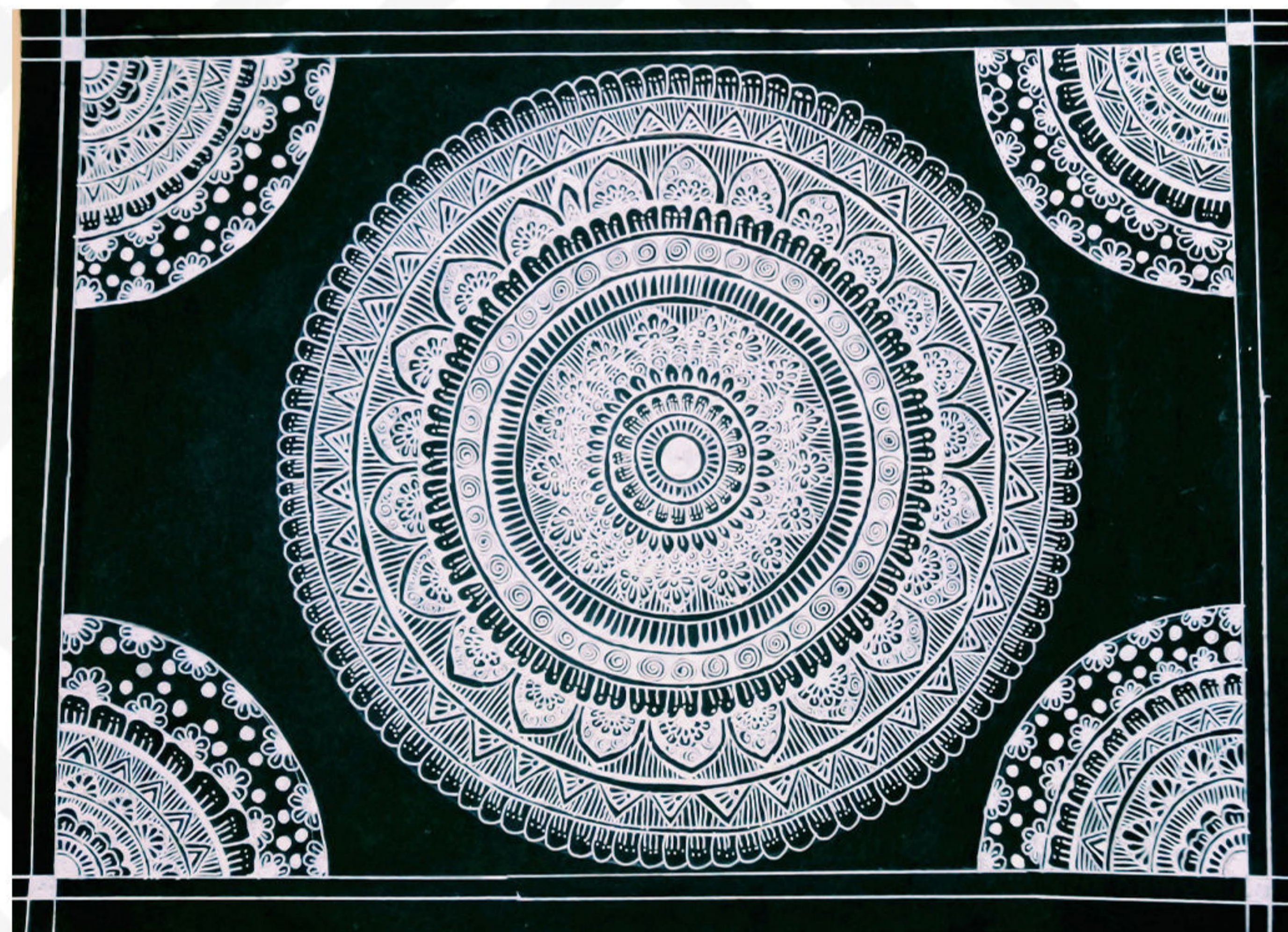
Remember you saying you love me from the very core,  
Then why are you walking out of that door???  
You're my soul...!!  
How can you think of leaving a hole??  
I feel so low,  
Just let me know,  
You still want to hold,  
Or let it all go?!

Geetasri Bardhan

Muskan Gupta



Nayab Alam



Bismita Sahoo



Rohan Roy



Ishika Baheti



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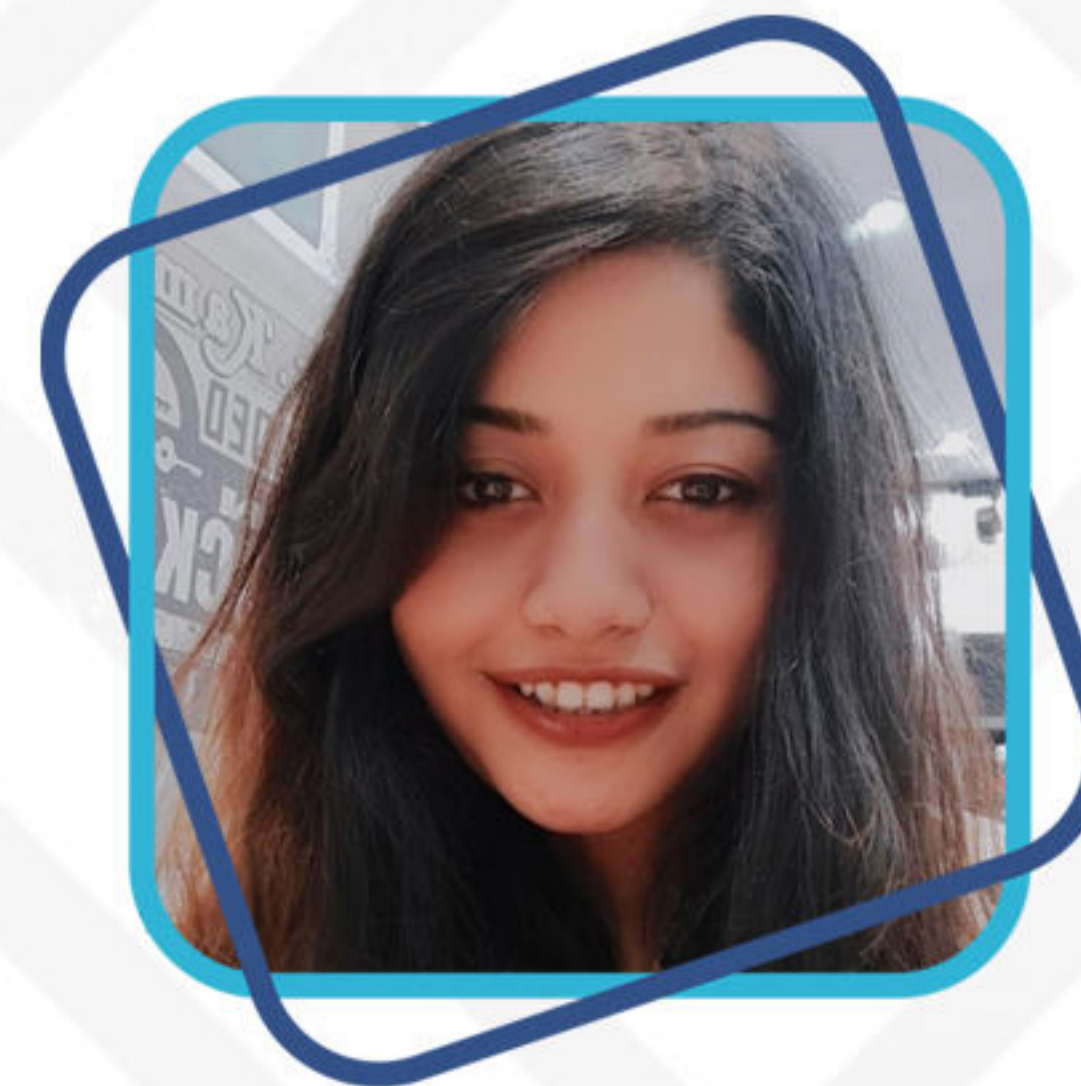
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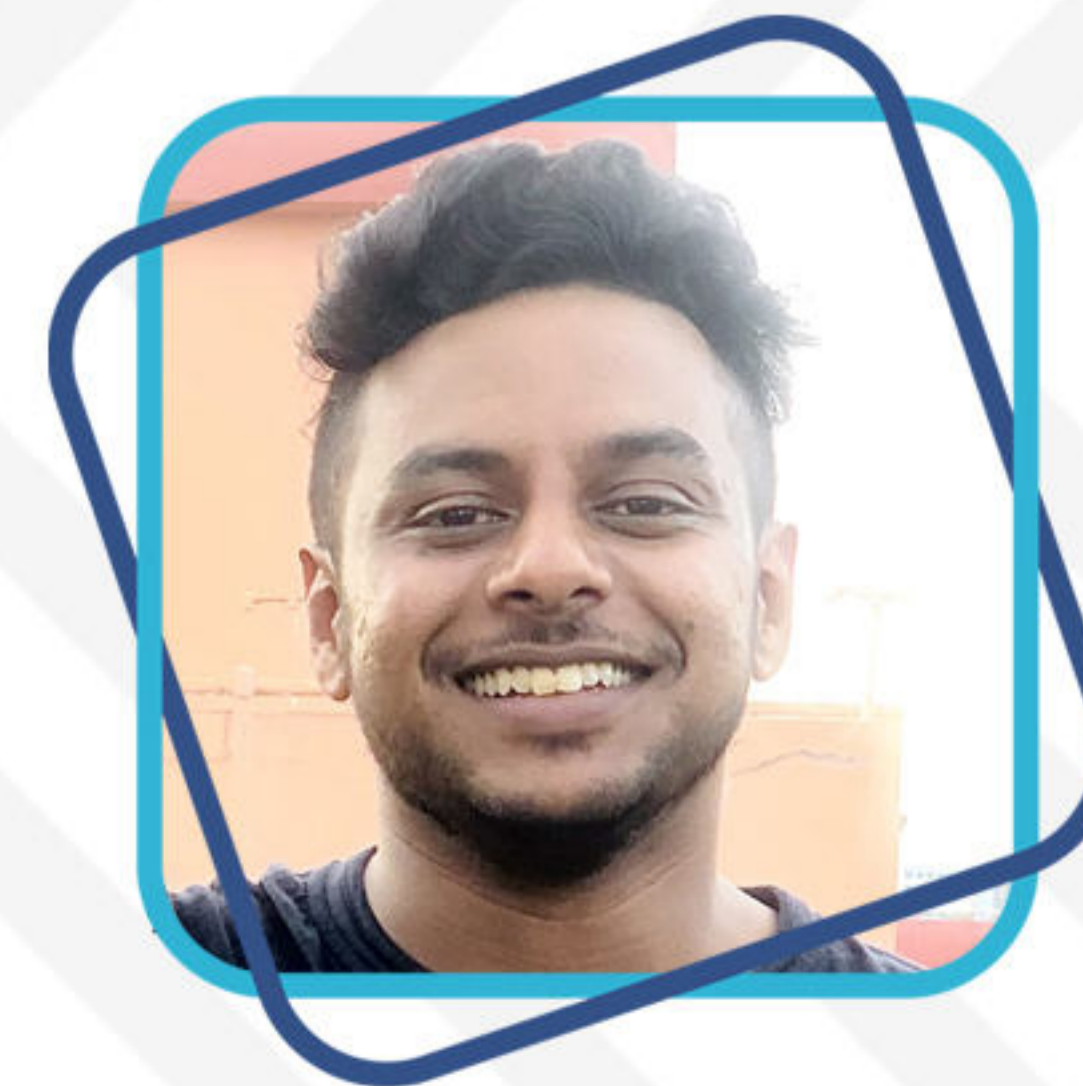
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