



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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KIIT School of Management (KSOM), KIIT DU, carried forward all activities related to the academic semesters in November and December 2023 in all programmes i.e., BBA, MBA, and Ph.D. These months witnessed the completion of the autumn semester for both the MBA I and II and BBA II and III. While the autumn semester was full of co-curricular events organized as per the best practices at KSOM, the academic rigor during the semester was also in focus. Faculty members spent considerable time gearing MBA students for either internships or the final placements. KSOM has always believed that education can and does transcend the classrooms. To illustrate a practical concept of a Smart Village and the role of community development in initiating social change, students in BBA programme were encouraged to visit Kalarabanka Smart Village-a model initiative of our Hon'ble Founder, KIIT and KISS, Prof Achyuta Samanta.

KSOM was awarded the "Best Business School of Odisha" 2023 by TIMES Business Awards for its contribution and continuing legacy in imparting relevant management education. The award was a testimony to the credibility of the school in creating its own niche in management education over a period spanning more than two decades. KSOM also undertook novel initiatives to engage with alumni during this time-period through guest lectures and live projects. Keeping in mind the need for regular

update in syllabus for both the undergraduate and post graduate programmes, a National Level Workshop for Curriculum Development was held in December under the guidance of Pro-Vice Chancellor, Prof. Tapan Panda. The experts in the workshop ranged from senior members of the corporate and academia.

The bi-monthly period also witnessed faculty and student achievements in curricular and co-curricular domain. Conference presentations, footprints in publications, conduct of scientific workshops were among the notable faculty achievements during this time. Similarly, students also left their footprints in debates, internship contests and cultural activities in and beyond the state. The autumn semester ended with its promise of yet another new and fruitful year in 2024.

Continued efforts to live up to our legacy and take KSOM into the next level is a commitment from faculty and students alike. The new year will also begin with exciting events in the mega student fest and the annual International Conference for Management Research.

Dr. Sumita Mishra

Dean

KIIT School of Management

EDITOR'S DESK



Konversations is a window into the life of our School. Please enjoy reading its feature articles and reveling in the artistry of our students. Alongside that, it is an invitation to you to join us as we reflect on our past and present, as well as on the contribution we aim to make to the academy and wider society for many years to come.

Happy Reading!



Dr. Saptorshi Das
Asst. Professor
KIIT School of Management



ABOUT KSOM

(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.





KIIT School of Management (KSOM) has been awarded the Best Business School of Odisha, 2023 by TIMES Business Awards. Mr. Nicolas Facino, Director Alliance française, French Ministry for Europe and Foreign Affairs, presented the award to our Dean, Prof Sumita Mishra on behalf of our school.





Village Visit

On November 4, 2023, a tour to **Kalarabanka Smart Village** was organized to introduce management students to the Smart Village concept in a practical context and to involve them in community development to achieve positive social change. The rural immersion program included 24 selected BBA program students as well as a team of KSOM faculty and staff members. Kalarabanka, a remote village in Odisha's Cuttack district, has been developed as a 'Smart Village' with modern amenities as an exceptional initiative of the Hon'ble Founder, KIIT & KISS, Dr. Achyuta Samanta.





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.

| | | | |
|--|--|---|--|
| Ranked 1 <small>Top Rank among the private higher Education Institutions</small> | 16th <small>Among Indian Universities Ranked by NIRF, Govt of India</small> | 601-800 <small>THE World University Rankings 2023</small> | A++ Grade <small>Accredited by NAAC</small> |
| Tier 1 <small>Accreditation Washington Accord</small> | <small>Accredited by</small> IET UK | <small>India's first</small> QS 5 Star <small>Rated University</small> | |
| 151- 200 <small>THE Young University Rankings</small> | 201-300 <small>THE Impact Rankings 2023</small> | 401-500 <small>THE Subject Ranking 2023 Engineering</small> | 301-400 <small>THE Subject Ranking 2023 Computer Science</small> |
| 501-600 <small>THE Subject Ranking 2023 Clinical & Health</small> | <small>All engineering programs Accredited by</small> ABET USA | | |

FACULTY ACHIEVEMENTS



Prof. Dr. Priti Ranjan Sahoo, Associate Professor of KSOM delivered an expert talk on the international roundtable on “Millets for Global Food Security” organised by African American Rural Development Organization (AARDO) in association with the National Institute of Agricultural Extension Management (MANAGE) in Hyderabad in Dec’ 23.



Prof. Shikta Singh, Associate Professor of Economics, KSOM, successfully launched the MOOC on Behavioural Finance in the Swayam GOI Portal.



Prof. Saptorshi Das delivered workshop on basic English language training for High School students of Sundarban regions, W.B. on 23rd and 24th Nov' 23.



Our MBA student **Ashutosh Mishra** has been awarded DAAD's scholarship for the Foreign Exchange Programme.

He is currently a student at HTW University, Germany. The DAAD scholarship is the highest academic award for international students in Germany. This will allow outstanding students to pursue their studies in Germany and foster global academic co-operation.

BBA III Student **Dipayan Saha**, along with his teammates, **Shaktiswarup Pradhan** from School of Computer Science and **Manpreet Veer** from BCOM got 2nd position in a University Level competition named Kolkata and Kotler, organized by Bhawanipur Education Society College, Kolkata.



Satya Shanta Pattnaik, an MBA II student, emerged as the second runner-up in the SIP contest called "PRABANDHOTSAV", hosted by IMB Group of Institutions. He was awarded a cash prize of Rs.5,000.

BBA II student **Sneha Raj** secured 3rd rank in English Debate Competition in the District-Level Study cum Training Camp held at B.J.B Autonomous College, Bhubaneswar between 21st - 23rd Nov' 23.





Sanskriti - the Cultural Club of KSOM planned **Apni Diwali celebrations** at Open Air Ampitheatre (OAT). More than 250 staff members, professors, and students attended the event on November 11, 2023. Various fun games and cultural activities were conducted very joyously by the club members.



Synergy - the HR Club of KSOM conducted an event "**SpiNergy Quest**" at Open Air Theatre (OAT) on December 14, 2023. More than 50 students attended the program. There were 2 rounds in this event. The first round was spin the wheel and elimination round. The second round was Scavenger Hunt. The goal of the event was to refresh student's knowledge about all the business domains and also improve their logical reasoning skills so that they can deploy their knowledge at the time of interviews and Group Discussions.



OPTICS - the Analytics Club of KSOM, orchestrated an **immersive workshop** at Kalam Hall from December 15 to 19, 2023, aimed at harnessing students' statistical expertise for in-depth performance analysis of cricket players.



Team Exchequer - the Finance Club of KSOM hosted "Finzire", a thrilling quiz game centered around Finance and Economics on December 19, 2023.



Matrix - the Marketing Club of KSOM brought together eager minds at the Open Air Ampitheatre (OAT) on December 19, 2023 for a dynamic day of skill cultivation through two unique workshops: K'raft and K'onstrue.



Fun Christmas theme interaction - Sanskriti - the Cultural Club of KSOM conducted a Fun Christmas theme interaction on December 20, 2023. The event included a variety of items like quizzes, jamming sessions, skit fun games, etc.



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

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



A Bibliometric Review of Research on Intelligent Personal Assistants: Present Status, Development, and Future Directions

Paramjit Singh & Ruchika Yadav

Predictive Analytics of Manpower Estimation using Markov Chain Model: A Real time Case on a Manufacturing Plant in Odisha

Ratnakar Mishra & S Dhanabagiyam

Entrepreneurial Cluster Branding Influencing Sustainable Cashew Market: A Case Study

Koppala Venugopal & Saumendra Das

Testing of Weak Market Efficiency in Indian Stock Market: An Empirical Study of Pharmaceutical Sector

Sakshi Singh

Role of Financial Literacy in Driving Financial Inclusion and Economic Growth of Women in Odisha

Satyanarjan Garu & Srinibash Dash

CSR in PSUs- Reckoning Compliance and Expenditure of Transportation and Logistics Companies

M. Maheshwari, AK Gupta, S. Bhayani & Pragya Gaur

Creating Value in a VUCA World– The Role of Financial Resources

Monica Nayyar Patnaik, Shikta Singh & S. N. Misra

A FEW OF RECENT FACULTY PUBLICATIONS

1. Pandey, Arvind Kumar et al (2023) Preliminary Staff Collaboration and Artificial Intelligence p Proceedings of **3rd International Conference on Advance Computing and Innovative Technologies in Engineering** 10.1109/ICACITE57410.2023.10182877
2. S Choudhary, TK Panda, A Behl (2023) Modelling the interrelationships of critical success factors of humanitarian supply chain: an intuitionistic fuzzy DEMATEL approach Benchmarking: **An International Journal, Emerald Publishing Limited** doi/10.1108/BIJ-02-2023-0080/full/html
3. Sar, A. K. (2023). The Dynamics of Competitive Advantage, Risk and Firm Performance: A Study of Indian Pharmaceutical Industry. **Finance India**, 37(3)
4. Nayak, I., Bansal, S., Kale, P., Tonpe, S., Kumar, C. S., & Rastogi, R. (2023). Application of RNN-ET-Based Digital Education Using Speech Interactions. In 2023 **International Conference on Self Sustainable Artificial Intelligence Systems (ICSSAS)** (pp. 80-85).IEEE. <https://doi.org/10.1109/ICSSAS57918.2023.10331628>
5. Samanta, D. P. S., & Anh, P. T. N. (2023). Machine Learning in Precision Medicine Revolutionizing Healthcare in the Post-COVID-19 Era. In **AI and IoT-Based Technologies for Precision Medicine** (pp. 477-497). IGI Global. <https://doi.org/10.4018/979-8-3693-0876-9.ch028>
6. Nayak, A., Patnaik, A., Satpathy, I., Patnaik, B. C. M., & Khang, A. (2023). Incorporating Artificial Intelligence (AI) for Precision Medicine: A Narrative Analysis. In **AI and IoT-Based Technologies for Precision Medicine** (pp. 16-35). IGI Global. <https://doi.org/10.4018/979-8-3693-0876-9.ch002>.
7. Das, D. R., Satpathy, I., & Patnaik, B. C. M. (2023). AI-Enabled Healthcare Service: Coding the Future by Decoding the Complex Problems. In **AI and IoT-Based Technologies for Precision Medicine** (pp. 108-120). IGI Global. <https://doi.org/10.4018/979-8-3693-0876-9.ch007>
8. Priya, N., Satpathy, I., & Patnaik, B. C. M. (2023). Application of Machine Learning for Image Processing in the Healthcare Sector. In **AI and IoT-Based Technologies for Precision Medicine** (pp. 60-75). IGI Global. <https://doi.org/10.4018/979-8-3693-0876-9.ch004>
9. Reddy, A. R. P., Jweeg, M. J., Das, S., Kumar, M. S., & Pant, K. (2023). The ANN Method for Better Living's Method of using Artificial Neural Networks to Predict Heart Attacks Caused by Anxiety Disorders. In 2023 **3rd International Conference on Advance Computing and Innovative Technologies in Engineering** (pp. 457-460). IEEE. <https://doi.org/10.1109/ICACITE57410.2023.10182433>
10. Pandey, A. K., Mahesh, T. R., Christy, V., Shaikh, M., Yadav, P., & Das, S. (2023). Preliminary Staff Collaboration and Artificial Intelligence. In 2023 **3rd International Conference on Advance Computing and Innovative Technologies in Engineering (ICACITE)** (pp. 427-431). IEEE. <https://doi.org/10.1109/ICACITE57410.2023.10182877>
11. Naik, M. N., Kaur, A., Yathiraju, N., Das, S., & Pant, K. (2023). Improved and Accurate Face Mask Detection Using Machine Learning in the Crowded Places. In 2023 **3rd International Conference on Advance Computing and Innovative Technologies in Engineering (ICACITE)** (pp. 572-576). IEEE. <https://doi.org/10.1109/ICACITE57410.2023.10182567>
12. Singhal, P., Sharma, S., Saha, S., Mishra, I., Alfurhood, B. S., & Singh, P. (2023). Smart security system using Hybrid System with IoT and Blockchain: A security system Human sased Detection. In 2023 **3rd International Conference on Advance Computing and Innovative Technologies in Engineering** (pp. 1032-1036). IEEE. <https://doi.org/10.1109/ICACITE57410.2023.10182383>
13. Sahoo, M., & Mishra, S. (2023). A Bibliometric Analysis of Artificial Intelligence and Human Resource Management. In **International Conference on ICT for Sustainable Development** (pp. 33-40). Singapore: Springer Nature Singapore. https://doi.org/10.1007/978-981-99-5652-4_4
14. Sahoo, M. (2023). Role of Human Resource Management Practices and HR Analytics in Start-Ups. In **Global Trends in Technology Startup Project Development and Management: From Innovation to Startup Creation** (pp. 109-118). Cham: Springer International Publishing. https://doi.org/10.1007/978-3-031-40324-8_6
15. Mohamed, N., Solanki, M. S., Praveena, H. D., Princy, A., Das, S., & Verma, D. (2023). Artificial

Intelligence Integrated Biomedical Implants System Developments in Healthcare. In 2023 **3rd International Conference on Advance Computing and Innovative Technologies in Engineering (ICACITE)** (pp. 588-591). IEEE. <https://doi.org/10.1109/ICACITE57410.2023.10182495>

16. Nayak, A., Satpathy, I., Patnaik, B. C. M., Gujrati, R., & Uygun, H. (2023). Benefits of Robotic Process Automation (RPA): Today and Tomorrow of the Manufacturing Industries. In **Application and Adoption of Robotic Process Automation for Smart Cities** (pp. 101-123). IGI Global. <https://doi.org/10.4018/978-1-6684-7193-7.ch006>

17. Pritiprada, P., Satpathy, I., Patnaik, B. C. M., Patnaik, A., & Khang, A. (2023). Role of the Internet of Things (IoT) in Enhancing the Effectiveness of the Self-Help Groups (SHG) in Smart City. **Smart Cities: IoT Technologies, Big Data Solutions, Cloud Platforms, and Cybersecurity Techniques**, 9781003376064-14. <https://doi.org/10.1201/9781003376064-11>

18. Sar, A. (2023). THE DYNAMICS OF MICRO-ENTREPRENEURIAL SUCCESS DURING COVID-19 PANDEMIC: THE TALE OF MADHABH. **Asian Case Research Journal**, 2350010. <https://doi.org/10.1142/S0218927523500104>

KREATIVE KORNER



Believe In Yourself

Season of great joy, where
Ecstasy gets multiplied
Dejection gets divided
Sweet Memories are added
And a beautiful day spent all loved and blessed

Despair the solitaire of your scare
And prepare yourself with a prayer
What you believe you'll receive
Walk ahead and wish never to stop until the purpose
is achieved
Let your past be blended in a rolling stone
Let your feelings blended with the moment's you
own

Sweet sour memories stay henceforth
All your heart wants is to go back to the forth
Shade in the love of truth and right belief
Hue out the darkness of sorrow and grief
Do not count the candles, but see the light they give

Don't count your years but the life you live
As cherry blossom blooms, softly falling from the
tree
Believe you can and you're halfway there for a great
Jubilee

- by **Nikita Nayak**, BBA I



- Sketch by **Jayanti Parekh**, BBA I



- Art by **Aditi Gupta**, MBA I

A Tale of Departure

- **Sumit Kumar Samal**, BBA I

As I packed my bag, indeed a bittersweet farewell,
mom's face concealed the emotions she'd quell.
Behind her smile, her eyes held tears,
her whispering love amid hope and fear.

As I fold my clothes, with memories wrapped,
in each item she gives me, her emotions tapped.
I notice her hands, steady yet a subtle shake,
"Dont be sad" she says, "It's a new path to take"

Words unspoken, a narrative on her face,
tales of love, unspoken love, in that silent space.
Eyes reflecting stories, too heavy to voice,
Yet she stood strong, letting me make my choice.

"Study well" she says, "Do not let this go in vain"
her words, a gentle plea, with a clear certain pain.
At the door, her prayers ascended, to the Lord for grace,
as I leave, my heart wearied, with her love and embrace.



- Art by **Simran Verma**, MBA I

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



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