



Annual Report-2024



Annual Report-2024

School of Management Studies



Gandhi Institute of Engineering and Technology University, Gunupur-765022



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Preface

The 21st century is a vibrant and transformative era, marked by hasty technological advancements, globalization, and ever-evolving business landscapes. In this age of constant change, the importance of management education has never been more evident. As businesses deal with unprecedented challenges and opportunities, individuals seeking to thrive in this environment require a compact foundation in management philosophies. In an era characterized by uncertainty and rapid change, effective leadership is more critical than ever. Leaders must inspire, adapt, and guide their teams toward common goals. Management education fosters leadership skills, enabling students to become visionary leaders who can flourish in unpredictable circumstances. The 21st century is marked by a culture of innovation and entrepreneurship. Start-ups are disrupting traditional industries, and established companies must innovate to stay relevant. Management education fosters an entrepreneurial mindset, encouraging students to think creatively, identify opportunities, and take calculated risks.

Globalization has brought countries and cultures closer together, creating a highly interconnected world. While this presents numerous opportunities for businesses to expand their reach, it also introduces complexities in terms of diverse markets, cultural nuances, and international regulations. Management education emphasizes the development of cross-cultural competencies, international business strategies, and global supply chain management. Graduates are not only well-versed in leading business across borders but are also adept at navigating the intricacies of global markets. The 21st century is marked by a culture of innovation and entrepreneurship. Start-ups are disrupting traditional industries, and established companies must innovate to stay relevant. Management education nurtures an entrepreneurial mindset, encouraging students to think creatively, identify opportunities, and take calculated risks. We often collaborate



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with local incubators and provide resources for aspiring entrepreneurs. Graduates from School of Management Studies are well-prepared to embark on entrepreneurial ventures or drive innovation within existing organizations, contributing to economic growth and competitiveness.

Our SMS believes in quality of education and training through best teaching pedagogy consisting of case study analysis, audio-video classroom delivery, efficient storytelling, role play, management games, simulations, TAT approach and many more to make our students industry ready. In the academic year 2024- 2025, we organized more than a dozen expert talks, workshops, guest lecture series, and outreach programmes that enables our students more vibrant and vigilant. In this academic year 2023-2024, we have organized many invited lectures, guest lectures, expert talks both in online and physical to cater the industrial need. This year we have organized an international conference (ICONMANIT-2024) on 30th December 2024, that brought a true spirit of research potentials among the scholars, academicians and industry experts. Similarly, a 32-days Certificate Programme for Banking, Finance and Insurance (CPBFI) in association with Bajaj Finserv organized for 196 students to provide internship and final placements in banking, non-banking and insurance sectors in Pan-India.

The School of Management Studies (SMS) fosters the management education in accordance with the standard of industry and unveils the potential jobs for the next generation managers. SMS empowers right education for right candidates at right time. We provide various specializations for MBA and BBA students that enable the students to excel their career in different sectors.

HoD, SMS



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About School of Management Studies (SMS)

The School of Management Studies (SMS) is established in the year 2001 (the then Gandhi Institute of Management Studies) by UGC & AICTE with an objectives of fostering quality management education, entrepreneurship, human resource management, business analytics and agribusiness management to empower the budding managers. The SMS believes in quality education imparting professional accolades tribute towards sustainable education. We have the students across the globe empower with splendid knowledge on self-management and personality development. The SMS is associated with AIMA, ICSI & Research forum India. The department offers two years (4 semesters) regular course in MBA and three years (6 semesters) regular course in Bachelor of Business Administration. The department also focuses on the objective of the doctoral research i.e. Ph. D in Management and encourages original research in various aspects of management.



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HoD's Message

I Dr. Saumendra Das, HoD, School of Management (SMS) welcome you all to the School of Management Studies at Gandhi Institute of Engineering & Technology University, Gunupur, Odisha. The disorganized power of technology is very much evident with the steering in fourth industrial revolution. It is important that the future generation of leaders should have adequate indebtedness of technology. The forthcoming businesses are mostly technology enabled or built around emerging technologies. To handle the challenges of an ambitious global career, MBA and BBA professionals need self-confidence, strong character and a multidimensional personality. Our School has evolved itself with such a pedagogy that enables the students to be future ready with all the required skill set. We follow an inclusive teaching, learning pedagogy comprising case-based teaching, project-based learning, business games, simulation exercise, experiential learning, expert talks from industry and academia. We provide compressive training in class rooms and also in industry through in-depth internship programme. The School of Management Studies is aiming notch the best out of budding managers and business leaders to make them ready for the challenging business environment across the globe. On our part we can assure you of our wholehearted support whenever and whatever desired. Together we have a great future.

(Dr. Saumendra Das, HoD)



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SCHOOL OF MANAGEMENT STUDIES

GANDHI INSTITUTE OF ENGINEERING AND TECHNOLOGY UNIVERSITY, GUNUPUR, ODISHA

Date: 29th & 30th April, 2023

Board of Studies (BOS) Meeting

Minutes of the Meeting

School of Management Studies have hold a board of studies for finalizing the syllabus and academic regulation for MBA (2023-2025), BBA (2023-2026) and Ph.D. Programmes.

Members Present:

External Members:

Academic Experts:

1. Dr. Sunil Kumar Pradhan, Assistant Professor, Department of Business Administration, Berhampur University, Berhampur, Odisha.
2. Dr. Sharada Prasad Sahoo, Assistant Professor, Department of Business Administration, Berhampur University, Berhampur, Odisha.
3. Dr. Suman Kalyan Chaudhry, Department of Business Administration, Berhampur University, Berhampur, Odisha.

Industry Experts:

1. Mr. Mitendra Bhuyan, MD, Sai Beach Sand Pulversing Plant & Sabita Export House, IDCO Land, Kalibali Square, Chatrapur.

Alumni:

1. Rohiteswar Pradhan, Dy. Manager - HR, Mahavir Envirocare Infrsolution Private limited (Shree Mahaveer Group), Rourkela.

Internal Members:

1. Dr. M. Jagadeesha, Chairman BOS
2. Dr. Subhasish Das, Member
3. Dr. Y. S. S. Patro, Member
4. Dr. T. Lokeswara Rao, Member
5. Dr. I. J. Raghavendra, Member
6. Dr. Saumendra Das, Member
7. Dr. Smruti Rekha Sahoo, Member
8. Mr. Dilleswar Rao, Member
9. Mr. Narendra Panda, Member
10. Mr. Debasish Mohapatro, Member
11. Mr. M. Karteek, Member
12. Mr. Pramod Ranjan Panda, Member
13. Mrs. Swapnamayee Sahoo, Member
14. Mr. Girija Sankar Pradhan, Member



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The meeting held on 29.04.2023 and 30.04.2023 at 10 a.m. in presence of Hon'ble chairman and members of Board of Studies of School of Management Studies, Gandhi Institute of Engineering and Technology University, Gunupur and resolution passed on the following agendas.

Agenda:

1. Introduction of new curriculum of Master of Business Administration from the Academic Year 2023 -2025.
2. Introduction of new curriculum of Bachelor of Business Administration for the Academic Year 2023 -2026.
3. Discussion on Ph.D programme in Management.
4. Approval for new credit courses for 8 different specialization consisting 121 credits in 3rd & 4th semester of Master of Business Administration (MBA).
5. Approval for new course structure of Bachelor of Business Administration (BBA) with 114 credits without any electives.
6. Suggestions incorporated and resolution passed.
7. Any other matters (with the permission of Chairman, BoS)
8. Vote of Thanks

Resolutions:

Based on the proposal submitted by the BoS, the Hon'ble members have passed the resolution on these following points:

1. In R-23 regulation, the two years MBA programme will have choice based credit system with 121 credit courses where the students are allowed to choose dual electives in the 3rd & 4th semester from the domain areas such as Marketing, Finance, HR, Rural Management, Operations & Supply Chain Management, Business Analytics, Systems & IT, and Agribusiness Management. In this regulation, eight electives have offered and new courses introduced.
2. As an ability enhancement course, the Project Report Presentation & Viva-voce with 6 credits in the 3rd semester and Dissertation with 3 credits in the 4th semester MBA have readmitted.
3. Salesforce Business Analyst-I and Salesforce Business Analyst-II have introduced as an elective in Marketing domain in the 3rd & 4th semester MBA. Banking & Insurance Management introduced as a core course in 3rd semester and Strategic Management as a core course in 4th semester MBA.
4. Agribusiness Management have newly introduced as a functional elective in the 3rd & 4th semester MBA programme.
5. In this regulation, the evaluation process is comprising of 100 marks (40 marks for internal assessment and 60 marks for external assessment) for all theory subjects in MBA and BBA programmes.
6. In three years Bachelor of Business Administration (BBA), all the six semesters are consisting of 114 credits with no electives, where the students will have courses such as Marketing, Finance, and HR in both 5th & 6th semester. The Summer Internship Project (SIP) presentation & submission with 3 credits in 5th semester and SIP Viva-Voce with 3 credits in 6th semester of BBA programme have incorporated.



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7. The Value added courses (VACs) through MOOC, NPTEL and SWAYAM have also incorporated as an optional course without any credits in MBA.
8. Any other suggestions on modification syllabus and structure have passed and resolved on this day.

S/D-

Chairman, BoS

School of Management Studies



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SCHOOL OF MANAGEMENT STUDIES

GANDHI INSTITUTE OF ENGINEERING AND TECHNOLOGY UNIVERSITY, GUNUPUR, ODISHA

Date: 30th April, 2023

Proceedings of Board of Studies (BoS)

On 29th and 30th April 2023, the BoS meeting was held at 10:00 a.m. at MBA auditorium in the presence of all the members of BoS and followings points have admitted and approved.

1. In R-23 regulation, the two years MBA programme will have choice based credit system with 121 credit courses where the students are allowed to choose dual electives in the 3rd & 4th semester from the domain areas such as Marketing, Finance, HR, Rural Management, Operations & Supply Chain Management, Business Analytics, Systems & IT, and Agribusiness Management. In this regulation, eight electives have offered and new courses introduced.
2. As an ability enhancement course, the Project Report Presentation & Viva-voce with 6 credits in the 3rd semester and Dissertation with 3 credits in the 4th semester MBA have readmitted.
3. Salesforce Business Analyst-I and Salesforce Business Analyst-II have introduced as an elective in Marketing domain in the 3rd & 4th semester MBA. Banking & Insurance Management introduced as a core course in 3rd semester and Strategic Management as a core course in 4th semester MBA.
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6. In three years Bachelor of Business Administration (BBA), all the six semesters are consisting of 114 credits with no electives, where the students will have courses such as Marketing, Finance, and HR in both 5th & 6th semester. The Summer Internship Project (SIP) presentation & submission with 3 credits in 5th semester and SIP Viva-Voce with 3 credits in 6th semester of BBA programme have incorporated.
7. The Value added courses (VACs) through MOOC, NPTEL and SWAYAM have also incorporated as an optional course without any credits in MBA.
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S/D-

Chairman, BoS

School of Management Studies



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Courses offered by SMS

BBA (Bachelor of Business Administration) 3 Years

- BBA in Financial Management
- BBA in Human Resource Management
- BBA in Marketing Management

MBA (Master of Business Administration) 2 years

- Marketing
- Finance
- HR
- Rural Management
- Operations & Supply Chain Management
- Business Analytics
- Systems & IT
- Agribusiness Management

Ph.D. in Management

- Doctor of Philosophy in Business Management



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Students Achievements

Batch Toppers-



Paper Presentation-

1. Students of BBA 1st year Manisha Gouda, Pratik Rout, Tarun Trilingi, Bhavisya Kar, Srinetri Rampa and Korukunda Premansu Dora have presented paper in International Conference On Trends In Management, Commerce & Information Technology In Sustainable Environment (ICONMANIT-2024), organized by School of Management Studies, GIET University
2. Students of BBA 2nd year Pallabi Panigrahi & Sanjana Sahu have presented paper in International Conference On Trends In Management, Commerce & Information Technology In Sustainable Environment (ICONMANIT-2024), organized by School of Management Studies, GIET University.
3. Students of BBA 3rd year Y. Akhila, S. Sivani Reddy have presented paper in International Conference On Trends In Management, Commerce & Information Technology In Sustainable Environment (ICONMANIT-2024), organized by School of Management Studies, GIET University.



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Paper Publication-

STUDENT PUBLICATION							
SL NO	JOURNAL NAME	TITLE	AUTHOR NAME	VOLUME	ISSN NO	ISSUE	PAGE NO
1	AEGAEUM JOURNAL	REVIEW ON CRYPTO CURENCY AND ITS IMPACT ON INDIAN MARKET	MR. DEEPTI RANJAN PRADHAN MS. SWETHASWINI PARIDA MR. SANTOSH KUMAR PANDA	10	0776-3808	Mar-22	70
2	AEGAEUM JOURNAL	A CASE STUDY ON THE INFLUENCE OF GOLD LOANS ISSUED BY THE TOP 5 PRIVATE SECTOR BANKS ON CONSUMER PERCEPTION AND ATTITUDE	MS. BISHNU PRIYA PARICHHA DR. Y S S PATRA MR. PARMINDER LAKRA	10	0776-3808	Jun-22	15
3	AEGAEUM JOURNAL	A SYSTEMATIC REVIEW ON HOME LOANS IN BANKING SECTORS- REFERENCE TO ICICI BANK	MS. ARPITA PRIYADARSHANI MR T. DILESWAR RAO	10	0776-3808	Jun-22	
4	AEGAEUM JOURNAL	AN IMPERICAL STUDY ON ENHANCEING EMPLOYEE PERFORMENCE WITH A PERFORMANCE APPARISALS SYSTEM : REFERENCE TO HR CONSULTANCIES INDUSTRIES	MS. SANDHYA PADHI DR. RINKY MISHRA ANJU PURAN PRIYANKA MING	10	0776-3808	Jun-20	24
5	GIET UNIVERSITY	WORK LIFE BALANCE OF WOMEN EMPLOYEES IN IOCL	MS.Amrita Choudhary DR.Smriti Rekha Sahoo,	4	2583-5955	Dec-24	22
6	GIET UNIVERSITY	DIGITAL INTERVENTION IN RECRUITMENT AND SELECTION	Smrutiprava Dash Smriti Rekha Sahoo	4	2583-5955	Dec-24	1
7	GIET UNIVERSITY	1TUNED IN AND DIAL-UP: LEVERAGING RADIO, TV, AND TELEMARKETING FOR BRAND SUCCESS	Deb Prakash Sahu Smriti Rekha Sahoo	4	2583-5955	Dec-24	11

NPTEL Course certification-2023- 2024 BATCH

S.No	Course Name	Durati on	Credits Recomm ended	Candidate Name	Score (Out of 25)	Score (Out of 75)	Total Score	Roll No
1	HR Analytics	Jul-Oct 2024	3 or 4	Trisha Choudhury	24.38	48.75	73	NPTEL24HS126 S765300150
2	HR Analytics	Jul-Oct 2024	3 or 4	Itishree Rath	11.56	39	51	NPTEL24HS126 S765300144
3	Introductio n to Marketing Essentials	Jul-Oct 2024	3 or 4	Kajal Agarwal	23.44	37	60	NPTEL24MG10 3S765300192
4	Business Analytics for Manageme nt Decision	Jan-Apr 2023	3 or 4	B Rupashree	22.53	57	80	NPTEL23MG54 S53650004
5	Business Analytics for	Jan-Apr 2023	3 or 4	Sudeep Kumar Nayak	22.06	45	67	NPTEL23MG54 S53650112

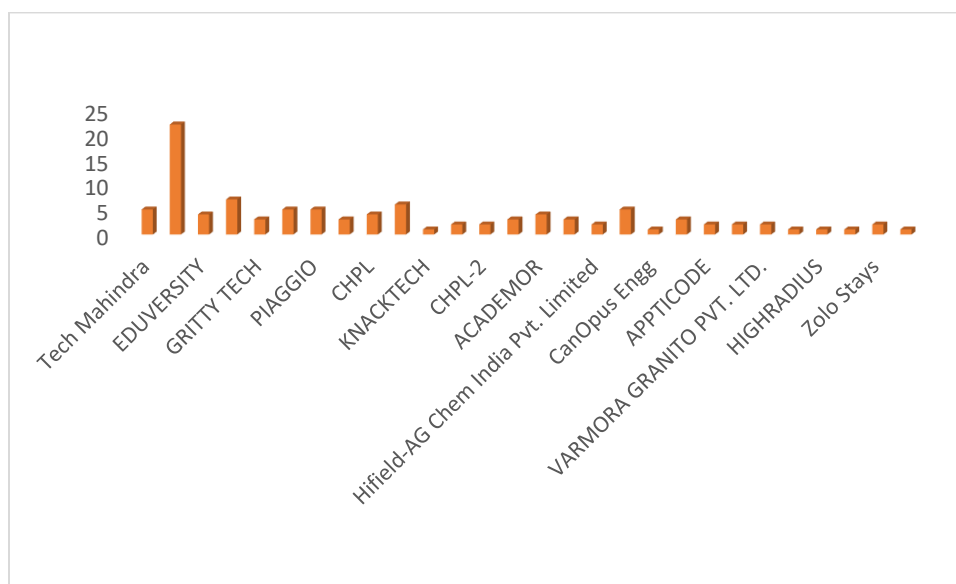


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	Management Decision							
6	Business Analytics for Management Decision	3 Months	3 Credits	Sudeep Kumar Nayak	18	58	76	22MBA008
7	Business Analytics for Management Decision	3 Months	3 Credits	Sipuna Pradhan	22	65	87	22MBA047
8	Business Analytics for Management Decision	12 weeks	3 or 4	Layatmika Patnaik	22.56	30	53	NPTEL23MG54 S53650049
9	Business Analytics for Management Decision	12 weeks	3 or 4	Swarnoprabha Senapati	22.75	54	77	NPTEL23MG54 S53650118

Placement

In the current academic year we successfully provided 95% final placement to all MBA students in 28 companies with an average salary of 3.5 lakh per annum. The highest CTC of 9.00 lakhs per annum offered by Intellipat, Bangalore. In this year, we offered jobs at banking, non-banking, IT, ITES and other product based companies. Most of the students have received the offer and reported to the respective companies.





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Internship

In this current academic year, we provided many internship opportunities across the country. The students have undergone 60 days internship programme in reputed companies and completed their projects also. We provided around 105 internship opportunities for MBA and 50 internship to BBA students. The following companies provided internship to our students:

- BHILAI STEELPLANT
- TATA STEEL
- DCB BANK
- TATA MOTORS
- OMNI HOSPITAL
- SANJAY INFRA
- UTKAL ALUMINA
- AGILE CAPITAL
- SHYAM STEEL
- VEDANT

Placements in Top Companies-

GIET UNIVERSITY, GUNUPUR
SCHOOL OF MANAGEMENT STUDIES

G. VANDANA
MBA (2022-2024)

Placed in

8 Lakhs
Per Annum

HIGHRADIUS

WWW.GIET.EDU

GIET UNIVERSITY, GUNUPUR
SCHOOL OF MANAGEMENT STUDIES

SANTOSA KUMAR BEHERA
MBA (2022-2024)

Placed in

7 Lakhs
Per Annum

BYJUS

WWW.GIET.EDU



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Faculty Research Contributions

Dr. Saumendra Das, HoD & Assoc. Prof.

FUNDING FROM EXTERNAL AGENCIES

1	DIC, Rayagada	Twelve Working Days Entrepreneurship Development Programme for Unemployed of Rayagada District from 20.09.2024 to 08.10.2024	1,10,000/-
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1. Book Publications-

1. **Saumendra Das**, Saibabu Neyyila and N. Lakshmi Srikanth (2025). Industrial Management and Entrepreneurship. Harper Publications, New Delhi-110002. Vol.1, Issue.1, pp. 1-384. ISBN No: 978-93-9417-528-0. Published on 10th January 2025.
2. **Saumendra Das**, Sanjay Kumar Das and Pulin Kumar Gantayat (2025). Startups and Entrepreneurship. Digital Publishing House, Delhi-110032. Vol. 1, Issue.1, pp. 1-242. ISBN No: 978-93-9401-469-5. Published on 15th December 2024.
3. **Saumendra Das**, Pulin Kumar Gantayat and Sanjay Kumar Das (2025). Entrepreneurship Development. Right Publications, Delhi-110032. Vol. 1, Issue.1, pp. 1-236. ISBN No: 978-93-9358-525-7. Published on 26th December 2024.
4. Saibabu Neyyila, **Saumendra Das** and Ch. Tejavathi (2025). Essentials of Entrepreneurship. Quality Book House, New Delhi. Vol.1, Issue.1, pp. 1-292. ISBN No: 978-93—9358-396-3. Published on 30th November 2024.
5. Saibabu Neyyila and **Saumendra Das** (2025). Dynamics of Entrepreneurial Development. Editors Publishing House, New Delhi-110002. Vol.1, Issue.1, pp. 1-241. ISBN No: 978-93-9383-985-5. Published on 14th November 2024.
6. Saibabu Neyyila, **Saumendra Das** and S. Prasad Rao (2025). Entrepreneurship and the World of Business. Goodwill Publications, Delhi-110032. Vol.1, Issue. 1, pp.1-233. ISBN No: 978-93-9354-749-1. Published on 10th November 2024.
7. Saibabu Neyyila, Subhramaya Nayak and **Saumendra Das** (2024). Banking and Insurance. City Publications, Delhi-110032. Vol.1, Issue. 1, pp. 1-220. ISBN No: 978-93-9286-160-4. Published on 4th October 2024.
8. Mohanbabu Ch, **Saumendra Das** and Saibabu Neyyila (2024). Theory of Banking and Insurance Regulations. Best Publishing House, New Delhi-110002. Vol.1, Issue.1. pp. 1-224. ISBN No: 978-93-9278-519-1. Published on 23rd October 2024.
9. **Saumendra Das**, Subhramaya Nayak and Parle Kalyan Chakravarthy (2024). Fundamentals of Banking, S. K. Book Agency, New Delhi-110002. Vol.1, Issue.1. pp. 1-220. ISBN No: 978-93-9286-215-1. Published on 11th May 2024.
10. B. Venkata Rao, **Saumendra Das** and Parle Kalyan Chakravarthy (2024). Management of Bank and Insurance, LAKSHITA BOOK DISTRIBUTORS, Daryaganj, New Delhi. Vol.1, Issue. 1. Pp. 1-243. ISBN No: 978-93-9286-381-3. Published on 20th June 2024.
11. **Saumendra Das**, Udaya Sankar Patro and Saibabu Neyyila (2024). Rural Management. Quality Book House, New Delhi. pp. 1-223. Vol.1, Issue. 1. ISBN No: 978-93-9358-328-4. Published on 2nd April 2024.



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12. Saibabu Neyyila, Mohanababu Ch and **Saumendra Das** (2024). Marketing of Financial Services. SSDN Publishers & Distributors, New Delhi-110002. Vol.1, Issue. 1. Pp. 1-211. ISBN No: 978-93-8895-057-2. Published on 21st March 2024.
13. Jyoti Prakash Rath, Samira Patra and **Saumendra Das** (2024). Hospitality Management. Kalyani Publications, Ludhiana, pp. 1-260, Vol.1, Issue. 1. ISBN No: 978-91-6440-017-4, Published on 7th October 2024.
14. **Saumendra Das**, Tapaswini Panda and Saibabu Neyyila (2024). Fundamentals of Entrepreneurship. Editors Publishing House, New Delhi. Vol.1, Issue.1. pp. 1-227. ISBN No: 978-93-9383-949-7. Published on 15th May 2024.
15. **Saumendra Das**, Rohit Bansal, Udaya Sankar Patro (2024), Marketing Innovation 5.0: Charting New Horizons, LAP LAMBERT Academic Publishing, London, pp. 1-161, Vol.1, Issue. 1. ISBN No: 978-620-7-47383-0, Published on 21st March 2024.
16. Rohit Bansal, **Saumendra Das**, Tapaswini Panda (2024), Digitalization, Innovation & Sustainable Development in Business, LAP LAMBERT Academic Publishing, London, pp. 1-193, Vol.1, Issue. 1. ISBN No: 978-620-7-46853-9, Published on 21st March 2024.
17. **Saumendra Das** & Saibabu Neyyila (2024), Business Economics, Digital Publishing House, Delhi, India, pp. 1-235, Vol.1, Issue. 1. ISBN No: 987-93-9401-451-0, Published on 12th February 2024.
18. **Saumendra Das**, Smruti Rekha Sahoo & Rohit Bansal (2024), Sustainable Innovation and Entrepreneurship Development, Scholar's Press, London, pp. 1-193, Vol.1, Issue. 1. ISBN No: 978-3-639-86362-8, Published on 8th February 2024.
19. Sudhir Kumar Jena, **Saumendra Das** & Rohit Bansal (2024), Current Trends in Management Practices, LAP LAMBERT Academic Publishing, London, pp. 1-117, Vol.1, Issue. 1. ISBN No: 978-620-7-45894-3, Published on 16th January 2024.
20. N. V. J. Rao, **Saumendra Das** & Pramod Ranjan Panda (2024), Entrepreneurship & Small-Scale Business, Rights Publications, Delhi-110032, India, pp. 1-235, ISBN No: 978-93-9358-532-5, Published on 2nd January 2024.

2. Journal Article Publications-

1. Raja, M., Swamy, T. N. V. R. L., **Das, S.**, Bansal, R., Fahlevi, M., & Aziz, A. L. (2025). Does human resource information system influence performance management?. Cogent Business & Management, 12(1), 2438862. <https://doi.org/10.1080/23311975.2024.2438862> **Scopus & WoS**
2. Jyotikanta Panda, **Dr. Saumendra Das** and Dulu Pattnaik (2024). Securing IoT Devices: Best Practices for Business Management. Journal of Technology. 12 (10),627-649. ISSN: 10123407 Published on 16th October 2024. <https://doi.org/10.53555/18.15001/JOT.2024/V12I10.24.822> **Scopus**
3. Kumburu Sravani, **Dr. Saumendra Das** and Dr. K. Venugopal (2024). Navigating The Challenges of Remote Workforce Management: A Study On Employee Engagement in Software Firms, Educational Administration: Theory and Practice, 30(1), 4380 – 4388 ISSN:2148-2403 Published on Jan 30, 2024. <https://doi.org/10.53555/kuvey.v30i1.8068> **Scopus**
4. **Das, S.**, Rath, J. P., Patro, U. S., Panda, T., & Gopinath, G. (2024). Investigating Generative AI innovative Strategies for Customer Engagement in Marketing Automations in the Digital Era. International Journal of Applied Science and Engineering, 12(1), 47-57.
5. Jyotikanta Panda, **Saumendra Das** and Dulu Pattnaik (2024). Resilient IT Infrastructure: Strategies for Minimizing Downtime and Ensuring Business Continuity. Horizon J. Hum.



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- Soc. Sci. Res. 6 (S), 76–86. https://doi.org/10.37534/bp.jhssr.2024.v6.nS_id1255.p76
ISSN: 2682-9096
6. Ashita, **Dr. Saumendra Das** & Prof. Shehbaz Ahmed (2024). E-Grocery Retailers and Their Perceptions On Lean Practices to Improve Process Efficiency: A Study, *ANVESAK*, Vol. 54, No.1(VIII) January – June: 2024 pp. 62-66. ISSN: 0378 – 4568
 7. Ashita, **Dr. Saumendra Das** & Prof. Shehbaz Ahmed (2024). A Study On the Factors Contributing to Lean Readiness and Implementation of E-Grocery Retailers of Telangana. *International Journal of Creative Research Thoughts (IJCRT)* www.ijcrt.org Volume 12, Issue 5 May 2024 pp. 289-298. ISSN: 2320-2882
 8. K. Chandrasekhar, **Saumendra Das**, Neha Gupta (2024). Impulse Buying and Product Packaging: Examine How Packaging Design, Colour Schemes and Product Displays Affect Impulse Purchases. *Humanities and Social Science Studies*, Vol. 13, Issue 1, No. 35, pp. 110-119. January – June: 2024 ISSN 2319-829X. **UGC Care**
 9. **Saumendra Das**, Moushami Panda, Smruti Rekha Sahoo and Dulu Patnaik (2024). Agile Change Management: Adapting Agile Methodologies for Organizational Resilience. *Horizon J. Hum. Soc. Sci. Res.* 6 (S), 41–52. https://doi.org/10.37534/bp.jhssr.2024.v6.nS_id1252.p41 ISSN: 2682-9096
 10. K. Sravani, **Saumendra, D.**, Subudhi, R., & Venugopal, K. (2024). Assessments of Determinants impacting Job Engagement: In Case of Inspiredge IT Solutions. *Parikalpana - KIIT Journal of Management* [Vol. 20.1, June-2024]. pp.64-79. <https://doi.org/10.23862/kiit-parikalpana/2024/v20/i1/225092> **UGC Care**
 11. Mishra, D., **Das, S.**, & Patnaik, R. (2024). Application of AI Technology for the Development of Destination Tourism towards an Intelligent Information System. *Economic Affairs*, 69(02), 1083-1095. <https://doi.org/10.23862/10.46852/0424-2513.3.2024.31> **Scopus**
 12. Chandrasekhar, K., **Das, S.**, Gupta, N., & Jena, S. K. (2024). Comparative Analysis of Impulse Buying Behaviour Across Retail Channels: A Study of Physical Stores, E-commerce Websites and Mobile Shopping Apps. *Economic Affairs*, 69(02), 1109-1120. <https://doi.org/10.23862/10.46852/0424-2513.3.2024.33> **Scopus**
 13. Patro, U. S., Panda, T., & **Das, S.** (2024). Issues and Difficulties Encountered by Unorganized Sectors: An Indian Perspective. *Economic Affairs*, 69(01), pp. 693-700. <https://doi.org/10.46852/0424-2513.2.2024.29> ISSN - 0424-2513 **Scopus**.
 14. Chandrasekhar, K., **Das, Saumendra** & Gupta, Neha. (2024). Impact Study of E-Wallets Trigger Impulse Purchase: A systematic analysis of Gen Z consumers. *SIRJANA JOURNAL. VOLUME. 54. ISSUE. 3.* pp. 217-226. ISSN:2455-1058 **UGC Care listed**
 15. Patro, Udaya Sankar., Panda, Tapaswini & **Das, Saumendra**. (2024). Impact of Toxic Leadership on Employees' turnover: A mediating role of workplace bullying. *SIRJANA JOURNAL. VOLUME. 54. ISSUE. 3.* pp. 384-393 ISSN:2455-1058. **UGC Care listed**
 16. Jyotikanta Panda, **Dr. Saumendra Das** (2024). Influence of information and communication technology (ICT) on HRM resource planning for overall growth of IT industries: A systematic review, *GIET UNIVERSITY JOURNAL*, 2023-24, VOL.3, NO.1, PP.41-49. ISSN No-2583-5955
 17. Dwipanita Mishra & **Saumendra Das**, (2024). Brand Equity of destination tourism with reference to Odisha Tourism: A systematic review. *GIET UNIVERSITY JOURNAL*, 2023, VOL.3, NO.1, PP. – 22-26. ISSN No-2583-5955



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18. K. Chandrasekhar, **Dr. Saumendra Das**, Dr. Neha Gupta, (2024). A Literature Review on Impulsive Buying Behavior of Customers in Indian Retail. GIET UNIVERSITY JOURNAL, 2023, VOL.3, NO.1, PP.11-21. ISSN No-2583-5955

3. Conference proceedings Publications-

1. K. Sravani, **Dr. Saumendra Das** & Koppala Venugopal (2024). Assessment of critical factors influencing job engagement in private educational institutions. National seminar on navigating the future: Managerial challenges in the VUCA environment. pp. 261-271. ISBN No-978-93-88196-81-9
2. Saibabu, N., Chappa, M., Chaitanya, N., **Das, S.**, Rao, A. L., & Mallam, M. (2024, May). Big Data: An Essential Route for Creating New Business Prospects. In *2024 International Conference on Advances in Modern Age Technologies for Health and Engineering Science (AMATHE)* (pp. 1-5). IEEE. <https://doi.org/10.1109/AMATHE61652.2024.10582054>
Scopus

4. Book chapter Publications-

1. Mishra, D., **Das, S.**, Patnaik, R., & Rath, J. P. (2025). Sustainable Developments of Sports and Adventure Tourism in the Era of Artificial Intelligence: A Systematic Review of a Decade. *Integrating Architecture and Design Into Sustainable Tourism Development*, 363-378. Published on 22 December 2024. <https://doi.org/10.4018/979-8-3693-7388-0.ch013>
Scopus
2. **Das, S.**, Patro, U. S., Panda, T., Rath, J. P., & Madapana, K. (2025). Education on Sustainable Competitive Administration: A Review. *Organizational Readiness and Research: Security, Management, and Decision Making*, 1-24. ISBN No- 9798369385623 <https://doi.org/10.4018/979-8-3693-8562-3.ch001> Published on 20th November 2024.
Scopus
3. **Das, S.**, Patro, U. S., Panda, T., Sahoo, S., & Badawy, H. R. H. (2024). Management at Strategic Level and Sustainability. In *Impact of Corporate Social Responsibility on Employee Wellbeing* (pp. 199-222). IGI Global. ISBN No- 9798369334706 Published on 29th August 2024. **Scopus**
4. **Das, S.**, Sahoo, S., & Panda, P. R. (2024). Work-Life Balance Practices' Contribution to Increasing Organizational Effectiveness in a Sustainable Workforce. In *Impact of Corporate Social Responsibility on Employee Wellbeing* (pp. 223-250). IGI Global. ISBN No- 9798369334706 Published on 29th August 2024. **Scopus**
5. **Das, S.**, Patro, U. S., Panda, T., Madapana, K., & Badawy, H. R. (2024). Sustainable Finance Using Blockchain: Review of a Decade. *Navigating the Future of Finance in the Age of AI*, 139-166. ISBN No-9798369343821 Published on 27th August 2024. **Scopus**
6. **Saumendra Das**, Tapaswini Panda and Udaya Sankar Patro (2024). Utilisation of Farming Technology for The Countryside and Farming Growth in Society 5.0. *Advances and Concerns in Agricultural & Environmental Information Systems in Society 5.0*. Vol. 1. Issue. 1 NEW DELHI PUBLISHERS. ISBN: 978-81-19006-36-6 pp. 141-157.
7. **Saumendra Das**, Udaya Sankar Patro and Tapaswini Panda (2024). An Extensive Examination of Natural Resource Optimization and Sustainability in Society 5.0. *Advances and Concerns in Agricultural & Environmental Information Systems in Society 5.0*. Vol. 1. Issue. 1 NEW DELHI PUBLISHERS. ISBN: 978-81-19006-36-6 pp. 199-224.
8. Tapaswini Panda, Udaya Sankar Patro and **Saumendra Das** (2024). Impact of Internet of Things (IoT) On Sustainability Medical Services- A Study. *Emerging Topics of*



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- Computation, Digitalization and Informatics in Advancing Society ISBN: 978-81-19006-97-7. Vol. 1. Issue. 1. NEW DELHI PUBLISHERS. pp.243- 267.
9. Panda, M., Sahoo, S. R., **Das, S.**, Panda, J., & Milanova, M. (2024). Blockchain as a Service: Empowering Enterprise HRM Leadership for the Future. In *Impact of New Technology on Next-Generation Leadership* (pp. 206-229). IGI Global. <https://doi.org/10.4018/979-8-3693-1946-8.ch011>, ISBN No-9798369319468, Published on 3rd June 2024 **Scopus**
 10. **Das, S.**, Kanwal, N. D. S., Patro, U. S., Panda, T., Pani, D., & Badawy, H. R. H. (2024). Impact of Green Marketing on Consumer Behavior: An Investigation Towards Purchasing Decisions, Loyalty, and Willingness to Pay a Premium Price. In *Driving Green Marketing in Fashion and Retail* (pp. 50-62). IGI Global. <https://doi.org/10.4018/979-8-3693-3049-4.ch003> ISBN No- 9798369330494 Published on 29th May 2024. **Scopus**
 11. **Das, S.**, Patro, U. S., Panda, T., Pani, D., & Badawy, H. R. H. (2024). Insights and Future Prospects for ChatGPT: A Productive Computational Intelligence Approach on the Administration of Human Resources. In *Applications, Challenges, and the Future of ChatGPT* (pp. 91-125). IGI Global. <https://doi.org/10.4018/979-8-3693-6824-4.ch005> ISBN No-9798369368244 Published on 29th May 2024 **Scopus**
 12. **Das, S.**, Kanwal, N. D. S., Patro, U. S., Panda, T., Saibabu, N., & Badawy, H. R. H. (2024). Sustainable Development of Industry 5.0 and Its Application of Metaverse Practices. In *Exploring the Use of Metaverse in Business and Education* (pp. 131-146). IGI Global. <https://doi.org/10.4018/979-8-3693-5868-9.ch008> ISBN No- 9798369358689 Published on 6th April 2024 **Scopus**.
 13. Kanwal, N. D. S., Panda, T., Patro, U. S., & **Das, S.** (2024). Societal Sustainability: The Innovative Practices of the 21st Century. In *Sustainable Disposal Methods of Food Wastes in Hospitality Operations* (pp. 193-213). IGI Global. <https://doi.org/10.4018/979-8-3693-2181-2.ch013> ISBN No- 9798369321812 Published on 7th March 2024, **Scopus**.
 14. Panda, P. R., mayee Sahoo, S., **Das, S.**, Bansal, R., Dey, S., Kanwal, N. D. S., & Badawy, H. R. H. (2024). A Conceptual Study on Instagram Marketing: Examining the Effect of AI on Several Business Sectors Using AI ChatGPT on Marketing Effectiveness. In *Demystifying the Dark Side of AI in Business* (pp. 20-43). IGI Global. <https://doi.org/10.4018/979-8-3693-0724-3.ch002>, ISBN No-9798369307243 Published on 13th March 2024 **Scopus**.
 15. Venugopal, K., **Das, S.**, Gopalakrishna, V., & Bansal, R. (2024). Customer Consciousness Towards Food Wastage in the Indian Hospitality Industry. In *Sustainable Disposal Methods of Food Wastes in Hospitality Operations* (pp. 38-56). IGI Global. <https://doi.org/10.4018/979-8-3693-2181-2.ch003> ISBN No-9798369321812 Published on 7th March 2024 **Scopus**.
 16. **Das, S.**, Rao, N. V. J., Mishra, D., & Bansal, R. (2024). A Review of the Pre-and Post-COVID-19 Effects on the Tourism and Entertainment Industries: Innovative Methods and Predicted Challenges. Utilizing Smart Technology and AI in Hybrid Tourism and Hospitality, 98-117. <https://doi.org/10.4018/979-8-3693-1978-9.ch005> ISBN No-9798369319789 Published on 7th March 2024 **Scopus**.
 17. Panda, J., **Das, S.**, Panda, M., Pattnaik, D., & Kanwal, N. D. S. (2024). Unlocking Efficiency: Blockchain as a Service (BaaS) in Enterprise HR Management. In *Harnessing Blockchain-Digital Twin Fusion for Sustainable Investments* (pp. 205-240). IGI Global. <https://doi.org/10.4018/979-8-3693-1878-2.ch009> ISBN No-9798369318782 Published on 1st March 2024 **Scopus**.



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18. Panda, T., Patro, U. S., **Das, S.**, Venugopal, K., & Saibabu, N. (2024). Blockchain in Human Resource Management: A Bibliographic Investigation and Thorough Evaluation. In *Harnessing Blockchain-Digital Twin Fusion for Sustainable Investments* (pp. 86-119). IGI Global. <https://doi.org/10.4018/979-8-3693-1878-2.ch005> ISBN No-9798369318782 Published on 1st March 2024 **Scopus**.
19. Waghray, A., **Das, S.**, & Ahmed, S. (2024). An Assessment on Marketing Promotions and Strategies Adopted by Retailers Towards Millet-Based Products in Hyderabad. In *The Role of Women in Cultivating Sustainable Societies Through Millets* (pp. 143-155). IGI Global. <https://doi.org/10.4018/978-1-6684-9819-4.ch008> ISBN No- 9781668498194 Published on 6th March **2024 Scopus**.
20. **Das, S.**, Mishra, B. K., Panda, N., & Badawy, H. R. (2024). Sustainable Marketing Mix Strategies of Millets: A Voyage of Two Decades. In *The Role of Women in Cultivating Sustainable Societies Through Millets* (pp. 113-127). IGI Global. <https://doi.org/10.4018/978-1-6684-9819-4.ch006> ISBN No- 9781668498194 Published on 8th February 2024 **Scopus**.
21. Maushami Panda, Jyotikanta Panda, **Dr. Saumendra Das**, Dr. Smrutirekha Sahoo & Dr. Dulu Patnaik (2024). Navigating the path through effective business management research. Research Method: Tools and Techniques. Harper Publication, New Delhi. Vol.1. Issue.1. pp. 1-16. ISBN No-978-93-9417-589-1
22. K. Sravani, **Dr. Saumendra Das** & Dr. Koppala Venugopal (2024). The evolving role of leadership in remote work environments: Impact on employee performance and organizational effectiveness. Research Method: Tools and Techniques. Harper Publication, New Delhi. Vol.1. Issue.1. pp. 87-100. ISBN No-978-93-9417-589-1
23. Jyotikanta Panda, Maushami Panda, **Dr. Saumendra Das** & Dr. Dulu Patnaik (2024). Navigating the quandaries: An in-depth analysis of inconsistencies and deficiencies in research practices for the role of artificial intelligence. Harper Publication, New Delhi. Vol.1. Issue.1. pp. 134-149. ISBN No-978-93-9417-589-1

5. Resource person/Session chair/Guest lecture-

1. Guest speaker in 5th International Multidisciplinary Conference on “Information Science, Management Research and Social Sciences” on 13th & 14th March 2024 Organized by Research Department of Computer Science and Applications AJK College of Arts and Science Coimbatore, India.

Mr. Debashis Mohapatra, Asst. HoD & Assistant Professor

JOURNAL PUBLICATIONS

Total Publications: 3

1. **"Empirical Paper: The Interplay Between Corporate Sustainability Policies and HRM Strategies in IT Organizations"**
Journal: Journal of Engineering and Technology Management
Type: National
Indexed In: UGC
Published Date: 07 Dec 2024
ISSN: 0923-4748



Annual Report-2024

- "Cloud-Based Business Management Systems (CBMS): Enhancing Efficiency and Scalability"**
Journal: Journal of Technology
Type: International
Indexed In: SCOPUS
Published Date: 14 Oct 2024
ISSN: 1012-3407
- "Implications Of Human Resource Analytic Practices On Employee Performance In Pharma Industry Of Hyderabad"**
Journal: Library Progress International
Type: International
Indexed In: SCOPUS
Published Date: 31 Jul 2024
ISSN: 2320-317X

CONFERENCE PUBLICATIONS

Total Publications: 2

- "Agile Change Management: Adapting Agile Methodologies for Organizational Resilience"**
Conference: An International Conference on "Managerial Excellence & Sustainable Growth: IT & Operation Issues"
Type: International
Indexed In: Peer Reviewed
Conference Date: 17 Feb 2024
ISBN: 978-81-968799-4-5
- "Strategic Approach to Address Employee Absenteeism with HR Analytics: Natco Pharma Limited (Hyderabad)"**
Conference: An International Conference on "Managerial Excellence & Sustainable Growth: IT & Operation Issues"
Type: International
Indexed In: Peer Reviewed
Conference Date: 17 Feb 2024
ISBN: 2682-9096

BOOK SERIES / BOOK CHAPTERS

Total Contributions: 8

- "Talent Management in the World of Education"**
Book Title: Futuristic Trends in Management
Date of Publication: 20 May 2024
Publisher: IIP Series
ISBN: 978-93-5747-817-5



Annual Report-2024

2. **"Role of Green HRM for Organizational Sustainability"**
Book Title: Current Trends in Management Practices
Date of Publication: 20 Feb 2024
Publisher: LAP Lambert Academic Publishing
ISBN: 978-620-7-45894-3
3. **"Navigating the Path Through Effective Business Management Research: Identifying Gaps and Overcoming Inconsistencies"**
Book Title: Research Methodology Tool and Techniques
Date of Publication: 19 Jan 2024
Publisher: Harper Publication
ISBN: 978-93-9417-589-1
4. **"Climate Change Impact on Agribusiness Supply Chain: A Current Scenario"**
Book Title: Research Methodology Tool and Techniques
Date of Publication: 19 Jan 2024
Publisher: Harper Publication
ISBN: 978-93-9471-589-1
5. **"Entrepreneurship Development for Economical Growth in 21st Century"**
Book Title: Research Methodology Tool and Techniques
Date of Publication: 19 Jan 2024
Publisher: Harper Publication
ISBN: 978-93-9471-589-1
6. **"Blockchain as a Service: Empowering Enterprise HRM Leadership for the Future"**
Book Title: Impact of New Technology on Next Generation Leadership
Date of Publication: 16 Apr 2024
Publisher: IGI Global
ISBN: 9798369319468
7. **"Price Forecasting of Green Gram for the State of Odisha to Make Farmers Sustainable: The Year Ahead"**
Book Title: Sustainable Innovation and Entrepreneurship Development
Date of Publication: 08 Feb 2024
Publisher: Scholars' Press Publication
ISBN: 978-3-639-86362-8
8. **"Blockchain as a Service: Empowering Enterprise HRM Leadership for the Future"**
Book Title: Impact of New Technology on Next Generation Leadership
Date of Publication: 03 Jun 2024
Publisher: IGI Global
ISBN: 9798369319468



Annual Report-2024

DR. SAMIR PANIGRAHI, Assistant Professor

1. **National Conference on "Navigating the Future Business: Emerging Trends in Commerce & Management (NFB ETCM-2024)**
Organized by: Department of Commerce, Ravenshaw University, Cuttack
Type: Conference
Date: 2024
2. **Refresher Course on Socio Legal Research 2024**
Organized by: S S Jain Subodh Law College
Type: Workshop
Date: 2024
3. **NEP-2020 Orientation & Sensitization Programme**
Organized by: Indian Institute of Technology (Indian School of Mines), Dhanbad
Type: Workshop
Date: 2024
4. **Leveraging Data to Drive Innovation & Enhance Decision Making**
Organized by: Center for Data Analytics & Research, Chennai, India
Type: Workshop
Date: 2024
5. **Online Certificate Course on Contract Drafting**
Organized by: Kalinga University, Raipur, Chhattisgarh
Type: Workshop
Date: 2024
6. **National Level Faculty Development Program on Research Methodology**
Organized by: Government College of Education, Raipur (C.G)
Type: FDP (Faculty Development Program)
Date: 2024
7. **Application of Research Methodology and Data Analysis in Management and Social Sciences**
Organized by: Institute of Policy Research in Economics Management and Social Development (IPREMS)
Type: FDP
Date: 2024
8. **Online FDP on "Using Advanced Tools & Techniques for Quantitative & Qualitative Data Analysis (Special Focus on Jamovi & Nvivo)**
Organized by: Gujarat National Law University
Type: FDP
Date: 2024
9. **ICONMANIT-2024**
Organized by: GIET University, Gunupur, Odisha



Annual Report-2024

Type: Conference

Date: 2024

SAMIR PANIGRAHI, Assistant Professor

Corporate Finance (Text Book)

Title of Book: Corporate Finance

Type: Book

Publisher: Kunal Books

ISBN Number: 978-93-6369-502-7

Date of Publication: 26 Sep 2024

Approval Status: Applied

1. **Indian Knowledge System: A Way Forward Under NEP-2020 (Book Chapter)**

Title of Book: Indian Knowledge System

Type: Book Chapter

Publisher: P.K Publishing House

ISBN Number: 978-81-976276-6-8

Date of Publication: 07 Aug 2024

Approval Status: Applied

2. **Problems and Prospects of India Towards SDG (Book Chapter)**

Title of Book: GOALS AND INDIAN ECONOMY

Type: Book Chapter

Publisher: N B Publications

ISBN Number: 978-61-983235-0-0

Date of Publication: 02 Dec 2024

Approval Status: Applied

DR. SMRUTIREKHA SAHOO, Assistant Professor

JOURNAL PUBLICATIONS

Total Publications: 3

1. **Empirical Paper: The Interplay Between Corporate Sustainability Policies and HRM Strategies in IT Organizations**

Journal: Journal of Engineering and Technology Management

Type: National

Indexed In: UGC

Published Date: 07 Dec 2024

ISSN: 0923-4748

2. **Cloud-Based Business Management Systems (CBMS): Enhancing Efficiency and Scalability**

Journal: Journal of Technology

Type: International



Annual Report-2024

Indexed In: SCOPUS

Published Date: 14 Oct 2024

ISSN: 1012-3407

3. **Implications Of Human Resource Analytic Practices On Employee Performance In Pharma Industry Of Hyderabad**

Journal: Library Progress International

Type: International

Indexed In: SCOPUS

Published Date: 31 Jul 2024

ISSN: 2320 317X

CONFERENCE PUBLICATIONS

Total Publications: 2

1. **Agile Change Management: Adapting Agile Methodologies for Organizational Resilience**

Conference: An International Conference on "Managerial Excellence & Sustainable Growth: IT & Operation Issues"

Type: International

Indexed In: Peer Reviewed

Conference Date: 17 Feb 2024

ISBN: 978-81-968799-4-5

2. **Strategic Approach to address Employee Absenteeism with HR Analytics: Natco Pharma Limited (Hyderabad)**

Conference: An International Conference on "Managerial Excellence & Sustainable Growth: IT & Operation Issues"

Type: International

Indexed In: Peer Reviewed

Conference Date: 17 Feb 2024

ISBN: 2682-9096

BOOK SERIES / BOOK CHAPTERS

Total Contributions: 8

1. **Talent Management in the World of Education**

Book Title: Futuristic Trends in Management

Date of Publication: 20 May 2024

Publisher: IIP Series

ISBN: 978-93-5747-817-5

2. **Role of Green HRM for Organizational Sustainability**

Book Title: Current Trends in Management Practices

Date of Publication: 20 Feb 2024



Annual Report-2024

Publisher: LAP Lambert Academic Publishing

ISBN: 978-620-7-45894-3

3. **Navigating the Path Through Effective Business Management Research: Identifying Gaps and Overcoming Inconsistencies**

Book Title: Research Methodology Tool and Techniques

Date of Publication: 19 Jan 2024

Publisher: Harper Publication

ISBN: 978-93-9417-589-1

4. **Climate Change Impact on Agribusiness Supply Chain: A Current Scenario**

Book Title: Research Methodology Tool and Techniques

Date of Publication: 19 Jan 2024

Publisher: Harper Publication

ISBN: 978-93-9471-589-1

5. **Entrepreneurship Development for Economical Growth in 21st Century**

Book Title: Research Methodology Tool and Techniques

Date of Publication: 19 Jan 2024

Publisher: Harper Publication

ISBN: 978-93-9471-589-1

6. **Blockchain as a Service: Empowering Enterprise HRM Leadership for the Future**

Book Title: Impact of New Technology on Next Generation Leadership

Date of Publication: 16 Apr 2024

Publisher: IGI Global

ISBN: 9798369319468

7. **Price Forecasting of Green Gram for the State of Odisha to Make Farmers Sustainable: The Year Ahead**

Book Title: Sustainable Innovation and Entrepreneurship Development

Date of Publication: 08 Feb 2024

Publisher: Scholars' Press Publication

ISBN: 978-3-639-86362-8

8. **Blockchain as a Service: Empowering Enterprise HRM Leadership for the Future**

Book Title: Impact of New Technology on Next Generation Leadership

Date of Publication: 03 Jun 2024

Publisher: IGI Global

ISBN: 9798369319468



Annual Report-2024

Dr. Jnana Raghavendra I, Assoc. Professor

Journal Publication-

1. Examining Graduates' Job-Readiness, Employability Skills, and Awareness using machine learning, Nanotechnology Perceptions, <https://doi.org/10.62441/nano-ntp.v20iS5.39> ISSN. 1660-6795
2. Adoption of Technology and the Influence of Corporate Social Responsibility on Organizational Performance: Evidence from Indian Companies, Nanotechnology Perceptions, <https://doi.org/10.62441/nano-ntp.v20iS5.41>, ISSN. 1660-6795
3. Measuring Communication Skills Imperative On Employability - An Empirical Study On Impact of Communication Skills On Employability Skills Among Undergraduates, Educational Administration: Theory and Practice, ISSN.2148-2403
4. Unlocking Potential: A Comprehensive study on the impact of CRT program on Job Readiness and employability skills of undergraduates a study in Hyderabad (Telangana), Journal of the Asiatic Society of Mumbai. ISSN.0972-0766

Conference paper-

1. Empowering Gen Z: Unveiling the Role of Technical Skills in Enhancing Professional Development - A Study in Hyderabad (Telangana), Paradigm Shift towards Sustainable Management & Digital Practices: Exploring Global Trends and Innovations. ISSN.
2. Sustainable Investment Trends in India's Emerging Digital Landscape, Paradigm Shift towards Sustainable Management & Digital Practices: Exploring Global Trends and Innovations. ISSN.
3. AN EMPIRICAL STUDY OF HOUSEHOLD SAVING AND INVESTMENT PATTERNSACROSS VARIOUS INCOME GROUPS IN URBAN ODISHA, Paradigm Shift towards Sustainable Management & Digital Practices: Exploring Global Trends and Innovations. ISSN.

Book Publication-

1. Organisational Behaviour: Text & Cases, Organisational Behaviour: Text & Cases, Excel India Publishers, New Delhi
2. Research Methodology (A Conceptual Approach for Beginners), Excel India Publishers, New Delhi

NPTEL-

Advanced Financial Instruments for Sustainable Business and Decentralized Markets” by NPTEL in the Jan-April 2024 session with a score of 48%, IIT-Kanpur



Annual Report-2024

Dr.T.Lokeswara Rao, Associate Professor

Book Publication-

1. Legal Aspects of Business, Scripown Publication

Journal Publication-

1. Responsible Management, The New Paradigm for The Benefit of Society, ISSN. I2148-2403

Karteek Madapana, Asst. Professor

S.No	Publication Title	Publication Type	Published In	Authors	Year
1	Microfinance Interventions for Women Empowerment and Poverty Reduction: A Case Study of Rayagada District in Odisha State	Research Paper	AarthikaCharche	Karteek Madapana, Co-author(s)	2024
2	An Analysis of Self-Help Groups' Contributions to Women's Empowerment with Particular Reference to Rayagada Dist, Odisha	Research Paper	Educational Administration: Theory and Practice	Karteek Madapana, Co-author(s)	2024
3	Micro Finance and Its Impact on SHGs Towards Inclusive Growth: A Study on Rayagada District in Odisha	Conference Paper	International Journal of Innovative Research and Practices	Karteek Madapana, Co-author(s)	2024
4	Sustainable Finance Using Blockchain: Review of a Decade	Book Chapter	Sustainable Finance Using Blockchain, Published by IGI Global	Saumendra Das, Udaya Sankar Patro, Tapaswini Panda, Karteek Madapana, Hassan R. H. Badawy	2024

Online courses:

Event/Certification	FutureEd with AI: Participated in discussions on AI in academia, featuring sessions by Dr. Indu Joshi and Dr. Dinesh Singh.	25/07/2024
FutureEd with AI	Participated in discussions on AI in academia, featuring sessions by Dr. Indu Joshi and Dr. Dinesh Singh.	25/07/2024



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Faculty Development Program (FDP)

S.No	Program Title	Program Type	Organized By	Participant	Year
1	Exploration of Nascent Pedagogical Tools for Updating Teachers of Management Education	Faculty Development Program	AICTE Training and Learning (ATAL) Academy	Karteek Madapana	2024

Mr. P. Narasimha Murty, Asst. Professor

S.No	Publication Title	Publication Type	Published In	Authors	Year
1	Assessing the Effectiveness of Agricultural Finance Schemes on Farmer Welfare: Evidence from Rayagada District, Odisha	Research Paper	Sidvi society for Rearch and development: REGN no: 184/2024.ECRDSET202409006	Mr.P. Narasimha murty, Dr. N.V.J Rao, Mr.KarteekMadapana, Co-author(s)	2024

International conference paper presented:

S.No	Paper Title	Presentation Type	Presented In	Authors	Year
1	Impact of agricultural finance on sustainable development: A case	Research Paper	ICRTBM-ITS (2024)	Mr.P. Narasimha murty, Dr. N.V.J Rao,	2024



Annual Report-2024

S.No	Paper Title	Presentation Type	Presented In	Authors	Year
	study of selected districts in Odisha.				
2	Marketing Practices and Ethical Considerations in Indian Pharmaceutical Companies	Paper for publication	(ICONMANIT-2024	Mr. Karteek Madapna Mr. P. Narasimha murty Miss.Srinetri Rampa,	2024

Events Organized by SMS

January 2024

Programme Summary

Sl. No	Name of the Programme	Date
1	AIMA membership	18.01.2024
2	Book Publication	24.01.2024

In 18 January 2024, School of Management Studies (SMS) became the registered member of All India Management Association (AIMA). To cater the opportunities for the students and staff, the institutional membership will help the community to develop in academic and research activities. AIMA will also provide the monthly bulletin, reports and journals for academic progress. AIMA's Membership provides a forum for sharing of management ethos, thinking and principles. Management practices are constantly evolving across the globe, and AIMA members would benefit from the expertise and experience of their global counterparts.

Membership Certificate:



Annual Report-2024



On 24th January 2024, Dr. Saumendra Das, HoD, School of Management Studies (SMS) published a book titled “Current Trends in Management Practices” by Lambert Academic Publishing, London.



February 2024



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Programme Summary

Sl. No	Name of the Programme	Date
1	MoU with RFI	02.02.2024
2	Workshop-entrepreneurship	03.02.2024 & 04.02.2024
3	Management Day	21.01.2024
4	Guest Lecture Session	28.02.2024

Two-day workshop on Empowering Rural India Through Entrepreneurship Finance: Issues and Challenges in collaboration with research forum India on 3-4 February 2024

The School of Management (SMS) have organized a two-day workshop on “**Empowering Rural India Through Entrepreneurship Finance: Issues and Challenges**” at mechanical auditorium. In this two-day workshop the delegates from premier institution like North Eastern Hill University, Shillong, Meghalaya and other reputed organizations delivered the session. In these two days, the business quiz, poster presentation, and business innovations are the important facets of this programme. Many students from MBA and BBA have participated this programme and realized the theory of entrepreneurship.

During this programme, a MoU have been signed between the SMS, GIET University, Gunupur and Research Forum, India for research collaboration and other academic activities.

Resource persons:

1. Prof. Sushil Kumar Pattanaik, P. N. Autonomus College, Khurda
2. Prof. Kailash Chandra Biswal, Professor, NEHU, Shillong
3. Mr. Debasish Mohanty, IPO, DIC, Rayagada
4. Rtn, Sudhir Kumar Panigrahi, Shri Baidyanath Doors, Bhanjanagar



Annual Report-2024

Photos of this programme-



Brochure of this programme:

CHIEF PATRONS

- **PROF. (DR.) SATYA PRAKSH PANDA**
PRESIDENT, GIETU
- **PROF. (DR.) CHANDRADHWAJ PANDA**
VICE-PRESIDENT, GIETU
- **PROF. (DR.) JAGADISH PANDA,**
DIRECTOR GENERAL, GIETU

PATRONS

- **PROF. (DR.) L.M. PATNAIK**
PRO-CHANCELLOR, GIETU
- **PROF. (DR.) A V N L SHARMA**
VICE-CHANCELLOR, GIETU
- **PROF. (DR.) N V J RAO**
REGISTRAR, GIETU

RESOURCE PERSON

1. **PROF. SUSHIL KUMAR PATTANAİK,**
P.N AUTONOMOUS COLLEGE, KHORDHA
2. **PROF. KAILASH CHANDRA BISWAL,**
NORTH-EASTERN HILL UNIVERSITY, MEGHALAYA
3. **SHRI DEBASISH MOHANTY, IPO, GUNUPUR**
4. **RTN.SUDHIR KUMAR PANIGRAHI**
ENTERPRENUR OF SHRI BAIDYANATH DOORS

ORGANIZING COMMITTEE

- **DR. Y S S PATRA, SMS DEPT.**
- **DR. SUBHASISH DAS, SMS DEPT.**
- **DR. T. LOKESWAR RAO, SMS DEPT.**
- **DR. I J RAGHAVENDRA, SMS DEPT.**
- **DR. SMRUTI REKHA SAHOO, SMS DEPT.**
- **MR. T DILLESWAR RAO, SMS DEPT.**
- **MR. NARENDRA PANDA, SMS DEPT.**
- **MR. KARTEEK MADAPANA, SMS DEPT.**
- **MR. GIRIJA SANKAR PRADHAN, SMS DEPT.**
- **MR. PRAMOD RANJAN PANDA, SMS DEPT.**
- **MS. SWAPNAMAYEE SAHOO, SMS DEPT.**
- **MR.P.NARASIMHA MURTY, SMS DEPT.**

ABOUT THE UNIVERSITY

GIET University, Gunupur formerly known as the Gandhi Institute of Engineering and Technology (GIET) was established in the year 1997 at Gunupur, in the state of Odisha, India. GIET was declared as a State University on 27th Dec 2018 by Govt. of Odisha. GIET University is approved by the Govt. of Odisha, UGC and AICTE, New Delhi. Over a period of 25 years, we have grown impressively and today we are a prominent technological University in the eastern part of India. The University has State of the Art Infrastructure and is known for its quality engineering education. At present, we are having fifteen B.Tech Programs, five M.Sc courses, MCA, MBA, MA in English/Economics/Education, Doctoral Research programs (Ph.D) in all the disciplines with PG level programmes. Till date more than 20,000 students have passed out and are successfully placed in India and abroad.

ABOUT THE DEPARTMENT

In the beginning School of Management Studies named as GIMS which was affiliated to Berhampur university and recognized by AICTE. Subsequently since 2003, GIMS has been affiliated by Biju Patanaik University of Technology (BPUT). School of Management Studies believes that true Management Education is not just in providing the student with better academic inputs but in developing competence with the help of case study analysis and refining individuals into better leaders, who can aspire to be successful both on their professional as well as personal fronts. Department of Management Studies has attracted students from North to South & East to West within India & from neighboring countries like Nepal, Bhutan etc. This Department provides quality education of International standards for producing managers and future leaders in a disciplined and conducive environment as an integral part of our social commitment to promote education Globally. It has an excellent placement track record among the top MNCs from India and the world. Coca Cola, Tech Mahindra, Axis Bank, SBI, Accenture, Jindal steels are some of the companies where our alumni are proudly proving their worth. 99 students of School of Management Studies got offers from the top-notch companies and the highest package is offered by the INTELLIPAT with 9 LPA.

ABOUT THE WORKSHOP

In the vast landscape of India, rural entrepreneurship is a powerful force driving economic growth and empowerment. This workshop aims to develop entrepreneurial and activity-oriented skills among the youths and students willing to create small or micro-enterprises by assisting agencies and NGOs involved in the conducting of Entrepreneurship Development Programs. Hence, the Rural Entrepreneurship Development Programme indirectly supports entrepreneurs through various agencies and NGOs. And this workshop focuses on the hurdles faced by rural entrepreneurs in India and proposes innovative solutions to overcome them, paving the way for prosperity and progress.

**TWO DAY WORKSHOP ON
EMPOWERING RURAL INDIA
THROUGH ENTREPRENEURSHIP
FINANCE : ISSUES AND
CHALLENGES**

3RD & 4TH FEBRUARY 2024

**IN COLLABORATION WITH
RESEARCH FORUM - INDIA**

**DR. SAUMENDRA DAS
CONVENOR**

**MR. DEBASISH MOHAPATRA
CO-CONVENOR**

SPONSORED BY GILLETTE GUARD

**ORGANISED BY
SCHOOL OF MANAGEMENT STUDIES
GIET UNIVERSITY-765022, ODISHA**



Annual Report-2024

ACHIEVEMENTS OF THE DEPARTMENT

STUDENT ACHIEVEMENTS



PARTICIPATED IN THE G-20 SUMMIT ORGANIZED BY ACIC, GIETU



STUDENTS OF SMS HAVE COMPLETED NPTEL COURSES



STUDENTS OF MBA HAVE PARTICIPATED IN THE BOOT CAMP ORGANIZED BY START-UP ODISHA



BBA STUDENTS SECURED 1ST RUNNERS UP IN KHO-KO TOURNAMENT HELD AT NIT, ROURKELA



MBA STUDENTS UNDERGONE SUMMER INTERNSHIP IN VARIOUS INDUSTRIES

FACULTY ACHIEVEMENTS

1. MORE THAN 30 PAPERS HAVE BEEN PUBLISHED IN INDEXED JOURNAL BY SMS FACULTIES
2. NINE BOOKS HAVE BEEN PUBLISHED IN DIFFERENT DISCIPLINES BY FACULTY MEMBERS OF SMS.
3. FACULTIES HAVE PRESENTED AND ATTENDED IN NATIONAL AND INTERNATIONAL CONFERENCE, SEMINARS AND WORKSHOPS
4. FACULTIES ARE ALSO DOING NPTEL COURSES AND GETTING THE FDP CERTIFICATE.
5. MANY BOOK CHAPTERS ARE ALSO PUBLISHED BY SMS FACULTIES.
6. MORE THAN 15 PATENTS PUBLISHED BY SMS FACULTY MEMBERS.



SMS FACULTIES APPRECIATED BY MANAGEMENT FOR THEIR CONTRIBUTION ON PATENT PUBLICATION



DEPARTMENT PROGRAM



MBA FRESHER'S DAY



BBA FRESHER'S DAY



CELEBRATION OF NATIONAL ENTREPRENEURSHIP DAY



GUEST LECTURES BY EXPERT



EXPERT TALK



DEPARTMENT FEST

LOG ON TO WWW.GIET.EDU EMAIL US AT ENQUIRY@GIET.EDU

SCHOOL OF MANAGEMENT STUDIES

GIET UNIVERSITY, GUNUPUR



Annual Report-2024

On 21st February 2024, School of Management Studies (SMS) have organized the Management Day. During this programme various activities such as song competition, dance, roleplay etc. are organized. The programme was graced with Mr. Krishna Chintaluri, CEO, IKON, Hyderabad, Dr. A. B. Srinivasa Rao, Dean SOET, Dr. P. Vijay Kumar, Controller of Examination, GIETU.

Highlights of the Management Day:



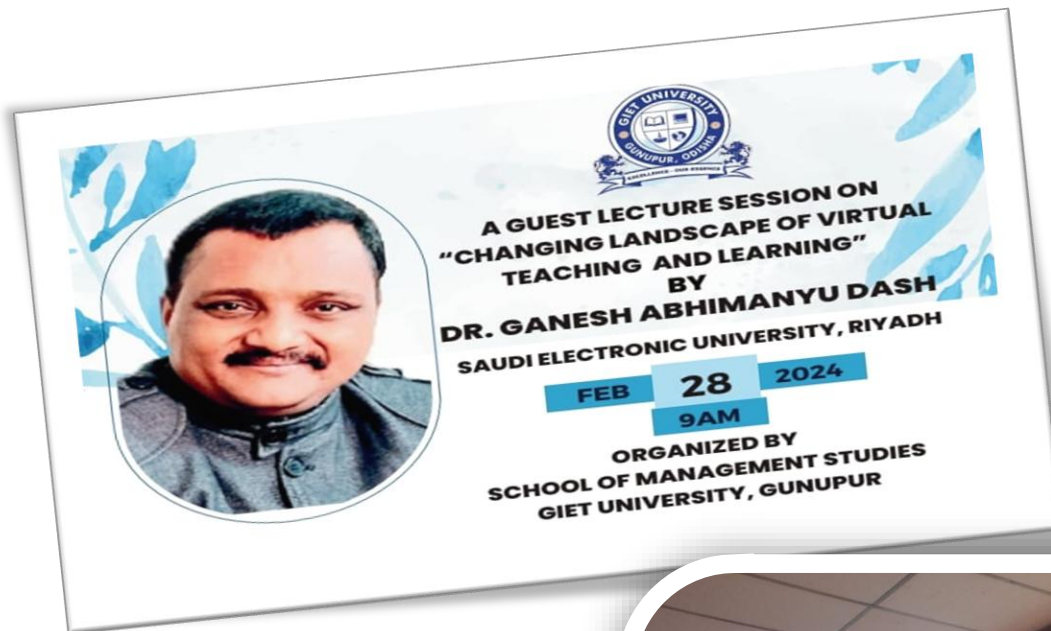


Annual Report-2024

On 28th February 2024, SMS organized a Guest lecture session by an international professor on “**Changing Landscape of Virtual Teaching and Learning**”. During this programme, the guest was honored by our Registrar and President, GIETU.

Resource Person- Dr. Ganesh Dash, Professor, Saudi Electric University, Riyadh

Highlights of Guest lecture session-





Annual Report-2024

March 2024

Programme Summary

Sl. No	Name of the Programme	Date
1	Guest Lecture (online)	22.03.2024
2	Book Publication	25.03.2024

On 22nd March 2024, SMS organized a guest lecture session on “**Journey from Campus to Corporate**”.

Resource Person: Dr. Rohit Bansal, Professor, Vaishav College of Engineering, Rohtak, Haryana



In this guest lecture session, the students of MBA and BBA have attended the programme and interacted with the guest lecture in online. The expert has advised the tricks and techniques to crack the placement. He also emphasized the sectorial opportunities available for management graduates. This session was graced by the Head of the department Dr. Saumendra Das and other faculty members of SMS.



Annual Report-2024

On 25th March 2024, **Dr. Saumendra Das**, HoD, SMS have published a book titled “Marketing Innovation 5.0: Charting New Horizons, LAMBERT PUBLISHING HOUSE, LONDON



April 2024

Programme Summary

Sl. No	Name of the Programme	Date
1	BBA Farewell Party	18.04.2024
2	Book Publication	24.04.2024

On 18th April 2024, the students of BBA organized the farewell party for their seniors. In this programme the senior BBA students were felicitated with their juniors.



Annual Report-2024

On 24th April 2024, Dr. Saumendra Das and his co-authors have published a book titled "Entrepreneurship and Small-Scale Industries."



May 2024

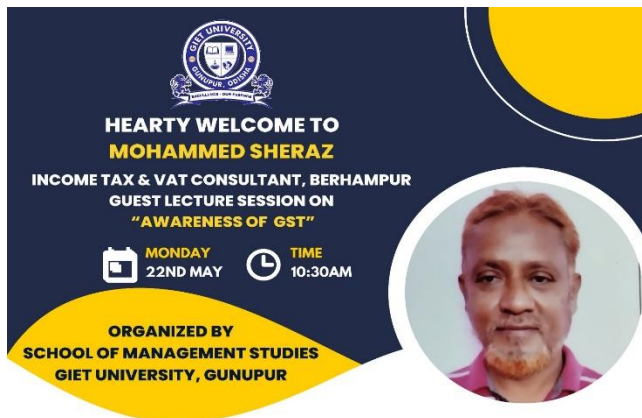
Programme Summary

Sl. No	Name of the Programme	Date
1	Expert Talk	22.05.2024
2	Farewell-MBA	12.05.2024
3	Seminar	30.05.2024

On 22nd May 2024 an Expert Talk On GST, Income Tax & Vat Awareness have organized by School of Management Studies, GIET University where **Mr. Mohammed Sheraz**, GST professional from Berhampur address the session. In this programme all the MBA and BBA students of SMS have interacted with the guest properly. Many questions related to filing of GST, direct or indirect taxes have discussed by the expert. The programme was graced by all the faculty members of SMS and HoD of SMS.

Highlights of this programme-

- ✚ How to file direct/indirect tax?
- ✚ What is the various tax regime for different financial year?
- ✚ How to identify the different items under tax filing?
- ✚ Process of tax filing.





Annual Report-2024

On 25th May MBA 1st year students have organized the farewell programme for their seniors. In this programme, different types of cultural and technical events have conducted. At last, the programme was concluded with felicitations to the MBA senior students.



On 12th May 2024 a Seminar on “HOW TO PUBLISH IN INTERNATIONAL JOURNAL” was organized.

Resource person- Dr. Asutosh Muduli, Professor, Pandit Dindayal Petroleum University, Gujrat.

GIET UNIVERSITY
Gunupur, Odisha - 765022

*Seminar on "Publication in International Journals:
Critical Issues and Challenges*
SCHOOL OF MANAGEMENT STUDIES

 **DR. ASHUTOSH MUDULI**
PROFESSOR, HUMAN RESOURCE
PANDIT DEENDAYAL ENERGY UNIVERSITY, GUJARAT

www.giet.edu



Annual Report-2024

June 2024

Programme Summary

Sl. No	Name of the Programme	Date
1	Awareness Programme on IP	05.06.2024
2	Ph.D defense seminar	29.06.2024

On 5th June 2024, SMS organized an Awareness Programme on IP in Academics & Research at Admin Audi.

Resource Person- Samprati Basant, Patent Attorney, New Delhi



On 29th June 2024, one of our PhD scholar Ms. Deepti Patnaik, Registration No. (19SPHMB016) successfully completed her PhD under the guidance of Prof. (Dr). N. V. J. Rao, Registrar, GIET University, Gunupur.



Annual Report-2024

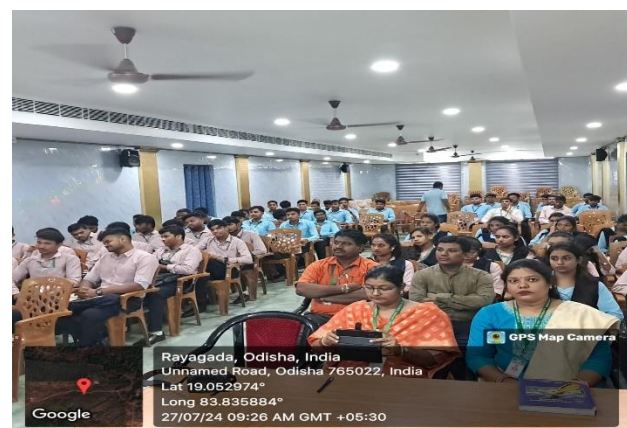
July 2024

Programme Summary

Sl. No	Name of the Programme	Date
1	Guest Lecture Session	27.07.2024
2	Guest Lecture Session (Online)	30.07.2024

On 27th July 2024, SMS organized an expert talk session on “Exploring opportunities and challenges in e-business@2047 Bikshit Bharat.

Resource Person- Dr. Rabi Narayan Padhi, Professor of Practice, IIMM, Visakhapatnam.





Annual Report-2024

On 30th July 2024, School of Management Studies (SMS) organized an online guest lecture session on Innovative Customer Engagement Strategies in the Digital Age.

Resource Person-Dr. Rohit Bansal, Professor, Vaishav College of Engineering, Rohtak, Haryana.



August 2024

Programme Summary

Sl. No	Name of the Programme	Date
1	Invited Lecture	16.08.2024
2	Invited Lecture	17.08.2024
3	Alumni interaction	18.08.2024
4	World entrepreneurship day	23.08.2024

On 16th August 2024, the School of Management (SMS) organized an invited lecture on “Empowering your future”.

Resource Person- Mr. Anjul Jain, Senior General Manager, Meril



Annual Report-2024

In this programme, Mr. Anjul have explained about the career opportunity in pharma sector. He emphasized the career after MBA.

Few snapshots of this programme-



On 17th August 2024, SMS organized an invited lecture session on Marketing and its importance.

Resource Person- Mr. Suvendu Kumar Bhol, Asst. Vice-President, HDFC Bank





Annual Report-2024

On 18th August 2024 an Alumni Interaction organized by Mr. Rohiteswa Pradhan, Deputy Manager HR, Mahavir Envirocare Infrsolutions Private Limited.



On 23rd August 2024, SMS organized World Entrepreneurship Day

WORLD ENTREPRENEURSHIP DAY
'Achieving the SDGs Through Fostering Innovation and Economic Growth'
23 August 2024
Venue : MBA Audi.
Time - 10 AM Onwards
In association with School of Management Studies



Annual Report-2024



**WORLD
ENTREPRENEURSHIP
DAY**

- Expert Talk
- Poster Presentation
- Idea Pitching

23
AUGUST 2024
Friday
Time:
10 AM Onwards

MBA AUDI.

WWW.GIET.EDU

GIET UNIVERSITY
Gunupur, Odisha - 765022

SCHOOL OF MANAGEMENT STUDIES

WORLD ENTREPRENEURSHIP DAY
Achieving the SDGs Through Fostering Innovation and Economic Growth
23 August 2024
Venue : **MBA Audi.**
Time - **10 AM Onwards**

DR. SAUMENDRA DAS
HOD, MBA

Rayagada, Odisha, India
2RXX+JDX, Odisha 765022, India
Lat: 19.048969°
Long: 83.832884°
2024 11:30 AM GMT

MR. DEBASISH MOHANTY
IPO, DIC, RAYAGADA

MRS. A. BHULAXMI,
BM, SBI GIET BRANCH, RAYAGADA



Annual Report-2024

September 2024

Programme Summary

Sl. No	Name of the Programme	Date
1	BBA Freshers Day	04.09.2024
2	MBA Freshers Day	05.09.2024
3	Guest visit	11.09.2024
4	Workshop	12.09.2024
5	Workshop	14.09.2024
6	International workshop	17.09.2024 & 18.09.2024
7	Awareness Camp	19.09.2024

Fresher's day by MBA on 4th September 2024



On 5th September 2024, Fresher's Day organized by BBA students





Annual Report-2024

We are honoured to have Dr Haladhar Sahu, HoD, Commerce Department, Kalahandi University, Bhawanipatna visited our SMS on 11th September 2024.



One-Day Workshop on Navigating the Path to Success: A Mentorship Platform for Career Professionals on 12th September 2024



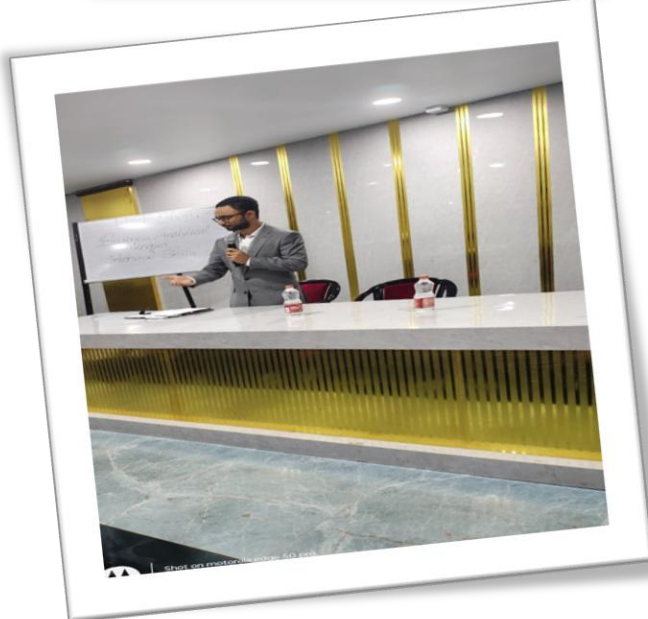
One-Day Workshop on Digital Marketing on 14th September 2024





Annual Report-2024

International Workshop on Enhancing Business Analytical Mindset & Interviewing Skills on 17th & 18th September 2024





Annual Report-2024

Entrepreneurship Awareness Camp on 19th September 2024

AWARENESS CAMP
ENTREPRENEURSHIP DEVELOPMENT PROGRAMME
 For
EDP TRAINING
 By
DISTRICT INDUSTRIES CENTRE, RAYAGADA
FACILITATOR :- GIET UNIVERSITY, GUNUPUR
Venue : MBA Audi. Date. 19.09.2024 (Thursday)





Annual Report-2024



On 19th September 2024, SMS organized an Entrepreneurship Awareness Camp at MBA Audi. This programme was graced by Dr. Chandra Dhwanja Panda, Vice-President, GIET University, Gunupur. In this programme, other resource persons like Bijaya Kumar Sahoo, GM, DIC and others were present.

Following to the inauguration a 12 Days Entrepreneurship Development Programme started from 20.09.2024 to 08.10.2024.



Annual Report-2024

October 2024

Programme Summary

Sl. No	Name of the Programme	Date
1	Invited Lecture	01.10.2024
2	Guest Lecture	26.10.2024
3	Workshop	28.10.2024 & 29.10.2024

On 1st October 2024 an Invited Lecture on Good Practices for a Future Manager was organized by SMS.

Resource Person- Mr. Mitendra Bhuyan, Founder, Sai Beach Sand





Annual Report-2024

Guest Lecture on “Transforming challenges into Opportunities A career in Management” on 26th OCT 2024 by **Dr. Arun Muddidri** and **Dr. Sandeep Meshram**



TWO DAY'S WORKSHOP ON MAKING OF “INDUSTRY READY PROFESSIONAL” FOR MANAGEMENT & CORE Eng. Students by **Prof (Dr) Sarbesh Mishra** and **Prof (Dr) Pramod Kumar Misra** on 28th Oct 2024 and 29th Oct 2024





Annual Report-2024

November 2024

Programme Summary

Sl. No	Name of the Programme	Date
1	32 days Training Program	4 th November to 10 th December 2024
2	Cultural and Social Media	30.11.2024
3	Inauguration of Communication Club	19.11.2024

32 days Training Program on Banking and Insurance by Bajaj Finserve started from 4th November to 10th December 2024.

This programme basically for MBA and BBA students in 4 batches with 196 student enrollment.

This programme was initiated by Bajaj Finserve, India.



Cultural and Social Media Team organized SMS GOT TALENT ON 30.11.2024





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Inauguration of Communication Club On 19.11.2024

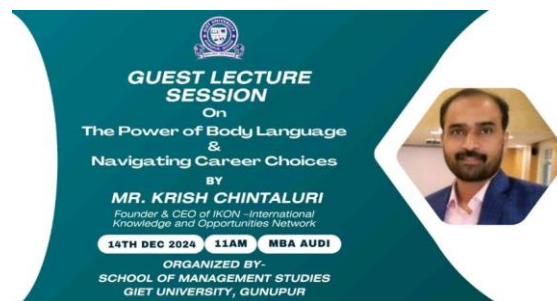


December 2024

Programme Summary

Sl. No	Name of the Programme	Date
1	Guest Lecture Session	14.12.2024
2	International Conference (ICONMANIT-2024)	30.12.2024

On 14th December 2024 a Guest Lecture Session was organized by SMS on “The Power of Body Language & Navigating Career Choice by Mr. Krish Chintaluri Founder & CEO, IKON, Hyderabad.





Annual Report-2024

Trends in Management, Commerce & Information Technology in Sustainable Environment (ICONMANIT-2024)-

On 30th December 2024, the School of Management Studies (SMS) organized an international conference on **Trends in Management, Commerce & Information Technology in Sustainable Environment (ICONMANIT-2024)** in association with International School of Management, Applied Science & Informatics (ISMASI), Azteca University, Mexico. In this conference we have received 138 full papers from various parts of the world. The paper presenters were physically and virtually presented their papers. The conference was consisting of four tracks with different themes and sub-themes. During this conference a souvenir was unveiled in the presence of distinguished guests and participants. At the end of this conference, the felicitation ceremony was organized followed by certificate distribution to the participants and paper presenters.

Resource persons-

Chief Guest-

Prof. (Dr.) Prafulla Kumar Mohanty, Former Vice-Chancellor, Khallikote Unitary University
Berhampur, Odisha, India

Guest of Honor-

Prof. (Dr.) LALIT MOHAN PATNAIK, Pro-Chancellor, GIETU

Prof. (Dr.) Rabi Narayan Subudhi, Former professor of VIT, KIIT and BU, India

Dr. P. Vijay Kumar, Controller of Examination, GIETU

Keynote Speakers-

Prof. (Dr.) Ricardo Saavedra, Co -Patrons - Director & Chair (International Programs), Azteca University, Mexico, North America

Dr. GANESH DASH, Program Coordinator- MBA (Digital Marketing) College of Administrative and Financial Sciences Saudi Electronic University, Riyadh

Dr. Anjay Kr. Mishra, Dean (Law & Public Administration), Madhesh University, Nepal



Annual Report-2024

Hassan Refaat Hassan Badawy, Senior Lecturer, Faculty of Tourism, Luxor University, Luxor, Egypt

Dr. Muruganantham Ganesan, Professor, Department of Management Studies National Institute of Technology, Tiruchirappalli, India

Dr. ROHIT BANSAL, Professor, Vaish College of Engineering, Rohtak, Haryana, India

Dr. Sunil Kumar Pradhan, HoD, School of Management, Berhampur University, Berhampur, India

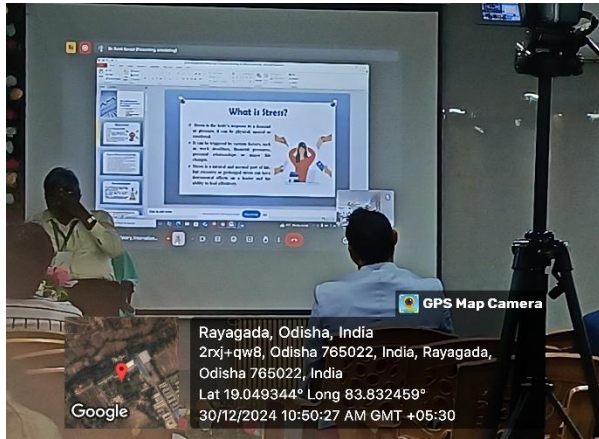
Dr. P.K. Paul, Executive Director (MCIS Program) & Asst. Professor (IST), Dept. of Computer and Information Science Information Scientist (Offg.) Raiganj University, West Bengal, India

Highlights of the Conference-





Annual Report-2024



ସକାଳ
THE SAKALA
Jeypure - 31 Dec 2024 - Page 5

କିଆଇଇଟି ବିଶ୍ୱବିଦ୍ୟାଳୟରେ ଅନ୍ତର୍ଜାତୀୟ ସମ୍ମିଳନୀ

ଭୁବନେଶ୍ୱର, ୩୦ ଡିସେମ୍ବର (ସଂପାଦକ):

ଅନ୍ତର୍ଜାତୀୟ ସମ୍ମିଳନୀରେ ଭାଗ ନେଇଥିବା ବିଶ୍ୱବିଦ୍ୟାଳୟର ପ୍ରତିନିଧିମାନଙ୍କ ସହିତ ଏକ ଗୁରୁତ୍ୱପୂର୍ଣ୍ଣ ସମ୍ମିଳନୀ ଆୟତ୍ତ ହୋଇଛି। ଏହି ସମ୍ମିଳନୀରେ ବିଭିନ୍ନ ଦେଶରୁ ଆସିଥିବା ଅଧ୍ୟାପକମାନଙ୍କ ମଧ୍ୟରେ ବିଭିନ୍ନ ବିଷୟରେ ଗଭୀର ଚର୍ଚ୍ଚା ହୋଇଛି। ଏହି ସମ୍ମିଳନୀରେ ବିଭିନ୍ନ ଦେଶରୁ ଆସିଥିବା ଅଧ୍ୟାପକମାନଙ୍କ ମଧ୍ୟରେ ବିଭିନ୍ନ ବିଷୟରେ ଗଭୀର ଚର୍ଚ୍ଚା ହୋଇଛି।



ଏହି ସମ୍ମିଳନୀରେ ବିଭିନ୍ନ ଦେଶରୁ ଆସିଥିବା ଅଧ୍ୟାପକମାନଙ୍କ ମଧ୍ୟରେ ବିଭିନ୍ନ ବିଷୟରେ ଗଭୀର ଚର୍ଚ୍ଚା ହୋଇଛି। ଏହି ସମ୍ମିଳନୀରେ ବିଭିନ୍ନ ଦେଶରୁ ଆସିଥିବା ଅଧ୍ୟାପକମାନଙ୍କ ମଧ୍ୟରେ ବିଭିନ୍ନ ବିଷୟରେ ଗଭୀର ଚର୍ଚ୍ଚା ହୋଇଛି।

ବିଶ୍ୱକାଶୀ ମଙ୍ଗଳବାର ୩୧ ଡିସେମ୍ବର, ୨୦୨୪ **ରାଜ୍ୟ ସମ୍ବାଦୀ**

କିଆଇଇଟି ବିଶ୍ୱବିଦ୍ୟାଳୟରେ ଆନ୍ତର୍ଜାତୀୟ ସମ୍ମିଳନୀ ସ୍ୱାଗତୀୟ ପରିବେଶରେ ପରିଚାଳନା, ବାଣିଜ୍ୟ ଓ ପ୍ରଯୁକ୍ତି ସୂଚନା ଧାରାର ଭୂମିକା

ଭୁବନେଶ୍ୱର, ୩୦ ଡିସେମ୍ବର (ସଂପାଦକ):

ଅନ୍ତର୍ଜାତୀୟ ସମ୍ମିଳନୀରେ ବିଭିନ୍ନ ଦେଶରୁ ଆସିଥିବା ଅଧ୍ୟାପକମାନଙ୍କ ମଧ୍ୟରେ ବିଭିନ୍ନ ବିଷୟରେ ଗଭୀର ଚର୍ଚ୍ଚା ହୋଇଛି। ଏହି ସମ୍ମିଳନୀରେ ବିଭିନ୍ନ ଦେଶରୁ ଆସିଥିବା ଅଧ୍ୟାପକମାନଙ୍କ ମଧ୍ୟରେ ବିଭିନ୍ନ ବିଷୟରେ ଗଭୀର ଚର୍ଚ୍ଚା ହୋଇଛି।



ଏହି ସମ୍ମିଳନୀରେ ବିଭିନ୍ନ ଦେଶରୁ ଆସିଥିବା ଅଧ୍ୟାପକମାନଙ୍କ ମଧ୍ୟରେ ବିଭିନ୍ନ ବିଷୟରେ ଗଭୀର ଚର୍ଚ୍ଚା ହୋଇଛି। ଏହି ସମ୍ମିଳନୀରେ ବିଭିନ୍ନ ଦେଶରୁ ଆସିଥିବା ଅଧ୍ୟାପକମାନଙ୍କ ମଧ୍ୟରେ ବିଭିନ୍ନ ବିଷୟରେ ଗଭୀର ଚର୍ଚ୍ଚା ହୋଇଛି।

---Thank You---