The IMIS NEWSLINE

This issue...

SINCE 1995

From the Editor's Desk...

"If you embrace possibility thinking, your dreams will go from molehill to mountain size, and because you believe in possibilities, you put yourself in position to achieve them"

- John C. Maxwell.

The youth, particularly fresh graduates, must never ignore the fact that many great careers are built and lost in the mind itself. All our actions are nothing but a reflection of our mind and the way we think. It is therefore very essential that the youth recognise the power of the mind and strengthen their thinking power to achieve whatever they aspire for in life since it all begins and ends with the mind.

The employment scenario is very competitive these days, no doubt. It may be difficult for a candidate to emerge successful due to various reasons, but all that they have to remember is that it is never impossible to succeed. When their mind is conditioned to accept that nothing is impossible, they will get some positive energy that will propel them towards success. Possibility thinking is one such technique that can create magic in the minds of fresh graduates to conquer glory in the area of career development.

Possibility thinking is a very powerful mental mechanism that could make an individual look at all the positive outcomes from any given situation. It will encourage them to give their very best so that their performance could be a vital factor in determining their success. Most of the youth have all the required qualities to become successful in their chosen area of career, yet it is their negative thinking and lack of courage that pulls them down.

One has to recognise their own potential with a flair of faith and positivity, which is very much possible when they resort to possibility thinking. It reduces the negativity attached to their thought process and makes them energetic to move forward with enthusiasm, which makes all the difference.

On this positive note, the students of second year are advised to have cognizance on the above as they are at the threshold of their careers and about to enter the corporate world with loads of responsibilities and challenges. On behalf of the IMIS family, I wish them all the very best in their future endeavours. I also take the opportunity to convey our best wishes to the new batch of students who have embarked on the journey towards professional life and career.

Prof. (Dr.) Ashish Mohanty

DISCIPLINE ■ LEADERSHIP ■ COMMITMENT

FRESHERS' DAY (BIEN VENIDO 2K22)

IMIS BOOK FAIR 2022

IMIS Bhubaneswar organised a Book Fair in association with Oxford Book Store on 17th September, 2022 at its Reference Library. Fiction and Non-fiction books were displayed in the fair.

IMPORTANCE OF BODY POSITIVITY

For many decades, certain body types and sizes have been considered most acceptable by society. Traditionally, Western countries have given recognition, appreciation and privilege to those whose appearance fits within a certain ideal. Most often, this ideal involves thinness, muscularity or body shape. The messages of what is considered an attractive or appropriate body type and size can be damaging for many people who do not fit these specific criteria. These expectations can lead to poor mental health, body dissatisfaction and unhealthy behaviors around food and exercise. The body positivity movement was born out of the need to widen the range of bodies considered acceptable by society. The movement encourages a rejection of ideas that bodies must fit a certain mold and encourages people to accept and celebrate their body as it is.

The phrase "body positivity" is used more frequently now than ever, but there is still some confusion around what body positivity is. Body positivity is a movement that represents appreciation, respect and acceptance for bodies as they are, and for the functions and activities they do. More specifically, body positivity includes:

• Appreciating unique aspects of one's body

• Gratitude for the functions a body can perform

• Admiration for parts and features of the body, even if they differ from societal ideals

• Comfort and confidence within one's body

• A focus on the positives rather than perceived imperfections or flaws

• A rejection of negative images or information about bodies

Body positivity is a process and requires the practice of self-compassion and acceptance. While the process of body positivity and acceptance is most certainly difficult, it can lead to improved well-being and mental health and encourage society to be more inclusive and accepting. The body positivity movement challenges some of the long-held beliefs of society. Because of this, there can be many misconceptions about body positivity and the intentions and benefits of the movement.

Body positivity is a broad concept. Within it there are many types of body diversity and acceptance.

Often, comparisons are made between body positivity vs. fat acceptance, and though they share many values, they are not the same thing. Fat acceptance is part of the broader body positivity movement, but it includes the specific acceptance and equality provided to people with fat bodies. Self-love and body positivity encourages acceptance of bodies as they are. For many, this can mean giving respect and acceptance to bodies that are overweight, underweight or look different from what is commonly deemed "acceptable." This can be a difficult concept since messages of what bodies should look like are strong and persistent. Common misconceptions about body positivity might include the belief that people who are body positive:

• Are lazy or neglect taking care of themselves through diet and exercise

• Are simply people who don't feel overly negative about their body

• Are vain

• Make judgments on others to improve their own body positivity

• Are able to simply ignore or reframe constant social messages about body and appearance

Some people may also believe that body positivity simply involves changing thoughts. However, true body positivity is an ongoing process of changing beliefs, thoughts and behaviors and examining how they interact with one another. There is a growing understanding of the impact that the media, social media and messages about bodies and appearance can have on an individual and the community. As a result, there has been substantial pushback regarding the types of messages and bodies represented in mainstream media.

Due to this pushback, there's been an increase in positive body image in the media. This includes representation of different body shapes, sizes and races, and diversity in the types of bodies shown on a regular basis. There are several campaigns that have improved understanding of how media can positively affect body image.

Ms. Sonalika Das
21DM001

DATA ANALYSIS: METHODS, PROCESS AND TYPES

Although many groups, organizations, and experts have different ways to approach data analysis, most of them can be distilled into a one-size-fits-all definition. Data analysis is the process of cleaning, changing, and processing raw data, and extracting actionable, relevant information that helps businesses make informed decisions. The procedure helps reduce the risks inherent in decision-making by providing useful insights and statistics, often presented in charts, images, tables, and graphs. A simple example of data analysis can be seen whenever we take a decision in our daily lives by evaluating what has happened in the past or what will happen if we make that decision. Basically, this is the process of analyzing the past or future and making a decision based on that analysis. It's not uncommon to hear the term "big data" brought up in discussions about data analysis. Data analysis plays a crucial role in processing big data into useful information. Here is a list of reasons why data analysis is such a crucial part of doing business today.

- Better Customer Targeting: You don't want to waste your business's precious time, resources, and money putting together advertising campaigns targeted at demographic groups that have little to no interest in the goods and services you offer. Data analysis helps you see where you should be focusing your advertising efforts.

- You Will Know Your Target Customers Better: Data analysis tracks how well your products and campaigns are performing within your target demographic. Through data analysis, your business can get a better idea of your target audience's spending habits, disposable income, and most likely areas of interest. This data helps businesses set prices, determine the length of ad campaigns, and even help project the quantity of goods needed.

- Reduce Operational Costs: Data analysis shows you which areas in your business need more resources and money, and which areas are not producing and thus should be scaled back or eliminated outright.

- Better Problem-Solving Methods: Informed decisions are more likely to be successful decisions. Data provides businesses with information. You can see where this progression is leading. Data analysis helps businesses make the right choices and avoid costly pitfalls.

- You Get More Accurate Data: If you want to make informed decisions, you need data, but there's more to it. The data in question must be accurate. Data analysis helps businesses acquire relevant, accurate information, suitable for developing future marketing strategies, business plans, and realigning the company's vision or mission.

The data analysis process, or alternately, data analysis steps, involves gathering all the information, processing it, exploring the data, and using it to find patterns and other insights. The process consists of:

- Data Requirement Gathering: Ask yourself why you're doing this analysis, what type of data analysis you want to use, and what data you are planning on analyzing.

- Data Collection: Guided by the requirements you've identified, it's time to collect the data from your sources. Sources include case studies, surveys, interviews, questionnaires, direct observation, and focus groups. Make sure to organize the collected data for analysis.

- Data Cleaning: Not all of the data you collect will be useful, so it's time to clean it up. This process is where you remove white spaces, duplicate records, and basic errors. Data cleaning is mandatory before sending the information on for analysis.

- Data Analysis: Here is where you use data analysis software and other tools to help you interpret and understand the data and arrive at conclusions. Data analysis tools include Excel, Python, R, Looker, Rapid Miner, Chartio, Metabase, Redash, and Microsoft Power BI.

- Data Interpretation: Now that you have your results, you need to interpret them and come

up with the best courses of action, based on your findings.

• Data Visualization: Data visualization is a fancy way of saying, "graphically show your information in a way that people can read and understand it." You can use charts, graphs, maps, bullet points, or a host of other methods. Visualization helps you derive valuable insights by helping you compare datasets and observe relationships.

There are half-dozen popular types of data analysis available today, commonly employed in the worlds of technology and business. They are:

• Diagnostic Analysis: Diagnostic analysis answers the question, "Why did this happen?" Using insights gained from statistical analysis (more on that later!), analysts use diagnostic analysis to identify patterns in data. Ideally, the analysts find similar patterns that existed in the past, and consequently, use those solutions to resolve the present challenges hopefully.

• Predictive Analysis: Predictive analysis answers the question, "What is most likely to happen?" By using patterns found in older data as well as current events, analysts predict future events. While there's no such thing as 100 percent accurate forecasting, the odds improve if the analysts have plenty of detailed information and the discipline to research it thoroughly.

• Prescriptive Analysis: Mix all the insights gained from the other data analysis types, and you have prescriptive analysis. Sometimes, an issue can't be solved solely with one analysis type, and instead requires multiple insights.

• Statistical Analysis: Statistical analysis answers the question, "What happened?" This analysis covers data collection, analysis, modeling, interpretation, and presentation using dashboards. The statistical analysis breaks down into two sub-categories:

1. Descriptive: Descriptive analysis works with either complete or selections of summarized numerical data. It illustrates means and deviations in continuous data and percentages and frequencies in categorical data.

2. Inferential: Inferential analysis works with samples derived from complete data. An analyst can arrive at different conclusions from the same comprehensive data set just by choosing different samplings.

• Text Analysis: Also called "data mining," text analysis uses databases and data mining tools to discover patterns residing in large datasets. It transforms raw data into useful business information. Text analysis is arguably the most straightforward and the most direct method of data analysis.

Although there are many data analysis methods available, they all fall into one of two primary types: qualitative analysis and quantitative analysis.

• Qualitative Data Analysis: The qualitative data analysis method derives data via words, symbols, pictures, and observations. This method doesn't use statistics. The most common qualitative methods include:

• Content Analysis, for analyzing behavioral and verbal data.

• Narrative Analysis, for working with data culled from interviews, diaries, surveys.

• Grounded Theory, for developing causal explanations of a given event by studying and extrapolating from one or more past cases.

• Quantitative Data Analysis: Statistical data analysis methods collect raw data and process it into numerical data. Quantitative analysis methods include:

1. Hypothesis Testing, for assessing the truth of a given hypothesis or theory for a data set or demographic.

2. Mean, or average determines a subject's overall trend by dividing the sum of a list of numbers by the number of items on the list.

3. Sample Size Determination uses a small sample taken from a larger group of people and analyzed. The results gained are considered representative of the entire body.

Mr. Sambit Kumar Parija
21DM040

Kaustav Mitra

HRBP Leader- India & South Asia.
Reynolds Pens India Pvt. Ltd.
Andheri (East), Mumbai- 400059.

PGDM
Batch 2005-2007

1) TELL US ABOUT YOURSELF

I have 15years+ of experience in MNC working with Newell Brands (Our renowned brands in India include Reynolds Pens India Ltd (The iconic 045 pens), Parker Pens, Sharpie, and Paper Mate are some of the elite flagships under Newell Brands)

As an HRBP Leader – in India & South Asia, I manage the HRBP function for Writing Division. I am entrusted with ensuring culture management, talent development, strategy implementation, and building an inclusive culture and diversity across the company level.

Previously I was associated with H&R Block India for handling all HR gamut as Interim Head Human Resource and before that with Bajaj Allianz as Deputy Manager-HR.

2) ABOUT YOUR SPOUSE (IF ANY) AND OTHER FAMILY MEMBERS

My wife is also an HR professional in Talent Acquisition, working with a Dubai-based company. We have a kid who is just six years old and tagged as 'The Monster of the House'

3) SOME OF YOUR BEST ACHIEVEMENTS IN THE YEARS AFTER YOU PASSED OUT FROM IMIS

In my current organization, I was given additional responsibility and territory/countries to manage.

Apart from the same, I have won many accolades internally from my organization and externally from various HR forums across India. I also feel pride when some of my own best practices in HR (India) are appreciated by many countries, and they tend to implement those.

In my previous organization, I got an opportunity to manage all HR function's as "Interim Head HR" within two days of my joining and was given multiple tasks to manage India & several countries tagged under my belt.

4) YOUR VIEWS ON CAREER GROWTH IN YOUR PERTICULAR SECTOR

HR is a booming field, and especially after covid, HR plays a vital role in steering toward a better growth phase in the organization's trajectory. HR Automation is now an emerging field; Like many companies, we are also exploring a better outreach in specific areas like gamification and AI in HR to create an outstanding employee experience and Talent attraction.

5) YOUR COMPANY'S RECRUITMENT PROCESS AND YOUR REMARKS ON IT

From time to time, based on requirements, we do advertise several job opportunities on our website. Meanwhile, you can visit our job portal and share your resume at https://www.reynolds-pens.com/careers/.

6) YOUR SUGGESTIONS FOR JUNIORS

During my MBA days, I have always believed in enriching my knowledge not only in studies but what's happening across Industry & globe. Trust me, when I was interviewed on campus, they not only tested my subject ability, but I was asked about some related current affairs. So, my advice is to upgrade yourself by learning new techniques, add another related skill and awareness.

7) FOR YOUR ALMA MATER

I am very fortunate that the two years I spent at IMIS have been the most glorious period since I learned so much from my professors. I wholeheartedly would like to thank each one of them for all the support and mentorship. I miss my college days and surely will pay a visit when I am there.

FACE TO FACE ...

Dr. Rabinarayan Patnaik
Professor, Marketing

PAPER PUBLISHED - Titled: "Personalised Customer Experience Cohorts through Self-Service Technologies (SSTs): A Study on Coastal Regional Banks of Odisha during pandemic Period" has been published in THE INDIAN JOURNAL OF COMMERCE, (Volume 75), April-September, 2022, ISSN : 0019-512X, P.204.

**PAPER PUBLISHED** - Titled: "Challenges for Online Advertisers Post-cookiepocalypse" has been published in THIRD CONCEPT, (Volume 36), September, 2022, ISSN : 0970-7274.

Dr. Ashish Mohanty
Asso. Professor (BC & Soft Skills)

PAPER PUBLISHED - Titled: "Municipality Solid Waste Management: A Case Study of Smart City Bhubaneswar, Odisha" has been published in SCOPUS INDEXED - Journal of Environmental Management and Tourism, (Volume XIII, Fall), 5(61): 1361 - 1373.

Dr. Ananya Roy Pratihar
Assistant Professor (HRM, OB & Business Communication)

Co-edited a book "Deleuze, Guattari and the Schizonalysis of the Global Pandemic Revolutionary Praxis and Neoliberal Crisis"
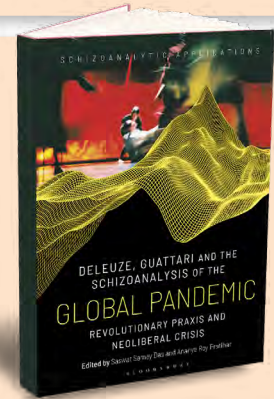
Mr. Ashwin Kumar
Assistant Manager, HR
GD Research Center
Hyderabad

Mrs. Rajeswari
HR Executive, GD
Research Center
Hyderabad

Ms. Sharda
HR Executive, GD
Research Center
Hyderabad

EXORDIUM 2022

Induction Programme for the batch 2022-24

Mr. Siba Ranjan Mohapatra,
Software Solution Architect,
Change Healthcare, USA

Mr. Sashi Ranjan Dash,
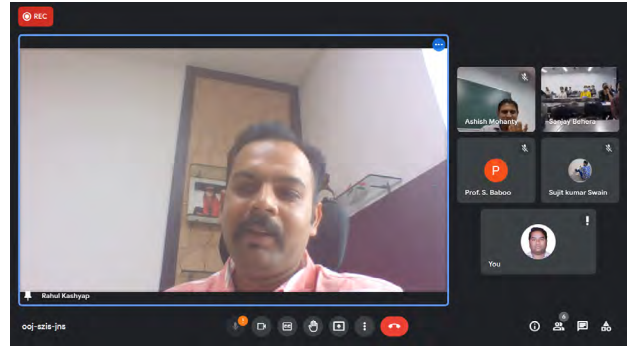Sr. Consultant, Deloitte India

ONLINE EXORDIUM 2022
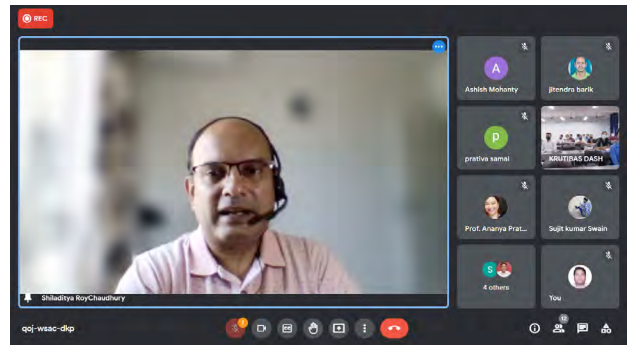

Online Induction Programme for the batch 2022-24

Dr. R.K.S. Mangesh Dash
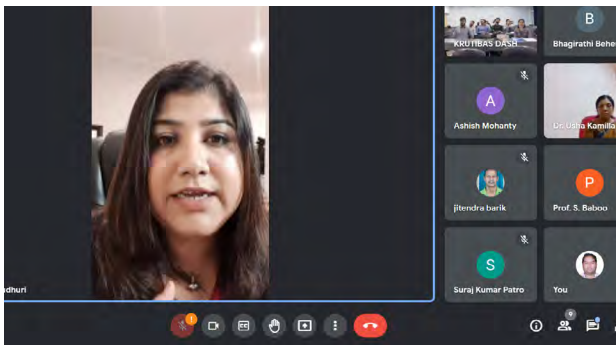Management Consultant, Advisor & Co-founder,
Twaran, Mumbai

Mr. Rahul Kashyap (Alumnus 2007-09)
Regional Head HRBP and L&D, Arvind Lifestyle Brand Limited

Mr. Sharad Kumar Jha (Alumnus 1996-98)
Councillor, Buckinghamshire Council, London,UK

Mr. Shiladitya Roy Chaudhury (Alumnus 2000-02)
Vice President, QualityKiosk Technologies, Mumbai

Ms. Nandini Chowdhury (Alumnus 2002-04)
Sr. Branch Manager, Commonwealth Bank of Australia
Melbourne, Australia

Mr. Jagannath Ojha (Alumnus 2007-09)
National Lead, Shoppers Stop, Mumbai
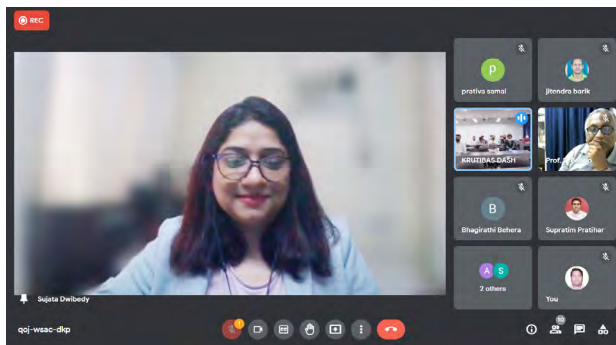
Ms. Sujata Dwibedy (Alumnus 1997-99)
Chief Investment Officer, Dentsu International, Mumbai

Mr. Biswadip Ghoshal
Retail Operations-Cluster Manager
National Operation Centre, Reliance Retail Ltd., Delhi

Mr. Sourav Kumar Das, HR Business Partner-East, Nestle India, Kolkata addressing the students

Independence Day Celebration

Ganesh Puja Celebration

Teachers' Day Celebration

Out Bound Training Programme

IN CAMPUS...

INDUSTRIAL VISIT TO HINDUSTAN COCA COLA BEVERAGES

PRINTED MATERIAL

To