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This issue...

Editor's Desk ...

Events ...

Face to Face ...

Students' Corner ...

Students' Activities...

In Campus ...

What they Say...

Achievements ...

From the Editor's Desk...

Personal Branding in the Digital Age

"Your brand is what people say about you when you're not in the room." — Jeff Bezos.

In today's interconnected world, personal branding has become more important than ever. It is the process of creating and managing a professional image that reflects an individual's skills, values, personality, and expertise. With the widespread use of social media, professional networking platforms, and digital portfolios, people are no longer defined solely by their resumes; their online presence plays a significant role in shaping how they are perceived.

A strong personal brand begins with authenticity. Whether on LinkedIn, X, Instagram, or a personal website, individuals should present themselves consistently and professionally. Sharing meaningful content, showcasing achievements, participating in discussions, and demonstrating expertise help establish credibility and build trust among peers, employers, and clients.

However, personal branding is not merely about self-promotion. It also involves maintaining ethical online behaviour, respecting digital etiquette, and engaging positively with others.

Since employers and recruiters often review candidates' digital footprints, inappropriate posts or misleading information can negatively affect career opportunities. Therefore, it is essential to be mindful of what is shared online and to cultivate a responsible digital identity.

In the age of artificial intelligence and rapidly evolving technology, continuous learning and adaptability further strengthen a personal brand. Acquiring new skills, earning professional certifications, and staying informed about industry trends demonstrate a commitment to growth and lifelong learning.

Ultimately, personal branding is about communicating one's unique value to the world. A well-developed digital presence not only enhances career prospects but also creates opportunities for networking, collaboration, and professional development. By combining authenticity, professionalism, and continuous improvement, individuals can build a lasting and impactful personal brand in the digital age.

Prof. Daisy Irani Patnaik

SINCE
1995

INTERNATIONAL CONFERENCE (ICBGP-2026)



Mr. Rajaram Satpathy
Former Editor
Times of India (TOI), Bhubaneswar



Prof. (Dr.) Kirsten Sandrock
Chair of English Literature
& Cultural Studies University of Würzburg, Germany



Dr. Raman Kumar Agrawalla
CMD
RAIE Consultancy, Bhubaneswar.



FAREWELL 2026



EVENTS ...

WORLD CREATIVE AND INNOVATION DAY





Sandipan Goswami

**Sr. Area Head
Bajaj Finance Ltd
Batch - (2007–09) PGDSM**

1) TELL US ABOUT YOURSELF

I am Sandipan Goswami and alumnus of IMIS, from PGDSM Batch of 2007- 2009, with a specialization in Services Management. Now I am a Banking Professional with 16+ years of experience in Retail Banking (Sales / Credit / Operations / Collections), driving performance, building high-impact teams, and leading with purpose.

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

I have been happily married for the past 16 years. My wife is a medical professional with over 15 years of experience in the healthcare sector. Our family includes our two children and my parents, who are retired professionals. Their constant support and encouragement have been instrumental in my personal and professional journey.

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

One of my greatest achievements has been my ability to translate theoretical knowledge into practical solutions in the workplace. Throughout my career, I have continuously enhanced my skills, embraced new learning opportunities, adapted to changing business environments, and taken on greater responsibilities. Equally rewarding has been the opportunity to mentor and share my knowledge and experience with my team, enabling us to achieve organizational goals collectively.

4) YOUR VIEWS ON CAREER GROWTH IN YOUR PARTICULAR SECTOR

The banking sector offers immense opportunities for career growth across a wide range of functions and specializations. With a transparent and structured promotion system, employees are provided with

equal opportunities to develop their careers based on their performance, capabilities, and commitment. Continuous learning and adaptability are key to long-term success in this dynamic industry.

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

Our organization recruits talent through multiple channels, including campus placements, recruitment consultancies, and employee referral programs. The recruitment process is systematic, transparent, and designed to identify candidates with the right blend of technical knowledge, problem-solving ability, and interpersonal skills. It ensures equal opportunities for deserving candidates while maintaining high standards of talent acquisition.

6) YOUR SUGGESTIONS FOR JUNIORS

Make the most of every opportunity to learn, both inside and outside the classroom. Stay informed about current affairs by regularly reading newspapers, magazines, and credible online sources. Develop strong communication and interpersonal skills, be confident and outgoing, and cultivate the ability to adapt to changing environments. Continuous learning, curiosity, and a positive attitude will help you build a successful career.

7) FOR YOUR ALMA MATER

IMIS will always hold a special place in my heart. I am deeply grateful for the knowledge, guidance, encouragement, and values that the institute has instilled in me. The friendships I built, the challenges I overcame, and the memories I created during my time at IMIS will always be cherished. I sincerely thank IMIS for providing me with a strong foundation that helped shape my career and professional journey.

HOW GENERATIVE AI IS TRANSFORMING WORK

Generative Artificial Intelligence is rapidly emerging as one of the most transformative forces in the modern workplace. Unlike traditional AI systems that primarily analyze data or follow pre-programmed rules, generative AI has the ability to create new content—whether that is text, images, code, or even strategic recommendations—based on patterns it learns from vast datasets. This shift from analysis to creation is fundamentally altering how organizations operate, how employees perform their roles, and how industries innovate in an increasingly competitive environment.

One of the most immediate impacts of generative AI is the way it enhances productivity and efficiency. In many corporate settings, employees spend a significant portion of their time on repetitive tasks such as drafting emails, preparing reports, or summarizing meetings. Human resource departments, for instance, are using AI to generate job descriptions, screen resumes, and even simulate interview questions, thereby reducing administrative burdens. Marketing teams are leveraging AI to create campaign copy, social media posts, and personalized customer interactions at scale.

Generative AI is unlocking new dimensions of creativity. Designers, writers, and content creators can use AI to generate prototypes, artwork, or video scripts, accelerating the creative process and expanding the range of possibilities. In advertising, AI can produce multiple variations of a campaign tailored to different demographics, ensuring relevance and resonance across diverse audiences. Rather than replacing human creativity, generative AI acts as a collaborator, offering inspiration and reducing the time between ideation and execution. This partnership between human imagination and machine generation is redefining the boundaries of innovation.

Generative AI also plays a crucial role in transforming decision making processes. Its ability to simulate scenarios, generate predictive models, and analyze complex datasets allows leaders to anticipate market trends and consumer behavior with greater accuracy. In finance, AI can generate risk assessments and investment strategies, while in supply chain management, it can simulate disruptions and propose alternative routes. By generating insights rather than simply reporting data, AI becomes a strategic partner in organizational growth.

The integration of generative AI is inevitably reshaping workforce dynamics.

As routine tasks become increasingly automated, human workers are expected to focus on creativity, empathy, and strategic thinking—skills that AI cannot replicate. This shift requires significant investment in reskilling and upskilling initiatives. Employees must learn to collaborate with AI tools, interpret outputs, and apply them effectively. For example, HR professionals may transition from administrative work to becoming strategic partners in organizational development, while marketers evolve into data driven storytellers.

The adoption of generative AI also raises important ethical and organizational challenges. Issues of bias, misinformation, and intellectual property are critical concerns. Organizations must establish ethical guidelines, ensure transparency, and maintain accountability in their use of AI. Generative AI is transforming work by automating routine tasks, enhancing creativity, and enabling smarter decision making. It is redefining workforce roles, demanding new skills, and raising important ethical considerations. By striking the right balance between technological innovation and human values, organizations can unlock the full potential of generative AI and usher in a new era of productivity, creativity, and collaboration.

As the digital revolution continues, Generative AI is becoming an essential skill rather than an optional one. Students entering today's workforce must be prepared to work alongside intelligent technologies while developing uniquely human capabilities such as creativity, communication, leadership, adaptability, and critical thinking. Those who embrace lifelong learning and use AI responsibly will not only remain relevant but also lead the transformation of tomorrow's workplaces. In the end, Generative AI is not replacing human potential; it is unlocking it, opening the door to a future where innovation knows no limits.



By: Shruti Das
PGDM 2025-27

SADIMAX



Ms. Garima Jain addressing students during the SadiMax Marketing Session at IMIS Bhubaneswar.

SADIMAX



An insightful SadiMax Session by Mr. Sourav Sahu, Head – Sales & Marketing, Audi Bhubaneswar, at IMIS Bhubaneswar.

MARKSTART



Mr. Nitesh Kumar, Area Sales Manager, Berger Paints, at the MarkStart Marketing Session, IMIS Bhubaneswar.

GUEST SEMINAR



CAPACITY BUILDING WORKSHOP



IN CAMPUS ...

EXPLORING LIFE INSURANCE



Mr. Alok Kumar Sadangi, Product Training Manager, Axis Max Life, Addressing Students at IMIS Bhubaneswar.

GUEST WEBINAR



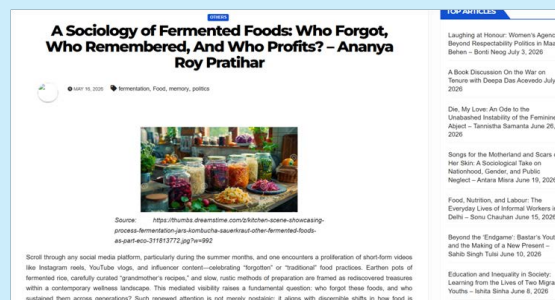
ACHIEVEMENTS..



Prof. Ananya Roy Pratihara
Associate Professor (GMS)

Published Book Review of Speaking with nature: The origins of Indian environmentalism by Ramachandra Guha in Journal of Postcolonial Writing, (Scopus-Q1) 1–2.; 18 May 2026 <https://doi.org/10.1080/17449855.2026.2672201>

Published essay titled “A Sociology of Fermented Foods: Who Forgot, Who Remembered, And Who Profits?” in Doing Sociology on 16 May 2026. <https://doingsociology.org/2026/05/16/a-sociology-of-fermented-foods-who-forgot-who-remembered-and-who-profits-ananya-roy-pratihara/>



ALUMNI WHO VISITED IMIS



CRP- 2026 (INDICATIVE PICS)



Dear Reader,

Please enrich **IMIS Newslite** with your constructive suggestions to **Prof. Daisy Irani Patnaik**, Editor (Asst. Professor)
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