



**KALINGA INSTITUTE OF INDUSTRIAL TECHNOLOGY**  
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**SCHOOL OF MANAGEMENT**

# konversations

## KSOM's Bi-monthly Newsletter

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## DEAN'S MESSAGE (MBA)



KIIT School of Management (KSOM), KIIT DU, experienced a vibrant and lively period during the beginning of the year. Both the years of the MBA programme were focused on curricular activities.

Given the onset of winter and a temperate climate, all student clubs conducted a plethora of events both indoors and outdoors. This bi-monthly period was witness to several creative presentations by students in different student clubs. Faculty members were also provided recognition in national forums of repute for their research and publications and related activities. The entire University came alive for the grandest student event i.e., KIIT FEST in the month of February. The Fest provided a unique opportunity for students to showcase both their technical and creative skills. Similarly, the annual management conference-International Conference for Management Research (ICMR) 2024 was held during the last week of February. The conference witnessed enthusiastic participation from scholars and academics from India and abroad in the form of interesting paper presentations and deliberations. The ICMR 2024 also hosted a pre-conference workshop on panel data analysis. KSOM has remained

focused on the larger outcomes of management education and providing requisite skills to students to enable their meaningful contribution to the different corporate entities that they would join as interns or as employees. MBA first year students prepared themselves to avail summer internships through campus drives. A similar thrust on final placements was provided for the second year post graduate students.

In the months to come as KSOM prepares for the closure of the current semester across programmes, it would open a window for faculty members to ruminate on best practices and deliberate on possibilities of improvement in curricular, co-curricular and extracurricular activities.

**Dr. Sumita Mishra, Dean - MBA, KIIT School of Management**



## DEAN'S MESSAGE (BBA)

### A Brisk Start to the Semester at KSOM, BBA

The first two months of the semester at KIIT School of Management (KSOM) were marked by a dynamic start for the BBA program. With a focus on equipping students with the necessary skills to excel in the business world, the bi-monthly period saw a range of engaging classroom activities designed to foster critical thinking, problem-solving, and effective communication – all essential tools for a successful career.

Beyond academics, the clubs played a leading role, organizing a diverse calendar of events. These events, both indoors and outdoors, provided a platform for students to

showcase their talents, develop teamwork skills, and network with their peers. From engaging competitions to enriching workshops, there was something for everyone to participate in.

As the semester progresses, KSOM looks forward to witnessing continued student growth and development. Students can expect upcoming opportunities to participate in industry talks, guest lectures, and case-study competitions designed to broaden their business acumen.

KIIT School of Management remains committed to providing a well-rounded educational experience that prepares students not only for academic success but also equips them to thrive in the professional landscape.

**Prof. Suvasis Ghosh, Dean - BBA, KIIT School of Management**





Hi everyone! Good to have you back.

This part of the year is always hectic. Last few weeks of the semester. Classes, internal evaluation, question paper setting...the list goes on. But it always feels great to work, to be busy. Productive work output has its own therapeutic value. With this thought in mind, keep busy, stay productive, stay happy!

And as always, 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 2023.

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.



# KSOM SNAPSHOTS



**Exchequer - the Finance Club** of KSOM in collaboration with the official **"Marketing & Finance Society"** of KIIT, Kraya and Kuber successfully conducted the 9th edition of Pre-Budget Discussions 2024 on the theme "A Glimpse into Budget 2024" under the guidance of Prof. Shikta Singh, Associate Professor and Budget Coordinator.



**A Guest Lecture** was given by **Ms. Supriya Bansal & Mr. Chandan Lahoti** - Group Partners - AVA LLP, Pune - A Chartered Firm and **Mr. Cheruku Srikanth** - Founder, CEO, and **Shakshi** - Manager Operation - Digital CFO, Bangalore - A fintech company (professionally associated with AVA LLP) on "Entrepreneurship, Start-up initiatives, and Internship plans" for our MBA-I Students at KSOM.



**Prof. Joydeep Biswas**, Associate professor at KSOM, conducted a **workshop for young and dynamic entrepreneurs** on the topic 'Idea generation to Product Development' as part of the "BOEING BUILD 3.0 Physical Bootcamp" organized by Boeing India and KIIT TBI.



**Dr. Kumar Mohanty**, KIIT School of Management (KSOM), Bhubaneswar, and Director, Industry Engagement & Faculty Development, KIIT met **Mr. Ravi Kumar S**, Global CEO - Cognizant, and discussed possible partnerships and opportunities between the two institutions.



KSOM conducted the **4th International Conference on Management Research** on the theme “Future of Management - Embracing Sustainability, Diversity, and Inclusivity” on February 22, 2024. The dignitaries were **Dr. Mrinal Chatterjee**, Regional Director, Indian Institute of Mass Communication (Moderator), **Mr. Bibhu P Mishra**, VP, Jindal Steel & Power Ltd, **Mr. Sanjog Sahu**, Founder Mati Farms, **Dr. Supriti Mishra**, Professor, IMI Bhubaneswar.



The valedictory session of the **4th International Conference on Management Research (ICMR)** was conducted on 23rd Feb 2024 at the KSOM auditorium. The conference received over 150 abstracts and 100+ full papers from India and five other countries. 70 papers were presented during the conference.



**KIIT DU ACHIEVES 16<sup>TH</sup> 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.

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

# FACULTY ACHIEVEMENTS



Dr. Shikta Singh, Associate Professor, KSOM was awarded the **Bharat Samman Nidhi Purushkar** for Dynamic Professor of the Year on 23rd February 2024 in Delhi Vidhan Sabha for her contribution to the field of education.



# STUDENT ACHIEVEMENTS



**Tanaya Mohanty**, Our MBA student, **presented a research paper** on “Strategies for CRM Failure Recovery: A Comprehensive Analysis and Framework Development,” at the prestigious International Conference on Management Research (ICMR), organized by KSOM, under the guidance of her mentor, Dr. Priti Ranjan Sahoo, Associate Professor at KSOM.



KIIT offers opportunities for **international internships** and **Semester Exchange programmes**. **Gariyasi Maiti** and **Shaunak Shinde** of BBA II have started their journey at HTW-Dresden, Germany. Ashutosh, an MBA II student completed a three-month-long exchange programme in January this year with a full scholarship.



BBA III Students from KIIT School of Management - **Dimple Das, Harsh Kumar Singh, Anshul Soni**, under the guidance of Dr. Malabika Sahoo **presented a research paper** titled “Role of human resource management practices on job satisfaction in startups-an Indian perspective”. The study aimed to examine the importance of varied human resource practices in startups in Indian context. A cross sectional survey was employed for data collection. Their paper was highly appreciated by the management at IIM Sambalpur.



IIT KHARAGPUR organised a **nukkad natak competition** (spring fest) where 50 colleges participated across India. KIIT’s **dramatic society Kalakaar secured third position** in the competition. It was a team competition and our BBA II student, Karan Gour was a vital part of the team.

# STUDENT CLUBS



## Synergy - The HR Club of KSOM conducts Konflikt Konfront 2.0

The Synergy club orchestrated a dynamic event at Kalam Hall on January 23rd, 2024, engaging 30 MBA students in a competitive case study analysis and presentation rounds. Team Titanic clinched victory, showcasing their problem-solving prowess. The event aimed to bridge theoretical knowledge with real-world application, fostering critical thinking and practical skill development among participants.



## Aequitas - The Sports Club of KSOM organized Cricket Carnival Clash

Club Aequitas organized the thrilling "Cricket Carnival Clash," an inter-university B-School tournament featuring six competitive teams, showcasing their cricket prowess on January 20th, 21st, 27th, and 28th, 2024, at the KIMS Cricket ground. With matches spanning from dawn till dusk, the event celebrated the passion for cricket among participants, supported by faculty coordinator Prof. Joydeep Biswas and dedicated coordinators.



## SNEHAPRASARA: Spreading Love – Rotaract Club

On January 13th, 2024, Rotaractors visited an old age home in Nuagaon, Bhubaneswar, with the aim of spreading love and positivity among the elderly residents. Through interactions, singing sessions, and sharing spiritual stories, the event fostered connections and brought joy to both the Rotaractors and the residents, reflecting the spirit of compassion and community service.



### **RAKT DAAN- Rotaract Club**

On January 31st, 2024, KIIT School of Management hosted a successful blood donation event, bringing together 64 Rotaractors and 20 staff members from BMC and KIMS Hospital. The event's primary goal was to save lives through voluntary blood donations, showcasing the spirit of altruism and community engagement.



### **Sanskriti - the Cultural Club of KSOM conducted ABHA ARYAVARTA**

Abha Aryavarta 2024, a fusion of Makar Sankranti and Ethnic Day celebrations, dazzled attendees with soul-stirring performances and cultural showcases at KSOM OAT, Campus-7. Organized by Team Sanskriti, the event showcased traditional music, dance, and skits, fostering unity and appreciation among faculty and students alike.

### **REPUBLIC DAY – NSS Club**

The 75th Republic Day celebration organized by the NSS Wing of KSOM, KIIT showcased a grand parade featuring participation from 23 KIIT schools, including KSOM, highlighting diverse social issues. With speeches from esteemed dignitaries and a display of unity and pride, the event marked a significant milestone in KIIT's 25th Republic Day celebration.

### **ODISHA GRAND ALUMNI MEET: Kongregate - Alumni Club of KSOM**

The Grand Odisha Alumni Meet on January 27th, 2024, at KIIT Campus 6 Auditorium, brought together KIIT School of Management alumni for a nostalgic and enriching experience, featuring inspiring speeches, felicitations, and vibrant cultural performances. The event provided a platform for alumni to reconnect, gain insights, and foster new connections, culminating in a delightful Brews & Bites session fostering camaraderie and cherished memories.



## NISM CERTIFICATION EXAMINATION – Exchequer Club

The event focused on the importance of NISM certification in the financial industry, highlighting its role in building credibility and offering tailored solutions for clients' financial goals. With 18 participants appearing for the examination, the event emphasized ethical marketing practices and equipped attendees with the tools to navigate complex investment strategies effectively.



## PRE-BUDGET DISCUSSION

The 9th edition of Pre-Budget Discussions 2024, organized by KSOM's Finance Exchequer team in collaboration with Kraya and Kuber, provided a platform for students to express their views and expectations for Budget 2024-25, fostering learning and development among 400 participants across MBA, BBA, and B.Tech levels. With Infrastructure emerging as the winning team, the event showcased students' analytical skills and deepened their understanding of budgetary matters under the guidance of esteemed faculty members and judges.



On 15th February, 2024, **HR Club** of KSOM organized "**Abscond Garden**" wherein the participants were immersed into a world where they were assigned to be survivors or zombies, navigating through a maze of puzzles strategically placed within the designated area. Safety measures were in place to ensure a secure and enjoyable experience for all participants, emphasizing fair play. It provided participants with an exciting opportunity to showcase their teamwork, strategic thinking, and problem-solving abilities in a thrilling environment.



**Optix - the Operations Club** of KSOM organized **BRAIN-A-LYTICS** on 15th February as part of KIIT Fest for KIIT students. BRAIN-A-LYTICS is a dynamic event tailored for MBA and engineering graduates which aimed to challenge their analytical powers of logical reasoning and critical thinking skills. What added a fun twist to the event was the integration of Operations Management (OPSM) concepts to foster intellectual growth, team coordination and strategic decision making on basis of rationality. The event fetched 126 registrations with a total of 12 teams playing this event, across the university.



The **Domain Clubs** of KSOM organized the **Creative Minds Challenge**. It unfolded as an exhilarating journey of innovation and creativity, drawing participants from diverse backgrounds to showcase their talents and entrepreneurial acumen. The event comprised three rounds designed to test participants' abilities to ideate, innovate, and present their ideas effectively.

**Matricks - the Marketing Club** of KSOM hosted a unique Marketing competition blending marketing knowledge with real world scenarios. The event showcased the strategic prowess and creativity of participants. From captivating presentations to engaging real-time challenges, the event resonated well with the participants.





**Exchequer Club** organized **FINKROSS**, an engaging and intellectually stimulating event. With the participation of eight teams, the event promised a journey filled with challenges, camaraderie, and fun.



**Karan Gour**, BBA II student, as part of KIIT Dramatics Society won a **nukkad natak competition** held at XIMB and IIT Kharagpur. It was a state level team event with 15 teams. The topic of our nukkad was female trafficking and prostitution.

# RESEARCH AT KSOM

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

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



Organizational Culture: A Longitudinal Study of a Public Sector Bank

*Authors: Richa Awasthy & Diwakar Singh*

Enhancing Customer Satisfaction in Fast Food: A Novel Approach  
Integrating SEM and ANN for Relationship Marketing Analysis

*Authors: Gautam Shandilya, Ajitabh Dubey & Praveen Srivastava*

Consumer's Adoption Intention of Electric Vehicles:  
A Bibliometric Analysis

*Authors: Anupriya Pandey & Shalu*

What Influence the Business Success of Micro Small & Medium  
Enterprises: Analysis from Rural and Urban Assam

*Authors: Ankita Sarmah & Bedabrat Saikia*

A Parental Perspective on School Children's Dietary Habits, Nutrition  
and Health Outcomes

*Authors: Aditi & P.S. Raychaudhuri*

A Retrospective Overview of Telework and Work-Family Conflict: Science  
Mapping, Themes, and Future Research Scope through Bibliometric Analysis

*Authors: Bharat Kumar Lakra & Subrata Kumar Sahoo*

Quality Performance and Capacity Improvement Model for the Service  
Sector Industries

*Authors: Dilip Kumar Gayen*

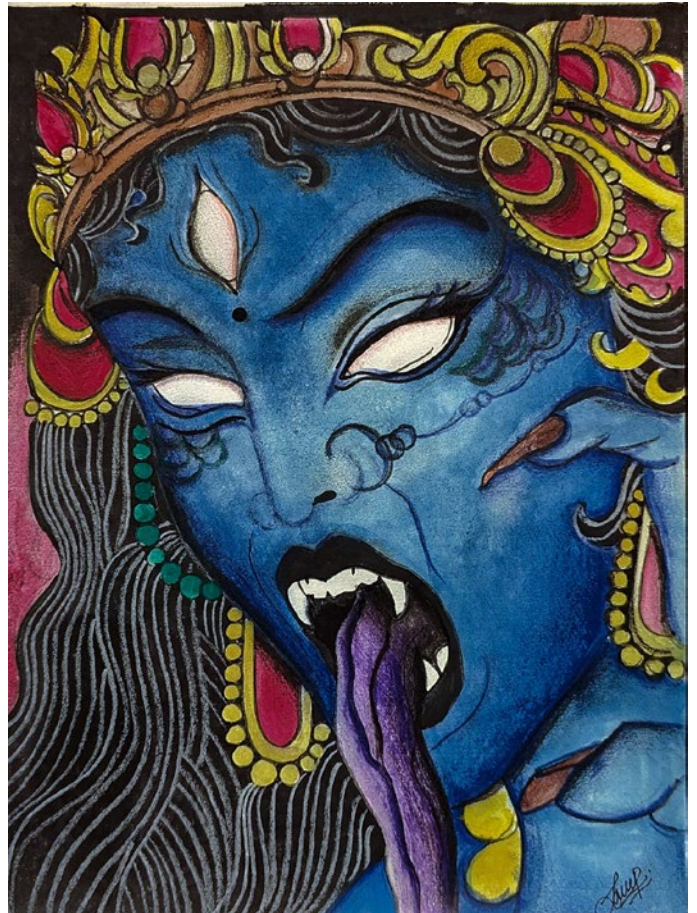
# RESEARCH AND PUBLICATION AT KSOM

1. Hota, J. (2024). Framework of Challenges Affecting Adoption of People Analytics in India Using ISM and MICMAC Analysis. *Vision*, 28(1), 76-86.
2. Mishra, V., & Das, B. (2024). What drives Generation Z to advocate for a brand online? *International Journal of Internet Marketing and Advertising*, 20(1), 1-25. <https://doi.org/10.1504/IJIMA.2024.136800>.
3. Das, P., Kar, B., & Misra, S. N. (2024). Career course, coach, and cohort framework: A design thinking approach to enhance career self-efficacy. *The International Journal of Management Education*, 22(1), 100898. <https://doi.org/10.1016/j.ijme.2023.100898>.
4. Basumatary, Dharitri, & Sar, Ashok Kumar (2024). Study on sustainability reports of healthcare sector in India: Evidence from five leading Indian pharmaceutical companies. *Journal of Medicinal and Pharmaceutical Chemistry Research*, 2024, 6(6), 756-766. <https://doi.org/10.48309/jmpcr.2024.429192.1059>.
5. Kumar, S., Arora, R., & Panda, T. K. (2024, January). The role of mindfulness and self-compassion to ameliorate COVID-19 phobia in frontline employees associated with the Indian services sectors: an empirical analysis. In *Evidence-based HRM: a Global Forum for Empirical Scholarship*. Emerald Publishing Limited. <https://doi.org/10.1108/EBHRM-03-2023-0065>.
6. Sar, A.K., Panigrahi, K.K. Impact of pandemic on health care ecosystem - *A study of Indian health care industry (2024) Journal of Medicinal and Pharmaceutical Chemistry Research*, 6 (5), pp. 519-536.
7. Rasha, P.K., Chandra Mohan Patnaik, B., Satpathy, I. Mental health impact on clinical staff of private hospitals in india: *An audit (2024) Journal of Medicinal and Pharmaceutical Chemistry Research*, 6 (5), pp. 537-547.
8. Thakur, B.N., Satpathy, I., Chandra Mohan Patnaik, B., Kumar, A. Artificial intelligence (AI): *Transformation in gestational diabetes mellitus (GDM) treatment in india (2024) Journal of Medicinal and Pharmaceutical Chemistry Research*, 6 (4), pp. 456-465.
9. Das, T.R., Kumar, A., Satpathy, I., Tripathy, A. Maximizing profitability and freshness: *Chemical treatment techniques for live fish transportation in Odisha (2024) Journal of Medicinal and Pharmaceutical Chemistry Research*, 6 (2), pp. 195-212.
10. Pathak, M.D., Kar, B., Panigrahi, R.R., Shrivastava, A.K. Role of entrepreneurial resilience in SMEs to promote marketing and entrepreneurship amid Covid19 challenges (2024) *Journal of Research in Marketing and Entrepreneurship*, 26 (1), pp. 44-62.
11. Prof. Shikta Singh published a research paper on "The Crucial role of multimedia on Adaptive Network Management-A Systematic Literature Review" in the 2nd IEEE Smart tech conference held at Singapore. Prof. Singh also presented a paper on "A learning model with memory in financial markets" in a Conference organized by the Nottingham University on 17 Jan, 2024.
12. A national patent on Exploring "The Effects Of Machine Learning On English Cultural Teaching Outcomes And Strategies" was published by Ipsita Nayak.





**Mount Titlis in Switzerland**  
*Photographer: Digotpal Ray, BBA I*



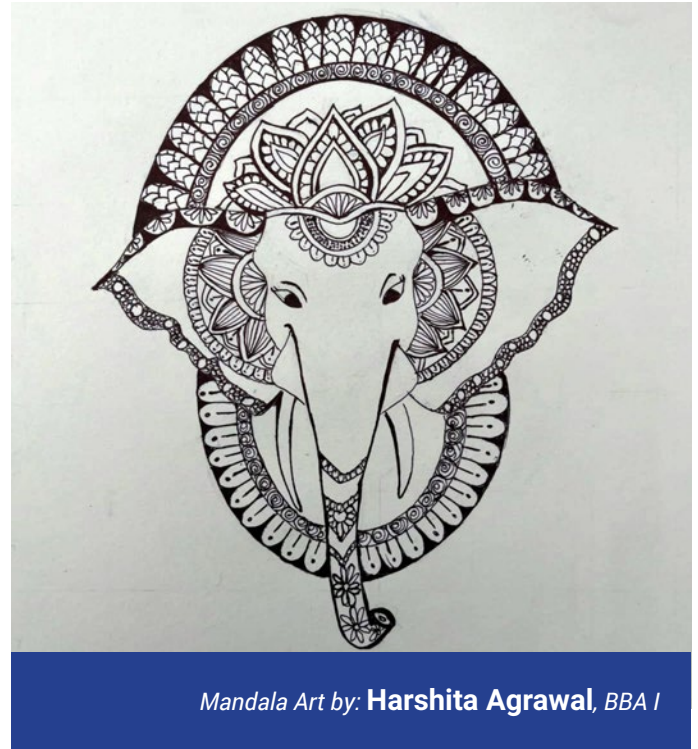
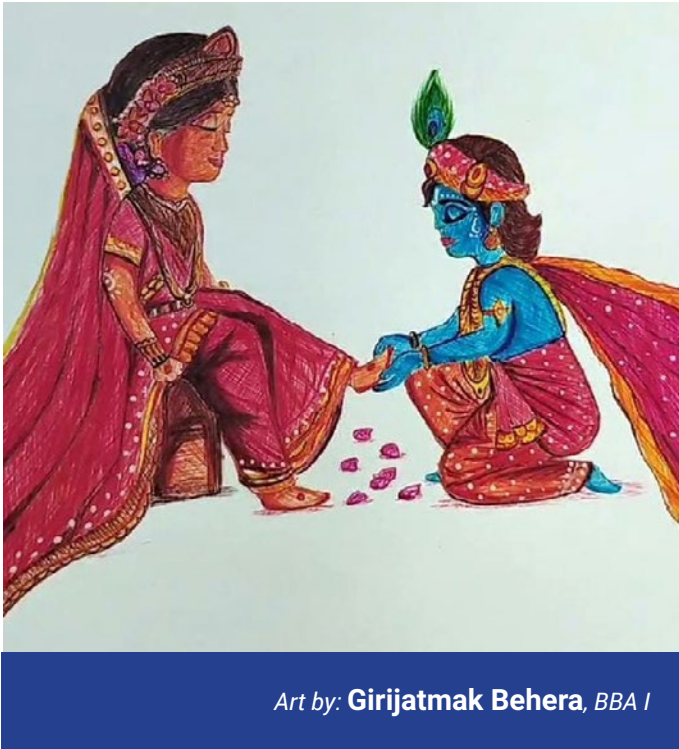
*Art by: Tamanna Priyadarshini, BBA I*



*Art by: Sweeta Ghosh, BBA I*



*Art by: Jayanti Parekh, BBA I*



## ADIEU..

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What hides the after life?  
 Recollections that resemble you...  
 All in just a moment of time...  
 As your life is done...  
 You have left a afterglow of smiles...  
 Happy times, laughing lights and bright sunny days  
 that shines...  
 My Last Goodbye to you will always feel the pain...  
 Your beautiful heart' will not see the clouds drain  
 their rain again...  
 The memories cannot be denied...  
 With the moon shining so bright...  
 Our days will like a blossom, blooming all around  
 you so bright...

Out across the frosty night..  
 When the moon is on the rise..  
 Your laugh shines like a sunshine...  
 Quietly fading into the shadow of moonlight...  
 Through the endless daydream...  
 Where you can't find us...  
 And between our time...  
 Somehow, You couldn't just come to meet us.....  
 All the little pieces of you...  
 Look how they shine above...  
 Some have already joined the celestial choir...  
 Now you have to walk up all alone.....  
 - by **Nikita Nayak**, BBA I

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



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**Pratyush Nanda**

MBA-I, Content Writer

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