



KALINGA INSTITUTE OF INDUSTRIAL TECHNOLOGY
Deemed to be University U/S 3 of the UGC Act, 1956
SCHOOL OF MANAGEMENT

konversations

KSOM's Bi-monthly Newsletter

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IN THIS ISSUE



Dean's Message



Editor's Desk



About KSOM



KSOM Snapshots



Achievements



Student Clubs



Research at KSOM



Kreative Korner



KIIT School of Management (KSOM), KIITDU, carried forward all activities related to the academic semesters in September and October 2023 in all programmes i.e., BBA, MBA, and PhD. Apart from regular academic activities, this period also witnessed best practices followed by the school to engage with corporate counterparts regularly and meaningfully. The 14th edition of the Marketing and Finance Konclaves were held during this time. The overarching keywords for all Konclaves hosted by the school in 2023 were 'Sustainability' and 'Inclusion'. These keywords helped KSOM host four domain Konclaves in HR, Business Analytics, Marketing and Finance on topical themes. The Marketing and Finance Konclave held in September 2023 were executed on a grand scale. They were preceded by student competitions with participants from premier institutions all over the country. These events provided our students a much-required platform to engage with industry experts in engaging panel discussions and small immersive workshops.

A warm welcome was planned and executed for the eager, enthusiastic students of BBA first year (Batch 23-26) to help them acclimatize to a new environ. The inaugural ceremony themed "Khrysalis" was graced by Hon'ble Founder, KIIT and KISS, Prof. Achyuta Samanta whose words always inspired students to achieve their optimum. KSOM also welcomed its doctoral scholars in October 2023 through an informal welcome ceremony. The admitted scholars brought the right mix of diversity from academia and corporate. Pro-Vice Chancellor, KIIT School of Management and KIIT School of Rural Management, Prof. Tapan Panda welcomed the scholars.

Mentoring students in all aspects of academic life formed the bedrock of academic excellence at KIITDU. To augment mentoring activities, KSOM hosted the 7th edition of its corporate mentoring programme- 'Konfidant' where a corporate mentor was assigned a group of students from MBA-1 and worked in-depth with each one of them to design individual development plans. These plans served to inculcate a fervour in students to polish their skills for the upcoming internship processes in campus. Konfidant also helped to build relationships between students and their mentors over a period of two years. Konfidant 2023 hosted 33 corporate mentors from varied industries and companies.

Significant faculty and student achievements were a highlight during this period. KSOM has had holistic approach to research. Research workshop, research discussions and publications by faculty in our in-house journal and other journals of repute helped promote a research culture in the school.

As we near the completion of the autumn semester, we strive to keep abreast with our corporate and academic peers by relevant industry ready courses and updated pedagogy. As KSOM prepares for mega cultural fests in the upcoming months, we aim to provide a holistic experience to each student above and beyond the classroom.

Dr. Sumita Mishra

Dean, KIIT School of Management



Namaste Readers.

The last couple of months have been extremely hectic in a way that was engaging, informative, knowledgeable, and immensely impactful in bridging the gap between academia and industry.

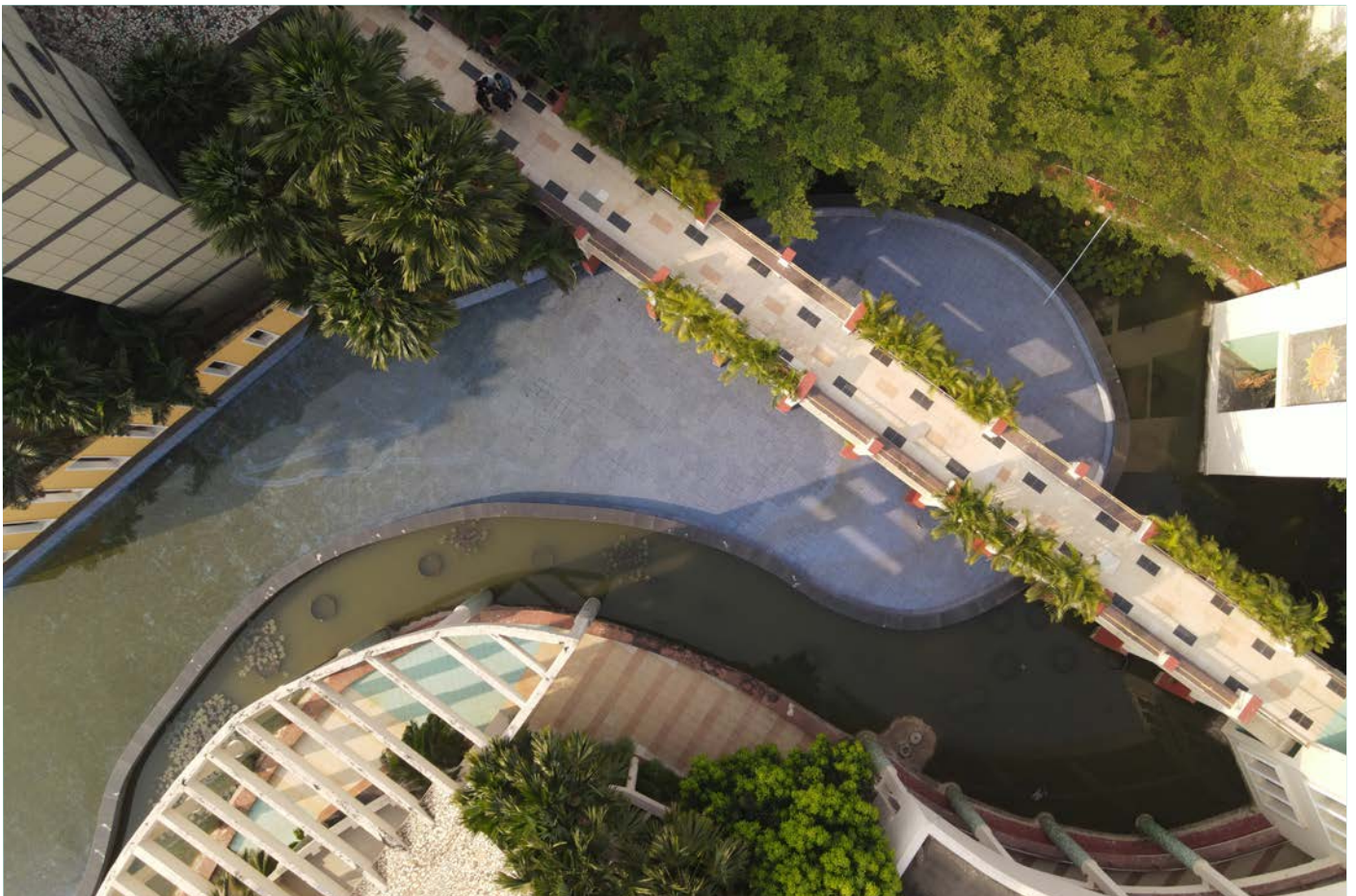
The current generation of youngsters is highly resourceful, given their capacity for quick, experiential learning. There should be ample opportunities for candidates to collaborate with industry experts. The last couple of months were all about our National Conclaves on Marketing, Analytics, and Finance along with KSOM's flagship corporate mentoring programme - Konfidant.

At KSOM, we believe, that it is imperative for organizations, educational institutions, and students to quickly adapt to the paradigm shifts in the industry. Convergence of these stakeholders will enable them to be future-ready, and to be ahead of the curve in servicing business needs. Therefore, through constant endeavours towards academia-industry interface, we strive to catalyse innovation and growth in the corporate world. At KSOM, we gear our students to be the leaders of the corporate world tomorrow.



Dr. Saptorshi Das

Asst. Professor
KIIT School of Management



KIIT School of Management (KSOM), Bhubaneswar is one of the top B Schools of India with a ranking of 31 as per NIRF 2021, MHRD, Government of India. KSOM is a part of KIIT Deemed to be University, which has been ranked 601 – 800 in THE World University Rankings 2023 and ranked 151-200 in THE Young University Rankings. KSOM also got the best B School of Odisha by Times Business Awards in 2020.

The MBA program of KIIT School of Management (KSOM) is approved by All India Council of Technical Education (AICTE), Government of India. It is also accredited by the National Board of Accreditation (NBA) of AICTE. KSOM has been awarded Life Membership by Association of Management Development Institutions in South Asia (AMDISA). It is also in the process of attaining SAQS Accreditation. 80% faculty members are from industry or with Ph.D. & over half of them are from institutions such as IIMs, IITs, TISS, MDI, XLRI and other premier institutes. Specializations are offered in Business Analytics, Marketing, Finance, HR and Operations. KSOM has two Super MBA programs – 2 years super specializations in niche areas of Business Analytics and Supply Chain Management. 140+ recruiters visit the campus for hiring every year. It has a strong industry connect with more than

100 corporate interactions (conclaves, seminars, webinars, conferences, guest lectures) per year. The 35 acres fully Wi-Fi enabled campus has students from more than 10 countries and has an amazing campus life with dedicated student clubs and societies, Knowledge Dialogue Series and sports events.

KSOM's MBA program is a mix of classroom learning along with role-plays, business simulation (first school to inculcate this as part of pedagogy), conclaves, guest lectures, corporate mentoring, live consultancy projects, seminars, a structured summer internship program, regular workshops, club activities, and student research undertaken by students jointly working with the industry through partnership and tie-ups.

In the renowned Times Higher Education World University Rankings 2024, which included 91 institutions, KIIT University was ranked as the sixth-best university in the nation. In Odisha, it achieved the highest ranking. The University's global rating was in the 601 – 800 range as it kept raising its overall score, showing its continuous emphasis on high-caliber research, teaching, and other activities, as well as the constant improvement of its reputation globally.





Marketing Konclave

The 14th National Marketing Konclave, held on 9th September, 2023, at the KSOM Auditorium was centered on the theme, “Building a Sustainable Inclusive Future: Addressing Consumer Priorities in the New Era.” The esteemed speakers and panellists were Ms. Nandini Chatterjee, Chief Marketing & Communications Officer at PwC. Other distinguished panelists included Mr A N Sasmal, Sales & Marketing Head at Shibaura Machine India Private Limited; Mr Siju Narayan, Chief Experience Officer at RexEmptor Consult; Mr Vishesh Sharma, Chief Marketing Officer at Bajaj Financial Securities Limited; Mr Shishir Ranjan, Founder Director of Farmisto; and Mr Akhil Minocha, VP of Sales for Enterprises and Global Capability Centers at Cast Software.



BBA Orientation

The orientation program “KAMARADERIE 2023” for the new batch of BBA was held at KSOM Auditorium on 11th September, 2023. The students were welcomed and addressed by Prof. Sumita Mishra, Dean, KSOM; Prof. Saptorshi Das, Co-ordinator, BBA-I & Women’s Hostel Chairperson; Prof. Priti Ranjan Sahoo, BBA Chairperson, and Prof. Isa Mishra, Disciplinary Committee Chairperson. It was followed by addresses of Prof. Abhishek Kumar, Men’s Hostel Chairperson and Prof. Biswajeet Patnaik, Chairperson, Student Development Committee. Ice Breaking session was coordinated by Prof. Ritika Rani Sharma, Coordinator, BBA-II.



Finance Konclave

The 14th National Finance Konclave, held on 23rd September, 2023, at the KSOM Auditorium was centered on the theme, “Building A Sustainable Inclusive Future: A Finance Perspective.” The esteemed guests were Mr. Gopal Sharma (Moderator), Chief Financial Officer, NASSCOM; Mr. Dev Tripathy, Director Finance, Philips; Mr. Amit Poddar, Chief Financial Officer, India Power; Mr. Chirag Bhatt, Indirect Taxation Head, Aditya Birla Group and Mr. Ackash Mital, Chief Financial Officer, Fiat India; Ms. Sandhya J (Moderator), Chief Financial Officer, Narayana Health; Mr. T. N. Sivasubramanian, Chief Financial Officer, Shibaura Machine India Pvt. Ltd. (Toshiba); Mr. Amit Tripathi, Chief Investment Officer-Fixed Income, Nippon MF and Mr. Kumar Ayashkanta, Group Chief Investment Officer, Wipro Enterprise.



Konfidant

KIIT School of Management hosted its flagship corporate mentoring program, Konfidant, on October 14th-15th, 2023. 33 industry stalwarts were a part of this year's edition. The professionals spanned across companies like Tata Communication, Dr. Reddy's Laboratories, Morgan Stanley, OnePlus India, RBL Bank, KPMG, PWC, Tech Mahindra, Acko, Transunion CIBIL Ltd. and many more.



Knowledge Hive

Knowledge Hive - a library exclusively for students pursuing BBA at KSOM was inaugurated by Hon'ble Founder Prof Achyuta Samanta and other senior management personnel.

Ph.D. 2023

The inauguration of the Ph.D. 2023 Batch, KIIT School of Management was held at Conference Hall on October 4th, 2023. Dr. Tapan Panda, Pro-Vice Chancellor, KSOM & KSRM, welcomed the students, and Prof Sumita Mishra, Dean, KSOM & Ph.D. Chairperson addressed the scholars with respect to Ph.D. Guidelines. Prof. Shikta Singh, Associate Professor at KSOM, proposed the vote of thanks.



On October 31st, 2023, KSOM's Cultural Club Sanskriti hosted a ceremony to commemorate the Birth Anniversary of Sardar Vallabhai Patel and Rashtriya Ekta Diwas in the KSOM Auditorium.

Solidarity was pledged by students, teaching and non-teaching staff.





nirf RANKING 2023

KIIT Ranked 16
Among Indian Universities

KIIT DU ACHIEVES 16TH POSITION
in the NIRF List Released by the Ministry of Education, Government of India

In 2023, KIIT Deemed to be University reached a major milestone by ranking 16th on the coveted National Institutional Ranking Framework (NIRF) list released by the Ministry of Education, Government of India.

<p>Ranked 1 Top Rank among the private Higher Education Institutions</p> <p>MoE Ministry of Education Government of India</p>	<p>16th Among Indian Universities Ranked by NIRF, Govt of India</p> <p>NATIONAL INSTITUTIONAL RANKING FRAMEWORK</p>	<p>601-800 THE World University Rankings 2023</p>	<p>A++ Grade Accredited by NAAC</p>
<p>Tier 1 Accreditation Washington Accord</p> <p>NATIONAL BOARD OF ACCREDITATION</p>	<p>Accredited by IET UK</p> <p>The Institution of Engineering and Technology</p>	<p>India's First QS 5 Star Rated University</p>	<p>ISAS Badge by IAU</p> <p>INTERNATIONAL ASSOCIATION OF UNIVERSITIES</p>
<p>151- 200 THE Young University Rankings</p>	<p>201-300 THE Impact Rankings 2022</p>	<p>401-500 THE Subject Ranking 2023 Engineering</p>	<p>301-400 THE Subject Ranking 2023 Computer Science</p>
<p>501-600 THE Subject Ranking 2023 Clinical & Health</p>	<p>All engineering programs accredited by ABET USA</p>		

FACULTY ACHIEVEMENTS



Prof. (Dr.) **Abhishek Kumar** was conferred with the distinguished Best Programme Officer Award by the National Service Scheme (NSS), under the Ministry of Youth and Sports Affairs, Government of India, for the academic year 2022–23. This accolade, in recognition of exceptional community service, was presented by the Honourable Founder of KIIT & KISS, Prof. (Dr.) Achyuta Samanta, and Mr. Aswini Kumar Patra, Minister of State for Tourism, Culture, and Odia Language, Government of Odisha.



Prof. **R.N. Subudhi** participated in an international workshop at the University of Peradeniya, Sri Lanka, from October 2-6, 2023. As a key figure in the South Asian Nitrogen Hub (SANH) research project, where KIIT is a major collaborator, he explored the long-term impacts of excessive nitrogen fertilizer use in agriculture. The project, funded by GCRF, UK, attracted over 100 delegates from South Asian countries and the UK.



Prof. Shikta Singh was extended an invitation to facilitate a session on Behavioral Economics in an Executive Education Program for Pharma Sector Employees in Mumbai by USV Pvt. Ltd. on 30th & 31st October 2023.



STUDENT ACHIEVEMENTS



Anisha Rani Nayak, Subhra Mohapatra, and Jyotirmay Apato of KSOM (MBA batch 2021-23) received the Best Volunteer award from Prof. (Dr.) Achyuta Samanta, Honorable Founder - KIIT & KISS and Mr. Aswini Kumar Patra, Minister of State for Tourism, Culture, and Odia Language, Government of Odisha for their outstanding contribution to the National Service Scheme, based on the recommendation of Dr Abhishek Kumar, Associate Professor, KSOM.



Subhra Mohapatra



Anisha Rani Nayak

CLUB EVENTS

Bookhive - Literary Club

On September 24th, 2023, the KSOM Auditorium was filled with enthusiasm and vibrant discussions as the highly anticipated “Kollision” debate competition unfolded. This event united students from various academic batches who engaged in spirited debate centered on the Sustainable Development Goals (SDGs). The Literary Club of KSOM - Bookhive orchestrated this event.





Exchequer - Finance Club

“Tradewave” event was organized by Exchequer, the Finance Club of KIIT School of Management on 3rd October, 2023. It was a game based on the movements in the stock market. The participants were divided into bear and bull groups representing the market condition; the points to the winning teams were given with the help of red and green candlesticks.



Sanskriti - Cultural Club

Teachers' Day 2023 celebration was held on 5th September, 2023 at KSOM Auditorium. The event was organized by Team Sanskriti, the Cultural Club of KSOM. Prof Sumita Mishra, Dean, KSOM, along with the other faculty members, lighted the lamp in honour of Dr. S. Radhakrishnan.

Kommunicare - Counselling Club

KSOM's Student Counselling Club, Team Kommunicare, organised two influential events, “Hope Horizon Campaign” and “Hope Horizon Talk,” to address mental health and suicide prevention on September 15th, 2023 and September 25th, 2023, respectively.





SELECT ARTICLES FROM THE LATEST ISSUE OF **PARIKALPANA**

the peer-reviewed and globally indexed research journal of KSOM, KIIT DU, approved by UGC



Does Higher Education Influence on Women Empowerment? A Perceptual Study
Abhinandan Kulal, Abhishek N, Sanath Kumar & Gururaj P

The Mediating Role of Attitude on Country of Origin and Consumer Purchase Intention
Shashi Yadav

Urban Unorganized Sector of North-East India: Dimensions and Growth.
Nilam Adhyapak & Bhagirathi Panda

Green HRM-Leveraging Employees' Satisfaction Level in Indian Banking Sector
Mandira Dey

Antecedants of Employee Retention Among Startup Organization
Narashimhadeva Venkata Sastry & Kulwant Kumar Sharma

A Study on Purchase preference and Repurchase intention towards E-Commerce platform
Abhigna Dholakia & Mehal Pandya

Integrated Personalized Book Recommendation using Social Media Analysis
Krishna Kumar Singh & Ishani Banerjee

Identification of Business Ethics Variables in Healthcare Functioning An Empirical Analysis of Responses of Healthcare Professionals in Rajasthan
Sandeep Singh Naruka, Arun Kumar Sharma & Manvinder Singh Pahwa

FACULTY AND STUDENT RESEARCH & PUBLICATION DETAILS

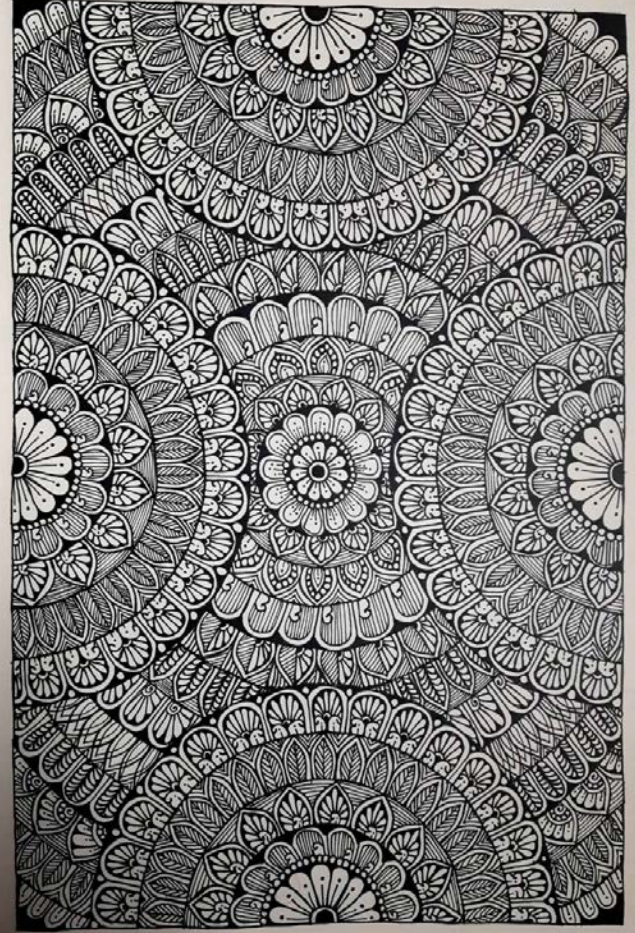
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Paper Presentations

Mr. Djakite Abdoulaye, our international BBA student from Ivory Coast along with Dr. Pritiranjan Sahoo, BBA Chairperson, presented a paper on the topic “Prospects of the Development of Eco-rural Tourism in Cote d’Ivoire” in an International Conference with the theme “Rural Tourism and Alternatives to Housing: Perspectives and Challenges” organized by the Institution of Hospitality and Tourism Management (IHM), Bhubaneswar.



Mandala Art | Sudiksha Sathpathy (MBA-I)



Ink on Paper | Pratik Yadav (MBA-I)

Yellow Flowers

Now I am aged 73,
and gaze out of my room
Over there in the park,
the yellow flowers bloom

They were planted long ago,
when I was very small
I could not reach them because
I could only cry and crawl.

The first time I went there
I had just learnt to walk
I went there and sat by them,
Cause I just wanted to talk.

But slowly I grew older
And did not have the time,
To even sit with my family
To laugh and talk and dine

And as I grew old a lot,
my own children did ignore me
The first time they did this I was shocked
cause once they did adore me.

And now that I am near my end.
and gaze out of my windowsill.
Over there in the park
The yellow flowers bloom still.

- **Swapnaneel Bhowmick**, BBA I

Consciousness of unconsciousness

It feels like my heart is broken for a
constant war between dreams and reality ,
My heart is dying to give certain people
some certainty.

Hate men in suits trying to make
everything work,

After all it's not you it's society who
allowed them to give their opinions
first. The freedom we find in chaos is
something one should crave for,

You are building a life of lie you don't even
care for....

Their expectations are becoming your
truth full of lies,

Maybe once allow yourself to see once
through your eyes...

If this is the life I'll be getting then it's
better to die in this fake bed full of lies
than to live with these people of no life....

- **Rohan Roy**, BBA III

Dreams

In the realm where darkness
meets the mind,
Dreams take flight, leaving all
worries behind.

A world of endless hopes and
unpredictable themes,
Where hearts explore their
deepest dreams.

In sleep's sweet cocoon, we find,
Visions that the earliest waking
hours can't bind.

Soumya Lenka, MBA-II

Through whispered echoes
of the night,

Dreams inspire our soul's
endless flights.

So let's cherish these
moments when we're asleep,
Where dreams are treasures,
only ours to keep.

In the quietness of night,
where nothing's as it seems,
Let's find the magic of life in
our dreams.

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OF SOCIAL SCIENCES**

A HOME FOR 27000 INDIGENOUS CHILDREN

*KISS - A Home for 37,000 tribal
children (30,000 existing Students
and 10,000 graduated)*



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