

The IMIS NEWSLINE

Volume - 32

No - 1

Jan-March 2026

Web: www.imis.ac.in

Facebook: [imisbbsr.bschool](https://www.facebook.com/imisbbsr.bschool)

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At the Crossroads of Change...

We are currently experiencing a period characterized by significant transition—an era where historical precedents and future trajectories intersect, prompting a critical juncture for introspection and strategic decision-making. At this intersection of change, various stakeholders—ranging from individuals to institutional entities and broader societal constructs—face complex challenges that assess their resilience, adaptability, and long-term vision.

The swift progression of technology, coupled with shifting geopolitical landscapes and changing societal values, has fundamentally reshaped our paradigms of learning, working, and interpersonal connectivity. These developments present unique opportunities for innovation and efficiency; however, they necessitate a critical reassessment of traditional frameworks and methodologies. Change has become an omnipresent reality, influencing our strategic decisions and operational practices on a daily basis.

In this pivotal context, the significance of

education and research becomes paramount. Acquiring knowledge alone is insufficient; it's imperative to cultivate a mindset that prioritizes inquiry, innovation, and the practical application of insights. The capacity to deconstruct obsolete methodologies and integrate contemporary perspectives is what differentiates genuine progress from mere stagnation.

Equally important is the human dimension. Amid digital acceleration and global competition, empathy, ethics, and responsibility must remain at the core of our actions. True advancement lies not merely in technological growth, but in fostering inclusive and sustainable development.

As we navigate this dynamic landscape of change, the decisions enacted today will delineate the framework for what lies ahead. This juncture represents not a threshold of indecision, but a realm of potential—an environment where strategic choices can catalyse significant transformations. We must dedicate ourselves to sculpting a future that prioritises not only innovation but also equity and humanistic values.

Prof. Daisy Irani Patnaik

SINCE
1995

NATIONAL SEMINAR 2026



YOUTH GOT TALENT



SAHARSH-2026



IPL-16





Sushant Kumar Tirkey

Marketing Officer

Punjab National Bank (C-CAC)

Purulia- 723101

(Batch - PGDM 2017–19)

1) TELL US ABOUT YOURSELF

I am Sushant Kumar Tirkey and alumnus of IMIS, from PGDM Batch of 2017- 2019, with specialization in Marketing and Finance. I have a brief exposure of working in General Insurance sector in Bancassurance channel, where I worked along with the team of HDFC Managers and their DSA channel, to increase my product reach to their customer base. I have an interest in Banking sector and therefore I decided to make my career in it

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

I am currently unmarried. My family consist of my parents, who are retired employees

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

My greatest achievement include the knowledge I have gained and my ability to apply theoretical concept to practical situation enhancing my skills set. For me achievement is to learn, adapt and grow with responsibility and share your knowledge and experience with you team to achieve you goal.

4) YOUR VIEWS ON CAREER GROWTH IN YOUR PARTICULAR SECTOR

Career growth in Banking sector is quite promising with plenty of growth opportunities across various domains. After joining and completing your probation you get opportunities to appear for promotional exam within the organization. The promotion process is streamlined and transparent and every employee gets an equal opportunity.

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

The recruitment process is through IBPS Exams, which consist of three phases Pre, Mains and Interview. Pre consist of common papers for all aspirants, Mains consists of domain specific paper, where as interview

consist of questions regarding Banking knowledge, current affairs, overall personality and situation based question. My suggestion would be to stay positive and truthful during the whole process.

6) YOUR SUGGESTIONS FOR JUNIORS

You should embrace every opportunity for learning both inside and outside the class room. Try to keep an update of news relating to current affairs and financial sector through newspapers, magazine and online web-sites

7) FOR YOUR ALMA MATER

IMIS will always be special to me as I am forever grateful for the knowledge guidance and encouragement which I received. The friendship, challenges and unforgettable moments will always be cherished. I will always be thankful to IMIS for helping me start my career.

ALGORITHMIC LIFE: ARE WE STILL MAKING DECISIONS OR JUST FOLLOWING SUGGESTIONS?

It's hard to picture our lives without the constant suggestions from various online services, such as carefully curated music playlists, movie streaming, and news feed sorting. The fact that modern platforms use algorithms affects not just the media, but also shopping and social networking. This makes us wonder how free our choices are and how much AI controls the process of making choices. Recommendation algorithms are very important to sites like YouTube, Netflix, and Spotify. These systems look at what we watch, like, skip, or replay to show us content that is just right for us. At first glance, this seems easy. We don't have to search forever; instead, we get choices that fit our interests. But there is a hidden cost to this convenience: it slowly limits our exposure to new and different ideas.

A "filter bubble" is what happens when algorithms keep showing us things we already like. Our choices become predictable and the same within this bubble. For instance, a person who likes motivational videos may not see many points of view that are different from their own, and a person who likes a certain type of music may not hear many different styles. This limits not only what we eat and drink, but also how we think over time, because we are less likely to question or look into things that are not given to us.

Algorithms have an effect on more than just entertainment. When we shop online, the products that are suggested to us affect what we think about buying. Trending topics on social media affect what we talk about. Students are using algorithm-driven tools more and more for research and learning, even in school. These tools can help you save time, but they can also make it harder to explore on your own. The question changes from "What do I want to learn?" to "What is being shown to me?"

Another worry is the false sense of choice. Even though it may seem like we have a lot of choices, most of them are made by algorithms. We often pick from a set of options that has already been chosen for us, rather than the full range of options. This gives people a sense of freedom while also subtly guiding their behaviour in certain ways. This can make it harder for us to make decisions over time because we get used to relying on advice instead of thinking for ourselves. This phenomenon is especially important for students. The early years of school are meant to help kids become more curious, creative, and able to think for themselves. But when algorithms control the flow of information, people may learn passively. Students might read things without thinking about where they came from or looking at other points of view. This not only affects how people learn, but it also changes how they see the world.

Algorithms are not bad in and of themselves; in fact, they provide

efficiencies, give rise to personalized service and provide access to greater amounts of information than ever before. When we rely heavily on algorithmic recommendations, we start to lose our ability to exhibit agency (the ability to make conscious, independent decisions).



By being conscious of our relationship with the algorithmic world, we can live a more conscious and responsible life, because we'll understand what an algorithmic recommendation means; algorithms have intentionality behind them. Understanding this will help us become more responsible in our decision-making process as it relates to algorithms themselves. To take control over how we experience influence from predictive technologies, we have to go out of our way to find content that falls outside the traditional norms, be critical of every suggestion that any algorithm provides us on an ongoing basis, and occasionally operate outside our personalized feed. Performing simple actions, such as searching for topics that we have had no prior exposure to and interacting with alternative views, will give us a much broader and more diverse experience than what we would typically be engaged in.

The biggest challenge is, ultimately, to coexist with algorithms in a thoughtful way rather than to reject them. Technology is an aid to our decision-making; it should not rival our ability to make decisions. In a world full of suggestions, our ability to stop, think and make a decision that is beyond simply accepting what has been suggested to us is what really gives us our 'freedom of choice' - the freedom to think for ourselves. The more we can look at the world through our eyes and question what we see, the more we will take back our right to be active decision makers, rather than passive followers.

Ultimately, it's not about finding a 'right answer'. While we continue to make decisions, an increasing number of these decisions will occur within the parameters established by algorithms. The responsibility, then, is on us as individuals: to ensure that, while still being guided by an algorithm, that algorithm does not define us.

By: Bidyut Prasad Dalai
PGDM 2025-27

FROSTBITE 2026



SSD - DINING ETIQUETTES



BUDGET SESSION 2026



RANGOLI 2026



REPUBLIC DAY 2026



SARASWATI PUJA 2026



BLOOD DONATION CAMP 2026



FDP PROGRAM ON "RESEARCH AND CASE-BASED TEACHING"





Prof. (Dr.) Surya Dev
Dean (CAD), Professor (Finance)

Invited as Chairperson in the technical session on the theme “ Digital Transformation and Business Innovation” in the National Seminar organised by Kendrapada College on February 13-14, 2026, on the theme “ Commerce at Crossroads: Interdisciplinary perspectives of Commerce Technology and Sustainability “



Prof. (Dr.) Snigdhamayee Choudhury
Associate Professor (HR)

Presented paper titled Examining Impact of Innovative Work Behaviour on Performance: A Study of Female Academicians in Higher Education at the 3rd International Conference on Sustainable Business Practices and Innovative Models organised by the School of Business and Management at CHRIST (Deemed to be University), Delhi on 10-11 March, 2026.



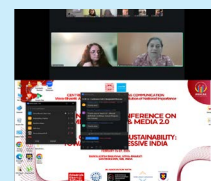
Prof. (Dr.) Prakash Ch. Dash
Associate Professor (Marketing)

Invited as the Session Chair for the Marketing Track of the International Seminar organised by IMIT, Cuttack.



Prof. Ananya Roy Pratihari
Asst. Professor (GMS)

1. Presented paper titled Unscrolling Sustainability: Patachitra, Women's Cultural Media, and Decolonial Policy Critique in Rural Bengal at the International Conference on Communication & Media 2.0 (ICCM 2.0) titled “Media, Culture and Sustainability: Towards a Progressive India” on February 26–27, 2026 organised by The Centre for Journalism and Mass Communication at Visva-Bharati University, Shantiniketan

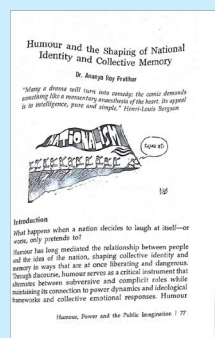


Prof. Daisy Irani Patnaik
Assistant Professor (BC & SSD)

Completed the Faculty Development Programme (FDP) titled “Translation Studies in the Digital Age: Theory and Praxis” conducted by the Department of Humanities, School of Liberal Studies, KIIT Deemed to be University, Bhubaneswar, from 9 to 13 March, 2026.



2. Published a chapter titled Humour and the Shaping of National Identity and Collective Memory in the volume titled: Humour, Power and the Public Imagination (Essays in Honour of Prof. Mrinal Chatterjee) edited by Dr. Snehasis Sur (ISBN-10: 8199230398).



INDUSTRIAL VISIT



Dear Reader,

Please enrich **IMIS Newsline** with your constructive suggestions to **Prof. Daisy Irani Patnaik**, Editor (Asst. Professor)
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Published by
The Director, on behalf of
Institute of Management
& Information Science,
Bhubaneswar

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& Information Science**

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