

IMI KOLKATA TALKBACK

APRIL 2022

VOLUME 2 • EDITION 2

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FROM THE DIRECTOR'S DESK

“

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

Over the last year and a half, the journey has been a challenging but an 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.

”



PROFESSOR MOHUA BANERJEE
DIRECTOR
IMI KOLKATA

FROM THE EDITOR'S DESK



DR. GOBINDA ROY
ASSISTANT PROFESSOR- MARKETING
CHAIRPERSON- SOCIAL MEDIA AND BRANDING CELL
CHAIRPERSON- RANKING COMMITTEE
IMI KOLKATA

“

I am happy to state that Volume 2, Edition 2 of IMI Kolkata Talkback is back with updates on the students' academic and extra-curricular activities, clubs, 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 are facing in pandemic times. With active support from our Director and Deans, we have organized key events and summits like CHRO Symposium, CXO Symposium, and Supply Chain Summit. We have tried our best to report the events of the last three months (January - March, 2022) 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 (S.M.A.R.T.) for their consistent and meticulous efforts in successfully compiling the various articles, events, and updates. Finally, I extend my sincere thanks to the students and staff members of IMI Kolkata for their consistent support in publishing this Newsletter on time.

”

SYMPHONY OF ACCOLADES

STUDENTS' ACHIEVEMENTS



- Secured 1st position in All India Inter-College Competition "Call Of Article" conducted by the Strategy and Consulting Club of IIM Rohtak.

-RITORIDDHA DASGUPTA
PGDM 2020-22

- Secured the First Runner's Up position at the Division Level of the International Evaluation Speech Contest conducted by Toastmasters International, wherein he was representing IMI Kolkata and the IMI Kolkata Toastmasters Club.

-SHASHWAT SHARMA
PGDM 2021-23

- Got his article, "*Role of Data Analytics in Handling Climate Change*", published in the Analytica Magazine Issue 6 Vol 2, in the event conducted by IIM Rohtak.
- Secured the 3rd position in the PublishHR competition, organised by usHR, the HR Club of IIM Sirmaur, for his article titled "*Defining the Future of HR with Redefined Workplace & Increasing Automation*".

-SOUNAK DE
PGDM 2021-23

CUBICLES TO CLASSES



“

EX-EOX VANTAGE

Working as a full time employee for almost 2 years and then enrolling in IMI Kolkata's PGDM program to improve my knowledge of management theory.

”

MAHIMA JAISWAL
PGDM 2021-23



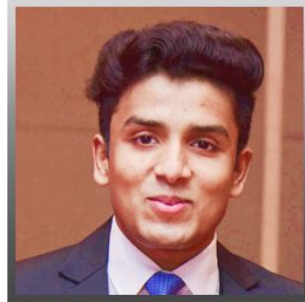
“

EX-GENPACT

Even though I worked full time in FP&A profile at Genpact, I enrolled in IMI Kolkata's PGDM program to increase my management and technical skills.

”

RAJDEEP ROY
PGDM 2021-23



“

EX-OBEROI HOTEL AND TAJ HOTELS

I enrolled in IMI Kolkata to garnish my business skills and strategic approach and it surely did help me to get the required expertise.

”

ANKIT SRIVASTAVA
PGDM 2021-23



“

EX-GENERAL ELECTRIC

Coming back to campus life has reinvigorated my way of thinking about the business world and I am glad that I have gained some practical experience.

”

MANOJIT PANDA
PGDM 2021-23



“

EX-RAPRA PRIVAYE LTD.

From working as a business analyst to joining PGDM at IMI Kolkata, I am absolutely looking forward to the different corners this course has to offer.

”

SAGAR VISHWAKARMA
PGDM 2021-23

STUDENT BODIES OF IMI KOLKATA

ACTIVITIES OF CLUBS AND COMMITTEES OF THE INSTITUTION



MARKETING CLUB (MARKCREATORS) : IMPULSO

FEBRUARY 24, 2022

MarKCreators, the Marketing Club of IMI Kolkata, organised **IMPULSO**, taking creativity to another level and unleashed the imagination and originality of participants. The event was designed in 3 rounds – **Brand Hunt** was the first round of the event followed by the second round, which was **PIC and Tag**. The final round was **X-PLOR** that comprised of promoting tourism for obscure countries around the world in creative ways.

HR CLUB (HUMAN HOUR) : UNREALITIES 3.0

FEBRUARY 26, 2022

Human Hour, the HR Club of IMI Kolkata, organised **Unrealities 3.0**, testing the HR knowledge of participants. The event was designed in 2 rounds, **Lucky Five**, the first round of the event where the participants were given 25 words and had to make a bingo, and the next round, **MOVIEZINE**, which required participants to pick a term related to HR and then choose a character from a movie which truly relates to the term.



STUDENT BODIES OF IMI KOLKATA

ACTIVITIES OF CLUBS AND COMMITTEES OF THE INSTITUTION



FINANCE CLUB (FINASTRA)

MARCH 10, 2022

Finastra, the Finance Club of IMI Kolkata, organised an informative session on *“Why and How to Invest?”* by Mr. Amit Sahita, Co-Founder, Namita Investment. The session revolved around current market trends and how to invest in the market successfully, how the world of investing has changed drastically in the recent past, and a lot more! It was a boon for all the finance enthusiasts out there.

FINANCE CLUB (FINASTRA) : FIN-LA-FETE

MARCH 12, 2022

When fun meets Finance, an event like **Fin-la-Fete** is organised by **Finastra, the Finance Club of IMI Kolkata**. The event came to an exciting conclusion with exciting challenges that put the participants' finance knowledge to check.



STUDENT BODIES OF IMI KOLKATA

ACTIVITIES OF CLUBS AND COMMITTEES OF THE INSTITUTION



SOCIAL RESPONSIBILITY CLUB (ALTRUIST)

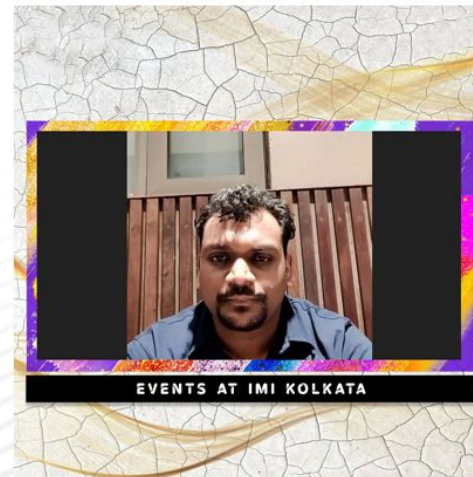
MARCH 8, 2022

"Gender Diversity Today for a Sustainable Tomorrow", was the theme for a delightful conference organised by the Social Responsibility Club of IMI Kolkata, Altruist, on the occasion of the International Women's Day 2022. It was a pleasure to have **Ms. Angana Chatterjee**, Co-Founder, DiGittally Global among us to have a conversation pertaining to the changing scenario of gender discrimination in India.

INTEGRITY CELL: PALAIS DE JUSTICE

MARCH 13, 2022

The Integrity Cell of IMI Kolkata hosted Palais de Justice on the 13th of March, 2022, which challenged the values, strategic thinking and awareness of international relations of the students of IMI Kolkata.



STUDENT BODIES OF IMI KOLKATA

ACTIVITIES OF CLUBS AND COMMITTEES OF THE INSTITUTION



STRATEGY AND CONSULTING CLUB (I-CONSTRUCT): SHARQUEST

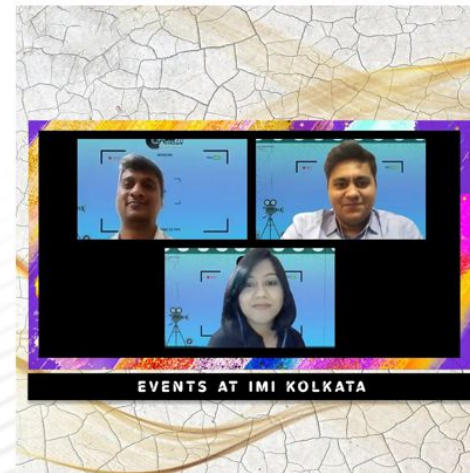
MARCH 14, 2022

I-Construct, the Strategy and Consulting Club of IMI Kolkata organised **SharQuest**, which tested the pitching and negotiation skills of participants. The event consisted of 2 rounds; **round 1**, required students to put their thinking caps on and answer strategy related questions and the **final round** where the students presented their pitch decks and faced the SharQs.

BRANDING AND MEDIA CELL (S.M.A.R.T.): COGNIZANCE 2.0

MARCH 15, 2022

To take a sneak-peek into the creative minds of IMI Kolkata, **S.M.A.R.T.**, the **Branding and Media Cell** of IMI Kolkata, organised **Cognizance 2.0**. It was a night filled with fun and imagination wherein the participants showcased their photography, videography and storytelling skills.



SYMPOSIUMS OF IMI KOLKATA

CXO SYMPOSIUM 4.0

JANUARY 22, 2022

CHRO SYMPOSIUM 4.0

FEBRUARY 26, 2022



IMI Kolkata hosted CXO Symposium 4.0 on the theme *“Sustainable Leadership: Ensuring Business Continuity in the Era of Uncertainty”*. The symposium hosted some of the most eminent leaders in the world of business – **Mr. Sheshadri Savalgi**, CFO, General Mills; **Mr. Ravindra Khandelwal**, CEO, Dhanwantary Group; **Mr. Jaydip Mukherjee**, CEO, EDP Software Limited; **Mr. Srinidhi Shama Rao**, Chief Strategy Officer, Aegon Life; **Ms. Aparna Surabhi**, CFO, Caliber Technologies Pvt Ltd. and **Mr. Amit Kapoor**, Director, Content & Social Media Marketing, Cigniti Technologies. The session was moderated by **Dr. Sachin Modgil**, Assistant Professor - Operations Management, IMI Kolkata.

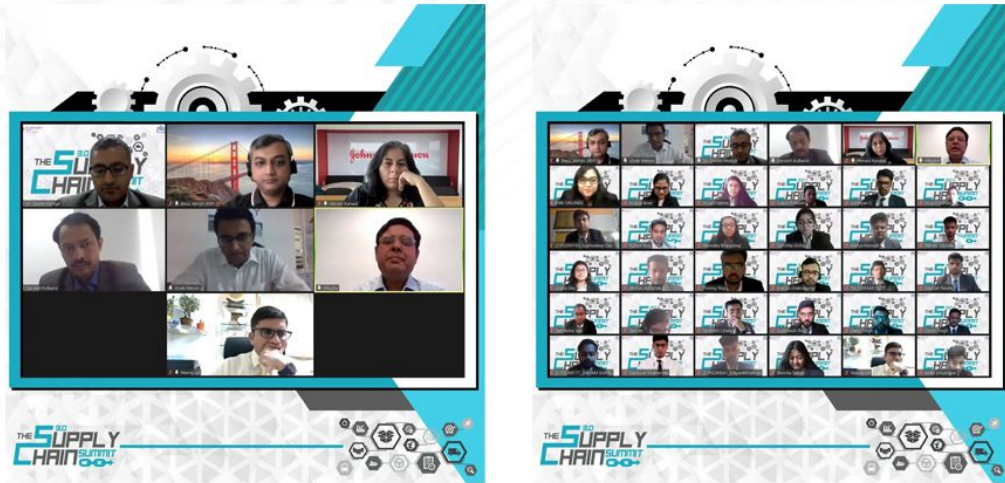
The topic of discussion for the day was *“Talent Acquisition in the Digital Age - Developing a Diverse Workforce”*, and IMI Kolkata was pleased to host the guests of the symposium– **Mr. Kamal Joshi**, CHRO, Cygnet Infotech; **Dr. Balvir Talwar**, Executive Director, HR & CC, BHEL; **Mr. Sudhansu Misra**, CHRO, TATA Coffee Limited; **Ms. Ritu Chakrabarti**, Global Head - Delivery Strategy, Learning & Development, Mindtree; **Mr. Ambrose JP**, CHRO, Rasi Seeds; **Ms. Anuricha Chander**, Associate Partner, KPMG and **Mr. Sankara Reesu**, Head - Human Potential Development, Nagarjuna Fertilizers and Chemicals Limited. The session was moderated by **Dr. Roma Puri**, Associate Professor (Organizational Behaviour and Human Resources), IMI Kolkata.

SUMMITS AND WORKSHOPS OF IMI KOLKATA

SUMMITS AND WORKSHOPS ORGANISED BY PLACEMENT CELL

SUPPLY CHAIN SUMMIT 3.0

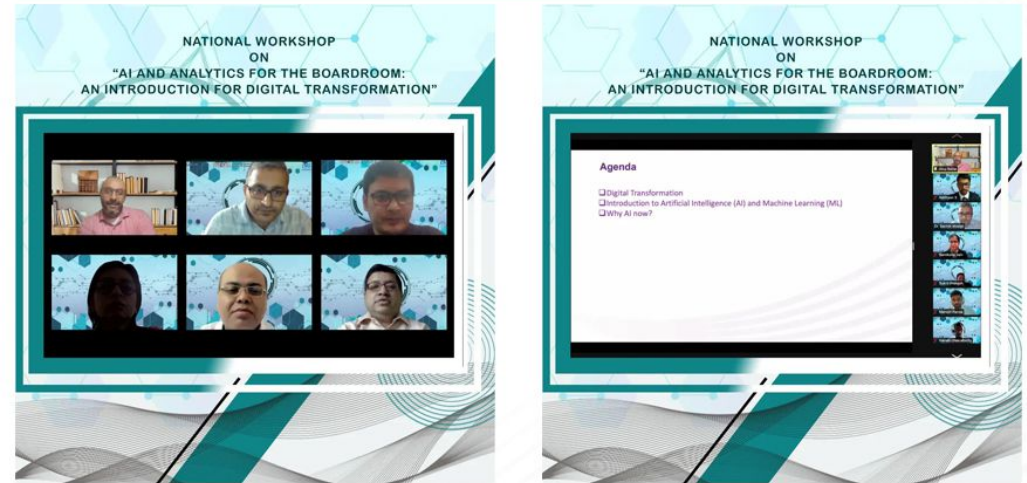
MARCH 26, 2022



It was a pleasure for IMI Kolkata to host the Supply Chain Summit 3.0 on the theme *“Connected and Autonomous Supply Chain Ecosystems: Digital Supply Chain Excellence in Turbulent Times”* with a panel comprising of eminent industry leaders including **Mr. Neeraj Lal**, Chief Operating Officer, Apollo Hospitals; **Mr. Dilip Kumar Jha**, Senior General Manager - Operations, Emami Ltd.; **Mr. Vivek Menon**, Head - Supply Chain, Phoenix Mecano India Pvt. Ltd.; **Ms. Himani Kanwal**, Director - Supply Chain, Johnson & Johnson (Middle East); **Mr. Sarvesh Kulkarni**, Manufacturing Plant Manager, Givaudan and **Mr. Abhijit Basu**, CPIM, Deputy Director - Supply Chain Management, PepsiCo. The session, moderated by **Dr. Sachin Modgil**, Assistant Professor (Operations Management) IMI Kolkata saw the discussion range from the usage of smart logistics to digital and autonomous solutions.

WORKSHOP ON AI AND ANALYTICS

MARCH 27, 2022



IMI Kolkata organised an extensive National Workshop on *“AI and Analytics for the Boardroom: An Introduction for Digital Transformation”* in partnership with NFCG and Amrit Mahotsav. Eminent speakers like - **Mr. Anuj Batta**, Founder and CEO, Quanolytics and **Mr. Hemen Dishri**, Vice President-Machine Learning & Artificial Intelligence, JPMorgan Chase & Co. The event also witnessed an engrossing discussion by notable panelists - **Professor Tirthankar Nag**, Professor (Strategy, Innovation and Entrepreneurship), IMI Kolkata; **Dr. Sachin Modgil**, Assistant Professor (Operations Management), IMI Kolkata; **Dr. Boudhayan Ganguly**, Associate Professor (Management Information Systems and Analytics), IMI Kolkata and **Dr. Chanchal Chatterjee**, Professor (Finance), IMI Kolkata and was concluded by **Dr. Sachin Modgil** with a vote of thanks.

SPECIAL PANELS OF IMI KOLKATA

OFFLINE PANEL DISCUSSIONS POST COVID-19 PANDEMIC

RISING IMPORTANCE OF EDUCATION IN EASTERN INDIA

JANUARY 29, 2022

RISING IMPORTANCE OF EDUCATION IN EASTERN INDIA

RISING IMPORTANCE OF EDUCATION IN EASTERN INDIA



It was a delight for IMI Kolkata to host one of its very first offline events on the topic *"Rising Importance of Education in Eastern India"*. The distinguished guests of the day were - **Professor Shri Sougata Roy**, Member of Parliament, Lok Sabha; **Professor Sharmistha Banerjee**, Calcutta University; **Professor B DaSilva**, Vice Principal, St. Xavier's College; **Mr. Tuhin Chatterji**, Director, CII; **Dr. Debanjan Chakrabarti**, Director, British Council (East and North-East India); **Mr. Ajaya Kumar Sahoo** (Executive Director, Group Corporate HR, RP-Sanjiv Goenka Group) and **Professor Mohua Banerjee**, Director, IMI Kolkata. The discussion was moderated by **Dr. Rituparna Basu**, Associate Professor (Marketing), IMI Kolkata and was concluded by **Professor Tirthankar Nag**, Professor (Strategy, Innovation and Entrepreneurship) and **Dr. Gobinda Roy**, Assistant Professor (Marketing), IMI Kolkata.

THIS CAR RESPECTS WOMEN - BY KOLKATA POLICE

FEBRUARY 15, 2022

THIS CAR RESPECTS WOMEN

THIS CAR RESPECTS WOMEN



IMI Kolkata was proud to organize and host an event where Kolkata Traffic Police (jointly organized by South West Traffic Guard and James Long Sarani Traffic Guard) came together to conduct a 3-month long workshop session on the topic *"Respect Women"*. **Professor Mohua Banerjee**, Director, IMI Kolkata presided over the event as the Chief Guest of Honor, along with **Mr. Edwin J Charles**, Assistant Commissioner of Police, South West Traffic Guard; **Mr. Biplob Sinha**, Assistant Commissioner of Police, South West Division and **Mr. Prasenjit Ghosh**, OC, Traffic, James Long Traffic Guard, and other notable guests from the traffic police forces of South West Traffic Guard and James Long Sarani Traffic Guard. The instructors of the session, **Ms. Seema Singh** and **Mr. Mala Goswami** addressed a group of over 100 cab and auto drivers from all over the city.

NATIONAL ALUMNI MEET



JANUARY 29, 2022

IMI Kolkata hosted its **8th National Alumni Meet** on the theme **"Cultural Prism"**, by virtually connecting via zoom, pertaining to the current pandemic situation. The welcome speech was delivered by **Professor Mohua Banerjee**, Director, IMI Kolkata, who updated the alumni about the latest events and changes in the institute. **Dr. Sachin Modgil** highlighted the consistent efforts taken by the institute, especially the Alumni Committee, in order to build stronger alumni relations. The alumni were also welcomed by other pioneers of the institute, **Professor Rachana Chattopadhyay**, **Dr. Soni Agrawal**, **Professor Tithankar Nag** and **Dr. Chanchal Chatterjee**. The **Annual Alumni Magazine, IMIKins, Volume 2022** was also launched in the meet. Awards were given to three Alumni Members – Star Alumnus for corporate excellence - **Mr. Sumit Sharma** (Federal Bank); Rising Star Alumnus – **Mr. Shreyash Khaitan** (Shopee); Star Alumnus for Institution Building Activities - **Mr. Subhanu Bhattacharya** (Moglix) for their contribution towards IMI Kolkata. A panel discussion was conducted on **"If You Could Do Your MBA All Over Again Now, What Would You Have Done Differently This Time"** with the esteemed panellists being **Ms. Neeru Monga**, Human Resources, Deloitte (Alumnus of IMI Delhi); **Mr. Ankit Kohli**, General Manager, Paytm Payments Bank (Alumnus of IMI Kolkata); **Mr. Padmakanth Chandrapati**, Business Analyst, Tata Consultancy Services Ltd. (Alumnus of IMI Bhubaneswar) and **Mr. Subhanu Bhattacharya**, Strategic Partnership, Moglix (Alumnus of IMI Kolkata) who was also the moderator of the session. A vote of thanks was extended by **Dr. Sachin Modgil**, Chairperson-Alumni Relations, IMI Kolkata.

CONFERO 10.0

FEBRUARY 3 & FEBRUARY 4, 2022

IMI Kolkata organised the 10th edition of the Annual Cultural, Management and Sports Fest, **Confero 10.0**, on the theme "**Coherence - Harmony of Ethos**" on the 3rd and 4th of February, 2022. The four elements of nature, air, water, fire and Earth fused beautifully with the fifth element being the human spirit to culminate in the form of Confero 10.0: Coherence - Harmony of Ethos.

IMI Kolkata was thrilled to have **Mr. Rakesh Singh**, CEO and Executive Director, Mahindra Solarize as the Chief Guest and **Mr. Dhaval Thanki**, VP - APAC, MEA, LogiNext Inc. as the Guest of Honour, to mark the beginning of the two-day fest, Confero 10.0: Coherence - Harmony of Ethos on 3rd February, 2022. A heartfelt welcome note was delivered by **Professor Mohua Banerjee**, Director, IMI Kolkata. **Dr. Avinash Kumar Shrivastava**, Assistant Professor (Management Information Systems and Analytics) and Chairperson (Student Relations), IMI Kolkata delivered the vote of thanks. The day further witnessed some amazing events like **Terrain Art, Tradathon, Shopfloor, War of Views, Music in the Air, Dissect, Rann Kausal, Prathavana, Optimum, Whirling Flames and Mystical Realm**.



CONFERO 10.0

FEBRUARY 3 & FEBRUARY 4, 2022

The final day went in a blinding daze as it brought a fresh set of events like *enSHRINE*, *Prarambh*, *Chakravayuh*, *Vartalap*, *Call of The Blue* and *Spirited Thespians*. Everyone was brimming with excitement, nervousness, a sense of competition, but most of all, hearts were filled with fun and joy! While time frantically approached the end of the 4th of February, 2022, it brought with it the hour of us bidding our goodbyes to Confero 10.0.

To make sure that this farewell was a happy one, IMI Kolkata hosted its very own exclusive stand-up comedy show with the very talented, **Mr. Rahul Dua**, who left the audience with aching stomachs and tear-filled eyes with all the laughter.

Confero 10.0 brought us closer than ever, binding us all in one single thread of togetherness, harmony and unity. It was a visit to all the elements of nature around us, making our spirits one with these elements. With that, IMI Kolkata patiently awaits the next edition of Confero.



SARASWATI PUJA

After a year's gap due to Covid restrictions, many educational institutes, around Kolkata, opened their gates for Saraswati Puja, and so did IMI Kolkata. This year's **Vasant Panchami or Saraswati Puja** celebrated on **February 5, 2022**, at IMI Kolkata was all about celebrations, togetherness, and learning, as the institute was graced with Maa Saraswati's presence. IMI Kolkata celebrated the puja with the same zeal as it celebrated other occasions. Non-believers and believers alike gathered under one roof to enjoy the celebration. Saraswati Puja is a prominent student celebration at IMI Kolkata. These campus festivals guarantee that students have a place to call home away from home. Both professors and students joined hands with immense passion to make the celebration a memorable one, as well as invoke the Goddess of Knowledge's favor for academic and career success. The ceremonies were led by a priest who not only performed the puja but also educated the audience on the notion of honoring the Goddess of Knowledge, before offering prasada to those who attended, at the end.



vasant panchami



vasant panchami



vasant panchami



vasant panchami

MODEL UNITED NATIONS 4.0

MUN 4.0

FEBRUARY 19, 2022

BizzAfrs, The Business Club of IMI Kolkata, conducted its fourth edition of Model United Nations (MUN), one of the most awaited Business Flagship Events of IMI Kolkata on 19th February, 2022. MUN 4.0, sparked an intense and competitive debate, where participants acted as a delegate of a country to put forth the stance of their country. In this edition team BizzAfrs had the committee as *“United Nations Environment Program (UNEP)”* and the agenda was *“Economic and Environmental Maximization of Renewable Energy”*. The event was chaired by **Mr. Sohel Sardar**, Marketing Associate, Tech Mahindra and **Mr. Akshay Kapoor**, Solution Manager- Enterprises Solutions, ICICI Bank. This edition saw some eager and passionate debaters aiming to solve thought

engaging, environmental issues in a heated battle of viewpoints. It was a great learning experience for all the participants in terms of understanding real world problems and how to get ahead of these problems by playing their part in solving it. The best speaker stood out to be Delegate of China - Nandini Raghuwanshi. The Best Delegates were Delegate of USA - Manojit Panda and Nayab Alam and Delegate of New Zealand- Rony Banerjee and Geetasri Bardhan. Special Mention went to Delegate of Pakistan- Dipayan Ghosh and Manab Chakraborty, all of them being studnets of IMI Kolkata.



MUN 4.0



CULTURAL DAY

ਟਪੋਤਪੁਰਥੋ ਵੇਕੁ ੨੦੨੨



ਟਪੋਤਪੁਰਥੋ ਵੇਕੁ ੨੦੨੨



ਟਪੋਤਪੁਰਥੋ ਵੇਕੁ ੨੦੨੨



ਟਪੋਤਪੁਰਥੋ ਵੇਕੁ ੨੦੨੨



ਟਪੋਤਪੁਰਥੋ ਵੇਕੁ ੨੦੨੨



FEBRUARY 21, 2022

IMI Kolkata paid its tribute to the rich culture and diversity of India by celebrating “Cultural Day 2022” in a blended mode, organized by the Cultural Committee of IMI Kolkata, Cul~Com. The day was marked with the diverse doses of style, fashion, brainstorm and lots of excitement in enthralling events like Bhool Bhulaiya (Treasure Hunt) and Sui Dhaga (Fashion Show). It provided participants with a platform to unleash their creative sides and showcase their talent through performances. The event was graced by judges, **Professor Mohua Banerjee**, Director, IMI Kolkata and **Ms. Abhisikta Chakroborty**, Senior Manager – Programme (PGDM and FPM), IMI Kolkata. All the winners were presented with amazing goodies and huge appreciation. The “Cultural Day 2022” truly fostered the Indian heritage and culture along with showcasing the hidden box of talent in the students of IMI Kolkata. The day created some fond memories that will be cherished for years.

FAREWELL '22

Farewell



Batch 2020-22

College farewells are often an emotional rollercoaster for everyone, with memories to treasure, joy, despair, and the pain of leaving your friends and a beautiful campus behind. IMI Kolkata organized **Farewell '22** on **March 25, 2022**, for the batch of 2020-2022. It was an event entirely dedicated to the batch who could hardly get to understand how offline MBA works. But their time at IMI Kolkata has been a testimony of their hard work and grit. IMI Kolkata seized this opportunity to make this event grand for its students as it never fails to surprise its students with such things. The junior batch came up with some creative games and surprises, to entertain the outgoing batch. Finally, the junior batch and the entire IMI family wished the batch all the luck for their future endeavors and a prosperous career ahead!

Farewell



Batch 2020-22

Farewell



Batch 2020-22

Farewell



Batch 2020-22

ACADEMIA'S RECIPE

JOURNALS OF IMI KOLKATA

ISSN 2321 - 9378
IMI Konnect

Volume 10, Issue 4, 2021

An IMI Kolkata Publication

Special Issue

Managing in a Data Driven World



IMI KONNECT

Editor-in-Chief: Dr. Rituparna Basu

Associate Professor (Marketing), Area Chair (Marketing)

Article

• **Data Privacy in the Era of Artificial Intelligence**

Pooja Sarin and Arpan Kumar Kar

Opinion

• **Challenges and Opportunities of Handling Data in a Data Driven World:**

Experience from the Indian Census

Sayantika Basu

• **Quadrennial Heartbreak Called the Olympics**

Subhasis Ray

Interview

• **Digital Transformation in Banking and Fintech Disruption**

Santanu Mitra

ACADEMIA'S RECIPE

JOURNALS OF IMI KOLKATA

STUDIES IN MICROECONOMICS

December 2021
Volume 9 | Issue 2

Special Issue: COVID-19 Pandemic: Health Hazard,
Nutrition and Food Security

Guest Editors: Nathalie Mathieu-Bolh and
Padmaja Ayyagari

Editor-in-Chief: Sahana Roy Chowdhury

find this journal online
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ISSN 2321-0222



STUDIES IN MICROECONOMICS

Editor: Dr. Sahana Roy Chowdhury

Associate Professor (Economics), Area Chair (Economics), Chairperson (Economics Club), Chairperson (Business Club)

Applied or Empirical Research

- **SARS-CoV-2 Infection Fatality Rates in India: Systematic Review, Meta-analysis and Model-based Estimation**
Lauren Zimmermann, Subarna Bhattacharya, Soumik Purkayastha, Ritoban Kundu, Ritwik Bhaduri, Parikshit Ghosh and Bhramar Mukherjee
- **COVID-19 Information, Demand and Willingness to Pay for Protective Gear in the UK**
Sonia Oreffice and Climent Quintana-Domeque
- **The Determinants of Non-COVID-19 Excess Deaths During the COVID-19 Pandemic: A Cross-country Panel Study**
Subhasish Dey and Jessie Davidson
- **The Effect of COVID-19 as an Economic Shock on the Gender and Ethnic Gap in Labour Market Outcomes**
Stefani Milovanska-Farrington
- **Theoretical Research Economic Stress and Body Weight During the COVID-19 Pandemic**
Nathalie Mathieu-Bolh

Expository Note

- **Epidemic Control and Resource Allocation: Approaches and Implications for the Management of COVID-19**
Linus Nyiwul

ACADEMIA'S RECIPE

JOURNALS OF IMI KOLKATA

Journal of Operations and Strategic Planning

Volume 4 • Issue 2 • December 2021

find this Journal Online
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ISSN 2516-600X



JOURNAL OF OPERATIONS AND STRATEGIC PLANNING

Editor: Professor Tirthankar Nag

Professor (Strategy, Innovation & Entrepreneurship), Dean (Research & International Relations), Area Chair (Strategy, Innovation & Entrepreneurship)

Articles

- **Effect of Geographical Diversities in Management Leadership with Special Reference to India**

Soumen Majumdar

- **Assessing Materials Management Practices Effect on Firm's Performance in Ghana Using Dominance Analysis: Evidence from a Listed Company**

Ronald Ebenezer Essel

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Nagesh Tarte and Sunil Doke

SIP DIARIES

Summer Internship Program provides students with an initial opportunity, allowing them to experience the hustle of corporate life during their academic curriculum. Furthermore, during the internships, students get opportunities to meet and engage with industry professionals, which helps to establish a basis for their future careers as they become acquainted with potential contacts in their chosen field. IMI Kolkata is happy to provide students with that opportunity that lays the foundation of their bright careers.

Some of the companies that visited IMI Kolkata for the Summer Internship Program are:



NEMI WEALTH



IMI KOLKATA MEDIA



PROFESSOR RACHANA CHATTOPADHYAY
PROFESSOR - ORGANIZATIONAL BEHAVIOUR & HUMAN
RESOURCES
DEAN - ACADEMICS
PRESIDING OFFICER - GENDER SENSITIZATION COMMITTEE
AGAINST SEXUAL HARRASMENT
IMI KOLKATA

**Adaptive Performance in Post-COVID Era : A Major Challenge for
B-school Students**
Busines Standard

“ At IMI Kolkata, we are preparing our students to develop the right attitude and skill sets that are required for adaptive performance. To facilitate the multitasking abilities within the students we have expanded the area specializations and allowed them to select subjects from different areas. As COVID situation gave tremendous momentum to the digital world, we are offering management courses with digital interface along with analytics. IMI Kolkata is continuously organizing conclaves, summits, workshops by the industry experts to develop the expected attitude and skills within the students for dealing with the future challenges.”



PROFESSOR MOHUA BANERJEE
DIRECTOR
IMI KOLKATA

B-schools and Industry - An Interdependent Co-relation
The Telegraph

“ IMI Kolkata has always given major importance to outcome-based learning. In this regard, students get exposure to many industry-based personalities where they gain practical knowledge. Students also take part in live projects, industry visits and are a part of internships where they work in companies. Other than that, there are various summits and conclaves where eminent personalities discuss current prevailing issues giving students a deep insight into practical problems. These events help in reduing the gap between industry and academia, thus leading to a better co-relation between both.”

PUBLICATIONS OF IMI KOLKATA

FACULTY RESEARCH PUBLICATIONS

- Iqbal, J., Firdous, T., Shrivastava, A. K., & Saraf, I. (2022).
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International Journal of Information Technology.
- Kumar, A., Singh, R. K., Swain, S. (2022).
Adoption of Technology Applications in Organized Retail Outlets in India: A TOE Model.
Global Business Review.
- Roy, G., Datta, B., Mukherjee, S., & Shrivastava, A. K. (2022).
Systematic Review of eWOM Literature in Emerging Economies using the ACI Framework.
International Journal of Emerging Markets.
- Modgil, S., Dwivedi, Y. K., Rana, N. P., Gupta, S., & Kamble, S. (2022).
Has Covid-19 Accelerated Opportunities for Digital Entrepreneurship? An Indian Perspective.
Technological Forecasting and Social Change.
- Panigrahi, R. R., Jena, D., Meher, J. R., & Shrivastava, A. K. (2022).
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Measuring Business Excellence.
- Patyal, V. S., Sarma, P. R. S., Modgil, S., Nag, T., & Dennehy, D. (2022).
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Journal of Enterprise Information Management.
- Shrivastava, A. K., & Sharma, R. (2021).
Developing a Hybrid Software Reliability Growth Model.
International Journal of Quality & Reliability Management.
- Sinha, R., Sur, R., Sharma, R., & Shrivastava, A. K. (2022).
Anomaly Detection Using System Logs: A Deep Learning Approach.
International Journal of Information Security and Privacy (IJISP).
- Sondhi, N., & Basu, R. (2022).
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- 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.
- Vishvakarma, N. K., Singh, R. K., & Sharma, R. R. K. (2019).
Cluster and DEMATEL Analysis of Key RFID Implementation Factors Across Different Organisational Strategies.
Global Business Review.

BEHIND THE SCENES



PROFESSOR RACHANA CHATTOPADHYAY

PROFESSOR - ORGANIZATIONAL BEHAVIOUR & HUMAN RESOURCES

DEAN - ACADEMICS

PRESIDING OFFICER - GENDER SENSITIZATION COMMITTEE AGAINST SEXUAL HARRASMENT

IMI KOLKATA

Professor Rachana Chattopadhyay is a professional psychologist along with being a professor at IMI Kolkata. For more than 12 years, she has been conducting counselling sessions at her clinic. She has an expertise in helping individuals with emotional crisis, stress, anxiety and behavioural disorders. When she is not teaching at IMI Kolkata, you might find her in her clinic listening to clients and identifying their core problems, building strong and long-term relationships based on trust, monitoring the progress of her clients in response to counselling sessions over time. She offers her counselling sessions to all ages, both in one to one and group counselling mode.



DR. ANEES AHMAD

ASSISTANT PROFESSOR - MARKETING

IMI KOLKATA

Dr. Anees Ahmad has a keen interest in reading and reciting Urdu poetry. He loves to collect books of poetry and read Urdu texts in the original. He was first exposed to Urdu as a child, when he learnt to read and write in Urdu. He feels that the charm and a matchless expression emotions in Urdu words give the poems a much deeper meaning. During his stay at IIT (ISM) Dhanbad, he would recite couplets of famous Urdu poets to his friends. Apart from reading Urdu poetry, he loves listening to ghazals. When he was in his teens, he grew interest in the ghazal singing of classical ghazal singers. His favourite ghazal singers are Jagjit Singh, Chitra Singh, Ghulam Ali, and Mehdi Hassan. He doesn't miss any opportunity to read Urdu poetry or enjoy melodious ghazals.

IMI KOLKATA CURRICULAR

ART AND ARTISTS OF IMI KOLKATA

WHERE ARE YOU?

How are you?

I am here waiting for you,

It's cold here and winds are a bit in rush,

It reminds of our hug,

When you hugged me in morning sleep,

You left your jacket here,

The jacket still has your essence in it.

You know?

The tear on my cheek has just flown away,

With every night my heart gets shattered,

Collecting all the pieces of my shattered

heart,

I guess my breath has also calmed down,

Here I m heading to our home,

I think I just lost the track,

I think it's heading towards you,

But I got you no where,

Now I find all my answers in my grief,

The sun has drowned now,

With every night I see my self in my coffin,

I live a cycle of death and birth everyday.

I die everyday in you,

I rebirth everyday to you.

-RAVI SHEKHAR

2021-23



-ANKITA NANDI

2021-23



-MOUMA CHOWDHURY

2021-23



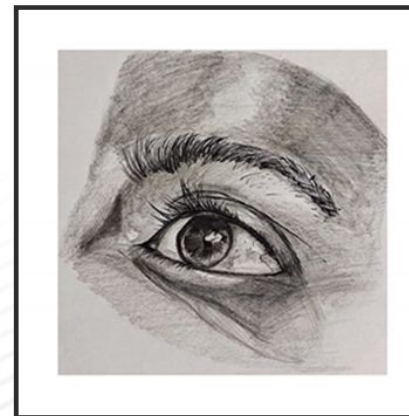
-ASMITA MONDAL

2021-23



-SWEIKCHA NAHAR

2021-23



-GEETASRI BARDHAN

2021-23

SURVIVE

Because sunsets and riversides

And pretty birds and prettier flies

And everything nice and sweet and sour

Has been lost for quite some hours

And all I see is this dreadful ceiling

As my head has got my thoughts wheeling

For all I hear are these voices in my head

That tire me enough to not leave my bed

Am I lazy or broken or exhausted, I don't know

Am I dead, or alive, or stuck in a limbo

Am I ever going to get better

Or will it always be a day just like another

This annoying knot in my chest...

Tightens every time it is left unexpressed

And it hurts, hurts like it's a living hell

But nobody can hear my stupid yell

But I guess I'll stay in my bed for today

For I'm way too drained to TRY to strive

I guess it's one of those days when I can't excel

A day when I'll just survive...

-SWEIKCHA NAHAR

2021-23

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